

Request for Proposals: Website Rebuild

October 2023

BACKGROUND

Verité is an award-winning nonprofit organization that illuminates and addresses serious human rights and labor rights violations in factories, farms, and other workplaces worldwide. We serve private sector and public sector clients by building their internal understanding of the labor rights problems they face in their supply chains and operations and their skills to solve those problems.

Verité is seeking a web developer to rebuild verite.org. The current iteration of our website was built in 2013. Verité has identified the following priorities for this project: structured wireframes, updated visual presence, improved UX and navigation, enhanced security, ADA compliance, and a shift away from our current content management tool, Divi.

As a thought leader in the global effort to improve practices within the labor recruitment industry, Verité produces tools and knowledge to combat the most serious labor and human rights abuses in global supply chains. To this end, the website serves as our most important communications platform that raises awareness and increases the visibility of Verité's online tools, resources, and reports. Our target audiences and most important website users include businesses (national and multinational), government entities, civil society organizations, and workers. As a result, the website rebuild has a two-fold objective of creating a holistic design that enables a seamless user experience and drives engagement; and providing high-quality and informative content in an intuitive manner.

SCOPE OF WORK

The proposal should be structured in two phases and include at minimum the following activities and deliverables. Other activities and services not outlined below that would help ensure the success of the project and further our goals may be proposed. The narrative should describe your agency's methodologies, the timing and the team roles involved for each stage, and expectations about participation by Verité stakeholders. Hosting and maintenance are not a part of the scope.

Phase 1 – Discovery

Activities:

1. Project Planning: Develop project plan for the website, outlining tasks, deadlines dependencies and identifying those responsible for each task.
2. Kick-off session with a clear outline of planned activities and timeframe
3. Landscape mapping and benchmarking:
 - a. Survey key Verité staff regarding current site & future needs (program work, knowledge sharing, incorporation of toolkits and e-learning modules).
 - b. Identify key audiences and UX paths.
 - c. Benchmark against four peer NGOs and four unrelated NGOs in other sectors with similar knowledge-sharing objectives.

Deliverables:

1. Insights Report: Deliver insights report consolidating all landscape mapping and benchmarking findings.
2. Content Strategy: Based on the approved insights report, develop a content strategy document that includes, but is not limited to, the following communication vehicles and toolbox:

- a. Content
 - b. Design
 - c. Visual storytelling
 - d. Data visualization (e.g., PowerBi or Tableau)
 - e. Knowledge-sharing features
 - f. Multimedia considerations on display & engagement
 - g. Employing Verité's microsites (projects and initiatives) that need an online presence
 - h. Editorial processes and production workflows
 - i. Content visibility, privacy, and policies
 - j. Roles and responsibilities for communications, consultants, and other team members employed to manage the website
 - k. Website manual and guidance (content, UX, maintenance)
 - l. Training and support
3. Development roadmap including:
- a. Recommendations
 - b. Technical requirements to help inform the development phase (including prioritized list of organization and user needs)
 - c. Documented feature matrix to inform UX and technical website development
 - d. Information architecture (IA)
 - e. Site map
 - f. User experience (UX) and user-centric design approach
 - g. Functional modules
 - h. Templates
 - i. SEO strategy
 - j. Site search appliance

Phase 2 – Design, Development, and Roll-Out

1. The website should be built with WordPress. The agency should maintain a development and test environment for user acceptance testing prior to migrations to the production environment.
2. Design System:
 - a. A design system should include a visual design style guide reflecting the Verité brand identity for typography, color palette, illustrations, photo treatments, and UI pattern library (such as links, buttons, and interactions).
 - b. We are leaning towards using Gutenberg Editor but will take recommendations from the selected agency on the optimal design approach.
 - c. The website must be mobile responsive.
 - d. All design must comply with website ADA accessibility standards to ensure that all users have equal access to information and functionality. A good reference for the accessibility standards that we would like to follow is here: [WCAG 2.1](#).
3. Security: Establish a high level of security per NIST framework including, but not limited to, WordPress settings, clickjacking and UI redress attack prevention, user permission management, and plugins.
4. Development: The scope will include all aspects of front- and back-end development to implement the features of the new website. The agency will be responsible for all aspects of QA testing and should detail the QA, UAT, and warranty process in the response.

