

# Nonprofit Org Web Overhaul

Request for Proposals

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## Project Summary

Nonprofit Org currently has several Drupal-based websites, which will be consolidated into one larger Drupal-based site at <http://www.nonprofit.org>. We are also just completing an internal rebranding, and the new site will require a new architecture, design, and Drupal theme based on the results of this process.

## Company Information

### About Nonprofit Org

Nonprofit Org is a nonprofit organization dedicated to advancing innovative, proven solutions to today's most pressing social and economic problems. We support social innovators and educate social impact investors through advisory and consulting services, knowledge sharing, and community building.

Nonprofit Org is in a relatively new “industry” of nonprofit organizations, foundations, government leaders, and others who are striving to improve the success of efforts to solve our society's most pressing social issues. This industry is referred to in many ways with varied terminology (e.g. social entrepreneurship, social innovation, social capital markets), but an early hypothesis is that we are seeking to gain traction around calling it the “social impact marketplace.” We believe that it is possible to understand and measure the impact of efforts to address social problems, and that philanthropic capital should be flowing to proven, effective approaches to these issues, just as money in the capital markets flows to successful companies because of a set of agreed-upon standards and practices. By engaging with and testing approaches for a variety of stakeholders addressing social problems from the practitioner perspective, the funding perspective, and the legislative/systemic perspective, Nonprofit Org advances and improves the best solutions on all sides so that the meaning of impact comes into focus and is achieved as efficiently as possible.

Nonprofit Org consists of the following program areas:

**Nonprofit Org Consulting** is a unique strategy consulting service to help organizations think and act strategically to maximize social impact. We specialize in developing customized business plans for nonprofits focused on growth and sustainability.

**NonprofitCo** seeks to build an alternative philanthropic marketplace. We encourage social impact investors to invest and reinvest in innovative, results-oriented organizations who are striving for efficiency, effectiveness, and sustainability. Through an annual rigorous selection process, we choose Social Innovators with promising approaches to addressing specific social problems.

**Nonprofit Research** provides actionable information for the social impact investor. NPR aggregates, analyzes, and disseminates information to help social impact investors identify and support the most effective, efficient, and sustainable organizations working to solve social problems.

**NonprofitGov** supports a new wave of government leaders at the city, state, and federal levels who ensure the creation and growth of the most efficient, effective, and sustainable solutions to pressing social problems.

Nonprofit Org is also actively using social media, specifically Facebook ([Link](#)) and Twitter ([@link](#)). We also have accounts on delicious ([link](#)) and YouTube (<http://www.youtube.com/link>), although these are used less regularly/deliberately than the other two. We do not yet have a Flickr account, but that is planned for 2010.

## **Products and Services Provided Through the Above Initiatives**

For nonprofits:

- Customized consulting engagements (e.g., business planning, performance measurement systems, etc)
- Information to help them improve their performance (e.g., How-to Guides on business planning and performance measurement; sample documents from our work)

For funders of social impact organizations and efforts:

- Customized advising on philanthropic best practices (e.g., philanthropic portfolio analysis)
- Reports on specific social issues to guide investment (e.g., social issue subsector reports)
- Other information to help improve impact of philanthropy (e.g., “How to become a Social Impact Investor” handbook)

For government leaders:

- Information on how to start thinking about investing in and supporting effective solutions to social problems
- Customized services to develop infrastructure to identify, support, and spread solutions that work in their districts

## **Competitors**

Because we approach our vision from so many angles, there are many organizations working on similar issues to ours. Some to consider are:

- The Bridgespan Group: Like Nonprofit Org, Bridgespan does strategy consulting for nonprofit organizations, shares knowledge that it derives from its work, and also offers additional services (e.g., executive search). <http://bridgespan.org/>
- FSG Social Impact Advisors: FSG also consults to foundations and nonprofit organizations and shares what it learns through knowledge pieces. They have more defined social issue areas than we have. <http://fsg-impact.org/>
- New Profit, Inc.: New Profit improves the performance of nonprofits by investing in them using a venture philanthropy mechanism, which is related to our work in the Social Innovation Forum. They are also working to enhance the ability of governments to support social innovation through their America Forward initiative. <http://newprofit.com/> and <http://www.americaforward.org/>
- Ashoka: While Ashoka's work is not directly similar to ours, many people associate them with our type of work because they use similar language and are talking about similar issues. They also have been around for much longer and are therefore often considered thought leaders on these issues. <http://ashoka.org/>
- Social Impact Exchange: This is a new clearinghouse of information on social impact and social innovation, specifically for people interested in how successful organizations can grow. <http://www.socialimpactexchange.org/index.cfm>
- SocialEdge: This is another clearinghouse for information on social innovation and social entrepreneurship, with lots of interactive opportunities for users who sign up for free accounts on the site. The site has a significant amount of foundation support aimed at making it a leading online community for people working in our field. While we also want to build an online community for our site, we do not see ourselves going as far as having a membership feature. The value of our site and the nature of our online community will be driven by the insights that come from the work we do, not from the community on its own. <http://www.socialedge.org>
- New Philanthropy Capital: Similar to our Social Impact Research work, NPC tries to provide donors (in the UK) with information to make smart decisions about how best to invest philanthropic dollars. <http://www.philanthropycapital.org/default.aspx>

