Helping women survivors of war rebuild their lives.

REQUEST FOR PROPOSAL – Content Management System and Website Redesign

Prepared October 1, 2013

Proprietary and Confidential
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INTRODUCTION AND BACKGROUND

Women for Women International (WfWI) works with socially excluded women in eight countries where war and conflict have devastated lives and communities. Each woman we serve has her own story—some of loved ones murdered, and others of physical and emotional trauma. Most have endured a struggle for survival.

Women who enroll in our one-year program learn job skills and receive business training so they can earn a living. They come to understand their rights and how to fight for those rights in their homes, their communities and their nations. They learn how to become leaders.

Women for Women International (WfWI) believes that lasting change can only be achieved when women have access to both knowledge and resources.

MISSION: Women for Women International provides women survivors of war, civil strife and other conflicts with the tools and resources to move from crisis and poverty to stability and self-sufficiency, thereby promoting viable civil societies. We’re changing the world one woman at a time.

PURPOSE OF THE REQUEST FOR PROPOSAL

Women for Women International (WfWI) is soliciting proposals for a best-in-class Content Management System (CMS) and to redesign www.womenforwomen.org so that the site aligns with the organizations strategic objectives and fundraising goals. WfWI is interested in securing the proposal to:

- Evaluate the capabilities and functionality of the CMS platform offered
- Evaluate pricing and fees for a CMS and website redesign
- Evaluate CMS support and training services
- Evaluate web design services

WfWI is seeking to identify and select a vendor(s) to provide the product with the functionality, service, and support as described in detail in the remainder of the document. Proposals for the Redesign and CMS platform may be submitted...
separately, however it is ideal if the CMS and Redesign partners have a current relationship. At a high level, WfWI is seeking a solution(s) that offers:

**Content Management System**
- Robust feature set
- Intuitive and easy to use admin interface
- Clearly defined and documented API for provisioning and back-office integration
- Permission-based security levels

**Website Redesign**
The redesign will be broken into two key phases:

1.) Design compositions, code development and deployment as well as technical support for womenforwomen.org.
2.) User research, wireframing, design compositions, code development and deployment as well as technical support for website. The website design must be coded and deployed using Responsive Design principles.
3.) Analyze and assess www.womenforwomen.org user needs and wants to leverage into assumptions and recommendations for the website’s information architecture.

**ADMINISTRATIVE**

**Term of Contract**
The initial term of contract for the Content Management System and website redesign will be negotiated at the time of contract award.

**Vendor Selection and Contract Award**
WfWI will conduct the selection and contract award in the following manner:
- This document will be posted on womenforwomen.org as well as distributed to a few select vendors.
- Proposals will be received and evaluated as described in the RFP. Selected CMS vendors will be asked to demonstrate their software and make oral presentations to WfWI. Selected web design vendors will be asked to make oral presentations to WfWI.
- We recognize that vendors have preferred partners and we welcome recommendations for selected partners.
Due Dates
A written confirmation of the Vendor’s intent to respond to this RFP is required by 8pm EST on Thursday October 4, 2013. All proposals are due by 8pm EST on Monday October 24, 2013. Any proposal received at the designated location after the required time and date specified shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

Schedule of Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>1. RFP Distribution to Vendors</td>
<td>10/1/2013</td>
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<tr>
<td>2. Written Confirmation of Vendors with Bid Intention</td>
<td>10/4/2013</td>
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<tr>
<td>3. Questions from Vendors about scope or approach due</td>
<td>10/10/2013</td>
</tr>
<tr>
<td>4. Responses to Vendors about scope or approach due</td>
<td>10/17/2013</td>
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<tr>
<td>5. Proposal Due Date</td>
<td>10/24/2013</td>
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<tr>
<td>6. Target Date for Review of Proposals</td>
<td>10/25 – 11/1 2013</td>
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<td>8. Anticipated decision and selection of Vendor(s)</td>
<td>11/25/2013</td>
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Contractual Contact

Any questions regarding contractual terms and conditions or proposal format must be directed to:

<table>
<thead>
<tr>
<th>Name</th>
<th>Jana Waterworth-McAndrew</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>2000 M Street, NW</td>
</tr>
<tr>
<td>Phone</td>
<td>703-489-0124</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:jana.waterworth@gmail.com">jana.waterworth@gmail.com</a></td>
</tr>
</tbody>
</table>

GUIDELINES FOR PROPOSAL PREPARATION

Proposal Submission
Vendors will prepare proposals in compliance with all of the instructions outlined in the RFP. Partial or incomplete proposals will be rejected. A vendor official with legal authority to bind the vendor must sign the proposal. All proposals must be firm for acceptance within 180 days following the proposal opening. WfWI will not pay for any expenses incurred by vendors during the proposal process.

