



# Volunteers of America®

## MINNESOTA AND WISCONSIN

### Website Redesign & Development Request for Proposal

This RFP is for design and development services for a new website for Volunteers of America Minnesota and Wisconsin. To achieve the scope of work, **we are open to working with multiple vendors to achieve the results and will accept bids for either the full job or a portion of it.** However, the budget listed is the total budget available.

RFP Sent: December 1, 2020

Responses Due: December 21, 2020

Send any questions on the RFP to: Callie Wicklund, Communications Coordinator, [callie.wicklund@voamn.org](mailto:callie.wicklund@voamn.org)

Send proposals to: Callie Wicklund, Communications Coordinator, [callie.wicklund@voamn.org](mailto:callie.wicklund@voamn.org)

Budget for redesigned website: \$40,000

Goal for new website launch: Spring/Summer 2021

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#### **Volunteers of America Minnesota and Wisconsin Overview**

Volunteers of America is a nonprofit health and human services organization committed to serving people in need, strengthening families, and building communities. For almost 125 years, Volunteers of America Minnesota and Wisconsin has stepped forward as community builders working to close gaps between people and possibility. Through a comprehensive range of innovative services and networks that responds to and evolves with the needs of the community, Volunteers of America Minnesota and Wisconsin challenges inequities while generating powerful results that impacts the lives of 25,000 people annually in 110 neighborhoods across the two states.

The organization is striving to create a model for compassionate and community-driven human services by partnering with the people it serves and with other nonprofits, businesses and governmental organizations to cocreate solutions that address a spectrum of intersecting needs—from housing to health to employment to education—while continually investing in its ability to innovate and improve. Its capacity to promote long-term positive impact resides in its deep awareness of the needs of the population it serves. Volunteers of America Minnesota and Wisconsin continually seeks to offer creative solutions in pursuit of its mission, *to help people build hope, resilience and well-being.*

## **Our Commitment to Diversity, Equity and Inclusion**

Volunteers of America Minnesota and Wisconsin is committed to Diversity, Equity, and Inclusion. Organizations that are reflective of the diverse populations we serve are encouraged to apply. We are especially interested in working with vendors who can offer insight about creating opportunities to make our website as accessible as possible. For more information, you can find our [full commitment here](#).

## **Our Audience**

Our primary audience is the people we serve or who may be seeking our support either for themselves or a loved one. They tend to be people from low-wealth communities across Minnesota and Wisconsin. Many of whom may have sought services elsewhere and may have had bad experiences with other providers or been turned away. The people we serve overwhelmingly are experiencing obstacles that they do not have the support or resources to overcome on their own –whether it be to housing, mental health resources, or community. They usually come to VOA because we are experts at building well-being, and they are seeking a path forward that acknowledges their needs as whole person and leverages their strengths with the support of our network of services.

Our secondary audience are community partners, referral sources and funders, which range from individual donors to foundations to healthcare systems to county, state and federal government agencies. Other organizations and government agencies may refer individuals to our services or be seeking organizations to contract with to fulfill legislatively funded services. This audience is typically more interested in technical and clinical information; they are often interested in our deep roots within communities and benefit from the access we have to a comprehensive and holistic approach to working with individuals, families, and communities. Whereas individual donors and foundations may be more interest in cause marketing or the impact we are having in community.

Our third audience is people who potentially want to work or volunteer for Volunteers of America Minnesota and Wisconsin. They come to VOA to share their talent, knowledge, and experiences to support the needs of their communities and live out their values. The people who chose to work for VOA want to join a team of passionate people that seek to enrich the lives of others, gain vital experience and life skills working for the common good.

## **Website Project Objectives**

1. Improve ease of navigation and user experience. Streamline the way we talk about who we are and what we do, by improving navigation. **(Please note we are not changing the Content Management system)**
2. Elevate user access to services and required information about location and eligibility. Create engaging, clear, and consistent copy. Provide clarity and easy understanding. Enhance public visibility and access to required services.
3. Advance digital marketing, fundraising and assist with employee recruiting efforts.
4. Promote long-term sustainability by engaging our staff and a subset of the board on the project to build ownership of the website. We expect the successful vendor to propose an engagement strategy to involve program managers in the redesign work and protocols to keep them involved in maintaining and improving the site over time.

## **Current Website**

Our current website design, voamnwi.org, was created almost a decade ago and does not serve us well. Its deficits include:

- The navigation is clunky and not at all intuitive for those who do not know our organization well. Even employees in our own company have a hard time finding content on the website.
- Stylistically our website copy is inconsistent and written without a clear delineation between audiences. Some pages are written to speak to referral agencies and utilize clinical jargon ad nauseum, whereas other pages are written more informally.
- We have 70 services in over 110 neighborhoods and communities; yet our website does not clearly tell readers which services are available in their geography or what the eligibility criteria are. It lacks a clear path for visitors to follow to get a sense of our services or to easily connect with the resource or information they need.

**We are not seeking a new CMS at this time; we would like to optimize our website using our current system.**

The current CMS system is deeply embedded with our donation page and newsletter sign-up functionality. The CMS was developed by our National partners (Volunteers of America) and most changes beyond the existing structure will require collaboration with our CMS developer.

## **Website Functionality Requirements**

Our website will need:

- Intuitive navigation and improved user experience
- Clean and focused design
- Conduct a sitewide audit of all 207 pages; 248 PDFs
  - The audit should inform the proposed new navigation structure, which will need to be presented to our leadership team.
- Compelling and consistent copy
- All applicable content imported from current site
- Optimized with SEO best practices
- Clear path to services (a click away)
- A blog
- Social media integration (share buttons, follow buttons, etc.)

## **Optional Website Functionalities/Wish List**

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note if any additional design or development time would be required.

- Homepage that is engaging and welcoming
- Dynamic blog feeds throughout website
- Interactive infographics that describe our services and organization (e.g. “whole person” well-being)
- Interactive map of facilities
- Advanced SEO work

## **Budget Details**

As listed in the summary, our budget for this project is \$40,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial

launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after this fiscal ends on June 30, 2021. All invoices for this project must be billed before June 30, 2021.

### **Proposal Requirements**

Please include the following in your proposal response:

- Overview of your company
- Recent design & development examples
- Overview of how you will meet our objectives
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

### **RFP & Project Timeline Details**

RFP Sent: December 1, 2020

Responses Due: December 21, 2020

Finalists Selected & Contacted: January 11, 2020

Winner Selected & Contacted: January 27, 2020

Project Kick-off: February 8, 2020

New Website Launch Target Date: Spring 2021

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Callie Wicklund at [callie.wicklund@voamn.org](mailto:callie.wicklund@voamn.org).