## Goals

In general, we want our website to be in service of our larger vision of our role in the social impact marketplace, which is to help anyone who wants to participate effectively in social problem solving to be able to quickly find the tools, resources, and infrastructure to begin to do so, no matter their starting point. Our website could be an entry point for someone new to this approach to come into a continuum along which their approach to generating social impact becomes increasingly clear and effective.

More specifically, we have several high-level organizational goals that our new site can help us achieve:

- Communicate our expertise and experience with social innovators so that nonprofits will want partner with us and/or purchase one or more of our services.
- Help philanthropists learn about how to think about themselves as “social impact investors” and communicate with us to learn about how they can change their investing behavior and/or purchase our investor services.
- Help government leaders realize their role in social problem solving and think about hiring us to help create the infrastructure to do this efficiently (e.g., a state office of social entrepreneurship).
- Provide access to information about social innovation (Business Planning, Performance Measurement, Role of Government, other topics)
- Create a community to discuss and debate the information and tools provided by Nonprofit Org for social innovation

**Note:** Although we want people who are interested in purchasing our services to be able to quickly and easily determine whether we provide services that they need, we do not want “selling” to be a concept that comes through strongly at all on the website. We would much rather be an “information hub” – see some of our [Competitors](#) for examples of this.

## Audience

### Types of Visitors

We are targeting the following types of visitors to our website:

- Current Nonprofit Org clients / other stakeholders
- Prospective clients /other stakeholders
- Anyone looking to become more effective at generating social impact

The people who make up the above groups are:

- Nonprofit leaders
- Foundation staff members
- Government employees
- Individual philanthropists
- Nonprofit professional service organizations
- Media and Press
- Potential Donors

Generally speaking, visitors to our site are not the most technically savvy users (i.e., nonprofit and foundation staff members, government officials, etc), so we want to make sure we're not overwhelming people with technical "bells and whistles."

## Site Statistics

We are using Google Analytics to track all of our sites information. Overall, we average about 1,800 unique visitors per month to www.nonprofit.org, and about 1,500 unique visitors per month to all the other sites (mentioned previously) combined. We hope to increase this with our new site. Additional detailed data can be provided upon request. We haven't yet defined all our metrics for success for this project, but we hope to do this in collaboration with our vendor.

## Site Structure and Content

All of our existing sites have content that we would like to reuse as much as we can, provided it's still useful after the rebranding process. We expect to manually migrate all existing content to the new site, unless it's easy to automatically migrate content from multiple Drupal sites.

The organization of information will need to be restructured in order to make it easy to use for all target audiences. We are open to categorizing information in whatever way makes sense to the site visitor, and are looking for guidance on this issue from our developer. Drupal is very powerful in this fashion, and to date, we have not utilized the system to its full potential. Once we have developed the new site architecture, we will tag content appropriately to appear in as many contexts as needed.

We list here the major categories of content that we know we will want to include in the new site. Again, this will require a detailed discovery phase where we collectively decide what content we want on the site, and how we want to organize it.

- **Nonprofit Org:** Background information and content that stretches across all initiatives
  - **Our vision for the future:** social innovation, spreading what works, directing resources based on demonstrated social impact
  - **Background:** our staff, our work, our impact, etc.
  - **Opportunities to engage:** An interactive platform that invites people to participate in conversations started on the site's blog and on additional pages for our initiatives (particularly for Social Impact Research and Public Innovators), comment on resources made available on the site or suggest new ones to include, learn about upcoming events, find opportunities to support our social innovators, etc.
  - **Services and Resources for the general public and our clients:** Our services and resources address the following client and topic areas as follows.