Vendor’s proposal in response to this RFP will be incorporated into the final agreement between WfWI and the selected Vendor. The submitted proposals should include responses to each of the following sections in the proposed format:

- Company Background
- Features, Functionality and Requirements
- Differentiation, Customization, and Ongoing Innovation
- Product Support
- Detailed and Itemized pricing
- References
WfWI may, at its discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

WfWI reserves the right to:
- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.
- Use external consultants for evaluation.

DETAILED RESPONSE - WEBSITE REDESIGN

1.0 Strategy/Design
   1.1 Does your design/strategy services include content optimization as part of design work?
   1.2 What is your approach to Ecommerce conversion strategy?
   1.3 Please provide three (3) case studies – preferably non-profit or associations – where conversion and engagement metrics were improved.

2.0 Redesign Requirements
   2.1 Clean, contemporary design and flow
   2.2 Easy to navigate
   2.3 Responsive design
   2.4 Intuitive navigation with a site structure that doesn’t not require multiple clicks to reach desired page
   2.5 Ability to search entire site
   2.6 Integration of Google Analytics

DETAILED RESPONSE - CMS REQUIREMENTS

3.0 Company Background
   3.1 Provide contact information for the principal individual(s) to be contacted regarding the information in this RFP.
   3.2 Provide information for the person authorized to contractually bind the organization for any proposal against this RFP.
   3.3 Provide a brief history of your company, the official registered name, the location of corporate headquarters and offices, company leadership, and the number of employees.
   3.4 How long has the company been in business? How long has the company provided a CMS solution (and/or
Digital Creative Services)?
3.5 Is the company a private or publicly traded company? Please provide evidence of the company's financial stability and projected longevity. Please indicate any planned mergers or acquisitions. Please indicate if your company is currently in bankruptcy proceedings.
3.6 What sets your company and its products apart from your competitors? What is your competitive advantage?
3.7 Provide a few sentences that describe how you solve business issues for clients. What is your overall value proposition?
3.8 How do you differentiate your product offering from other vendors that we are investigating?

4.0 Features, Functionality and Requirement

4.1 Social Content/Media/Marketing
4.1.1 Does the CMS provide a built-in, integrated blog?
4.1.2 Does the CMS allow RSS Feed generation for blogs?
4.1.3 Does the CMS allow for comments and comment moderation on any page?
4.1.4 Does the CMS display external social site content?
4.1.5 Does the CMS allow for external RSS feeds to be generated?
4.1.6 Does the CMS have social sharing widgets?
4.1.7 Does the CMS allow blog content to be intermixed with other site content, pages and related link lists?
4.1.8 Does the CMS provide both open ended "tag lists" of pages, as well as a controlled hierarchy of "categories" for site visitors to select from?
4.1.9 Can these tags and categories lists be used across all site content, from blog posts, to landing pages and other pages to best promote click through from one page to the next?

4.2 Analytics/SEO
4.2.1 Does the CMS allow marketers to determine how content publishing activity impacts site traffic?
4.2.2 Does the CMS allow marketers to determine where on the site to publish new content?
4.2.3 Does the CMS provide marketers the ability to create and track URLs that are keyword, search and user friendly?
4.2.4 Does the CMS provide marketers the ability to retain URLs when changes are made to maintain consistent format on the Web site?

4.3 Content Creation and Editing
4.3.1 Does the CMS support content editing, including support for rich text with HTML and style (CSS) enforcement?
4.3.2 Does the CMS support "in-context editing" with a WYSIWYG environment showing the edits in the context of how those edits will appear in the resulting Web page(s)?
4.3.3 Does the CMS support editing of metadata, including structured information such as publication and expiration dates, titles, and call-outs?
4.3.4 Does the CMS support form-based editing?
4.3.5 Can the form be used to edit both content (rich text, etc.) and metadata such as “tags” reminder dates and targeting?
4.3.6 Does the CMS provide common “library services” including check in and out, revisions and versions?
4.3.7 Does the CMS provide a means to bulk upload content such as files and images?
4.3.8 Can the CMS extract and upload HTML text from existing web pages? Can the CMS generate thumbnails automatically for rich media content?
4.3.9 Digital (image + video) library?
4.3.10 Number of admins and tired access levels