5. Analytics Implementation: We will need the chosen agency to document the Google Analytics tracking code specifications, implement tracking corresponding to identified KPIs, and conduct testing on implementation to ensure full data capture.
6. Copywriting: While our Communications team will provide most written content, please provide estimates for copywriting key landing pages and copywriting support to bring a consistent voice/tone across the website's main pages.
7. Photos: The agency will have access to Verité's visual assets library but should also be equipped to select and provide stock photos in consultation with Verité.
8. Training and Documentation: The selected agency will provide documentation and training for up to six Verité staff content managers. Training will include basic content management as well as guidance on website copywriting best practices.

GENERAL QUALIFICATIONS

The developer should have expertise and experience in:

- UX design
- Branding
- Designing and developing websites for nonprofit organizations
- Content organization and information architecture
- Design elements that present complex information clearly, boost website performance, and mask clutter from users while highlighting key content areas (i.e., expandable content areas, tool tips, etc.).
- Intuitive navigation/wayfinding elements
- Uncluttered, easy-to-read aesthetics
- SEO

GOALS & SUCCESS CRITERIA

Verité envisions user analytics being collected through Google Analytics and possibly Google Tag Manager, as well as an optional pop-up user feedback survey. Example indicators that may guide this assessment include:

- Read time for users in each content area
- Goal conversion rate (i.e. report download)
- New subscriptions to newsletters
- Engagement with tools and resources
- User demographics
- User ratings and feedback
- Cross-link tracking – the degree to which users explore content interlinked within the site
- Key search terms leading users to page (i.e., integration with Google search console or similar)
- Site and page traffic
- Bounce rate from pages
- Share rate and volume
- New vs. returning users
- Number of sessions per user

TIMELINE

Verité would like to launch the new website by June 1, 2024.

BUDGET

\$50,000-\$70,000

INSTRUCTIONS TO SUBMIT A PROPOSAL

The proposal package must contain the following:

- Brief presentation letter that includes why Verité should consider you (or your organization/company) for this work, and the approach and methodology your agency would employ to achieve the outlined objectives.
- Total cost of the project broken down by tasks or deliverable.
- Proposed timeline which includes estimated time for each task/deliverable, as well as availability to start this work.
- Qualifications including the number of full-time staff who will be dedicated to this work and the location of headquarters and staff.
- Short bios of staff who would work on this project. Please include experience working with nonprofit website projects.
- Portfolio of similar work.
- Three (3) business references for comparable work.

- Bidders are responsible for their own costs in preparing and submitting a proposal.
- Vendors will be subject to SAM screening prior to final selection and will be required to provide a W-9 at time of contract signing.

Verité is committed to a diverse work force and is an Equal Opportunity Employer that does not discriminate against any contractor, employee, or applicant for employment or contracting because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expressions, status as a veteran, and basis of disability or any other federal, state, or local protected class. Verité's daily work to achieve our vision of a world where people work under safe, fair, and legal conditions is inherently linked to topics of diversity, equity, and inclusion. Recognizing that the labor market and institutions have long marginalized people of color, trans and LGB+ people, women, and people from working class backgrounds, we therefore feel the need to be particularly proactive in encouraging candidates who identify as such to apply.

To submit a proposal for consideration, a completed proposal package must be sent via email to comms@verite.org by **11:59 EDT on Thursday, November 30, 2023**. Questions and requests for clarification may be addressed to comms@verite.org. An anonymized Q&A section of all received questions can be located here: [Verité - RFPshttps://verite.org/rfp/](https://verite.org/rfp/). The RFP is not an offer to contract and Verité reserves the right to make one, multiple, or no awards and/or negotiate as it sees fit.