(Note: the information hierarchy presented here is still being developed; we will be looking for a developer who can help us think through the best way to present this information).

- **Customized services for nonprofits, foundations, and government (Nonprofit Org Consulting) –**
  - Background information for potential clients (nonprofits, foundations, and government agencies) on our expertise, the kinds of consulting we do, our methodology, etc.
  - Resources available to anyone on improving their performance on social impact, e.g., business planning, performance measurement, etc.
- **Research services for wealth advisors, foundations, and individuals**
  - Background information for wealth advisors, individuals, and foundations on the research services provided by NPO
  - Resources available to anyone on standards for measuring social impact, taxonomies for grouping and evaluating organizations according to their target social issue areas, etc.
  - Password-protected resources for existing clients, including customized research conducted as part of an individual engagement.
- **Work with city and state governments to advance social innovation**
  - Background information for government leaders on the services offered by NPO
  - Resources available to anyone on why social innovation should matter to government, the best policies to pursue to promote social innovation, case studies on existing approaches, etc.
  - Password-protected resources for existing clients, including current strategies and operating models.
- **Work on convening and building consensus among innovators and investors to advance social innovation**
  - Background information on the NPO process for sponsors and innovators selected to participate
  - “Best of” Nonprofit Org thinking on how convening and collaboration needs to happen so that social impact can be maximized



## Graphic Design

We have existing logos for Nonprofit Org and some of our initiatives, as well as a color palette that serves the entire organization. We have some photographs of clients and work we've done with clients. We have a few regular fonts that we tend to use, and all our Drupal-based sites have a unique theme. We will also have a color palette, logos, and fonts do guide design for the new site. These design standards will likely be a bit different from what is currently visible on the site as a result of our brand engagement. The brand engagement will be complete before we start work on the site. We don't have an in-house graphic designer, however we do have source files (EPS, etc.) for most logos and images which we can repurpose or redesign as needed.

## High Level Functionality

This is not a comprehensive list of all functionality that the site will have, but it gives a representative idea of the types of things we are looking to do.

- We would like to have downloads for PDFs, images, audio, and embeddable video with YouTube, and Flickr slideshows
- We would like to have podcasts, podcast archives, and and RSS feeds for these
- We want to be able to paste in HTML forms from FormAssembly ([www.formassembly.com](http://www.formassembly.com)), which provides a link to Salesforce ([www.salesforce.com](http://www.salesforce.com)), our internal CRM system. We do NOT need Drupal to integrate with Salesforce directly - FormAssembly is doing that for us.
- We would like to be able to paste in external HTML Amazon.com widgets into our site.
- We would like to use Google Custom Search instead of the default Drupal searching capability.
- Two areas of our site, the member services section and NPO will require password protection for some of the documents and pages available there.
- Site Administration, user levels: Super Admin, Content Editor, Authenticated Users, others as needed.

## Design/Look and Feel

We will have some basic design standards as a result of our brand engagement and will want the Web designer's help with translating our new brand and look and feel into the site.

## Budget (including hosting & maintenance)

Our total budget range for this project is \$30,000 to \$50,000. Hosting and maintenance are included in that amount, so please itemize those costs clearly in the response. We expect this project to include several phases, such as the following (provided for example only – your process may be different):

- I. Discovery
- II. Design
- III. Development
- IV. Testing
- V. Training

Please list out the costs or cost ranges for each phase of the project.

## Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

- Experience bringing multiple brands under one umbrella through a website
- Experience building flexible Drupal websites that can be easily modified by non-technical users
- Experience with creating sites that build communities and have interactive features (blogs, discussion forums, etc.).
- Experience working with nonprofit organizations
- Solid information architecture skills for organizing content in ways that are intuitive to the site visitor
- Vendor takes a holistic approach to an organization's web presence (e.g., insight into integrating social media platforms, campaign tracking mechanisms, etc.)
- Experience with user testing sites, such as Bentley's Usability Lab (<http://www.bentley.edu/usability/>)

## Proposed Timeline

We would like to begin this project in Month Year. We do not have a specific deadline for completion, but we would like it to take no longer than 6 months for design and development. We recognize that loading content can be a time-consuming process, and would not count that against the schedule.

## Contact Information

Please direct all responses to this RFP and/or any questions to:

Nonprofit Contact  
Nonprofit Org  
Address

We would like to have all proposals by no later than **DATE** so we can make a decision to go with a specific vendor by **LATER DATE**.