4.4 Workflow

4.4.1 How are users and user authentication managed? Can you reuse existing user logins and directory systems?
4.4.2 How are roles and permissions such as read, edit, or none assigned? Can this be managed both by job function and where content is in the approval process?
4.4.3 How does the CMS automate notification to users and roles when there is content for review?
4.4.4 Can the CMS schedule a page to go live and expire (come down from the site)?
4.4.5 Does the CMS provide a full revision history of changes made and who performed them?
4.4.6 Does the CMS allow older versions to be promoted to the live site?
4.4.7 Does the CMS provide validation on content and metadata, such as required fields or allowable types of content by field?
4.4.8 Does the CMS support multiple workflows to support multiple sites?

4.5 Template Creation, Design and Layout

4.5.1 Does the CMS provide a page building and layout environment where users can select or drag and drop from a palette of page elements to change page designs without needing to create new templates?
4.5.2 Can users search through sites or content folders to organize and find content when building sites and pages?
4.5.3 What is the search mechanism for users when building sites and pages?
4.5.4 How do users select templates needed to control page look and feel?
4.5.5 Does the CMS provide a preview function so users can see page content before it is approved?
4.5.6 How does the CMS support multiple sites including copies of sites and reuse of content assets across many sites?
4.5.7 Can pages be viewed on mobile devices? Can mobile templates and themes be used to style the same content differently on mobile vs. main site?

4.6 Implementation

4.6.1 Describe the Template creation, definition, and edit process required to deploy your product for our
web site(s) including skills, any code or markup languages required, tools used or required.

4.6.2 Describe the process used to define Site Navigation or "information architecture." Who can move site sections and subsections, what skill is required to rearrange sections in a site? When site sections are moved or reorganized what impact does this have on templates, design and markup or other site code?

4.6.3 Describe how site features and functions are implemented, such as comments, link lists, image galleries and other features described above.

4.6.4 What skill is required to make changes to site functionality? Does this involve changing CMS code?

4.6.5 What QA and deployment processes are recommended when changes to site functions are made?

4.6.6 Describe the upgrade process for the CMS? Are there categories of upgrades (major and minor)? Do all site functions continue to work on all upgrades without re-implementation? What re-implementation, if any, has been required for past upgrades of your software?

4.6.7 How frequently are releases? How many releases per year contain new functionality as opposed to just bug fixes?

4.6.8 Describe your implementation services offerings and typical implementation plan. If partners are used, please provide information on your partner strategy, and specifically how you view the role of partners in the successful use of your software.

4.6.9 Describe the time to implement that is typical for customers with a site or Web presence (site functions, channels, etc.) similar to ours.

4.6.10 Describe the typical ratio or multiplier for implementation services relative to license cost for customers with a Web site or presence similar to ours.

5.0 System Requirements and Architecture

5.1 What operating systems are required?

5.2 What browsers and client/desktop operating systems are supported?

5.3 Does the CMS ship with a content repository?

5.4 Do the Web Delivery and Content Management tiers share the same software?

5.5 Can other Web Delivery code and Web applications share the Web Delivery environment? Does your Content Management system become our Web server and Web application server?

5.6 What Web application development environments are supported?

5.7 Is the CMS available on premise or cloud hosted or both?

6.0 Differentiation, Customization, and Ongoing Innovation

6.1 What major technical innovations have you made in the last 12-18 months? What development efforts are you focusing on now, and what key new features do you expect to add within the next year?

6.2 Is there any other functionality or competitive advantage that would distinguish your service from others?

7.0 Services and Support

7.1 Please list all training and documentation that is offered around your system.
7.2 Describe your after-implementation support (immediately after go-live) that ensures system stability.
7.3 Describe your ongoing Technical Support model, escalation procedures, communication, time zones, forums

8.0 Additional Information
8.1 What additional information should WfWI consider regarding your company, products, or market focus?

9.0 Detailed and Itemized Pricing
9.1 Please describe your license methodology or structure.
9.2 Do you offer a non-profit discount?
9.3 Do you offer additional components that incur additional cost? Please list all components whether they are relevant to our project or not.
9.4 Are there Maintenance and Support fees associated with your system?
9.5 What do customers typically spend on implementation of your software? What is the typical time between purchase of additional implementation services (as a percentage of the initial year one license or budget)?

10.0 References
10.1 List at least 3 (three) companies/customers as references, preferably non-profit. State company name, address, contact name and telephone numbers, installed and supported software and/or Creative Services and duration of relationship.