
United Way of Buffalo & Erie County Request for Quotes Website Redesign

Introduction

United Way of Buffalo & Erie County (UWBEC) has initiated a Request for Quote (RFQ) process to identify a vendor qualified to plan, execute and deliver the redesign of United Way's website, www.uwbec.org

United Way requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment. In line with United Way's mission, we will apply an equity lens to the design, functionality and approach to the website redesign process.

About United Way of Buffalo & Erie County

United Way of Buffalo & Erie County envisions an equitable, thriving and united community achieved through collaborative leadership.

We bring people, organizations and resources together to create systemic community change, breaking a cycle of hardship that affects 40% of Erie County families. To achieve this mission, UWBEC:

- Leads and supports coalitions and collaborative efforts in the community in line with our impact priorities within the areas of health, education and financial stability.
- Conducts research and analysis on local community conditions to inform priority focus areas.
- Advocates with local, state and national lawmakers regarding issues affecting the well-being of Erie County residents.
- Raises funds through an annual campaign in local workplaces and among individual donors that raised \$11.9 million in 2021-2022.
- Invests millions of dollars each year in high-quality local health and human service programs focused on priorities within health, education and financial stability.
- Connects community volunteers with opportunities within the organization and in other area nonprofits.
- Builds the capacity of local nonprofits through training and technical assistance.

Project Goal

A key goal of the current Strategic Plan is to improve the United Way brand experience.

We will communicate United Way's unique value in our community to foster public understanding and utilize traditional and emerging channels in communicating our message. We will provide clear and compelling opportunities for individuals and corporate partners to engage in our strategic priorities through giving, advocating and volunteering, and ensure that our supporters are recognized for their contribution to the achievement of our goals.

Our website will be one of the key tools utilized to achieve this goal. UWBEC is seeking to

develop an intuitive, predictive and easy-to-navigate website. The goals of the newly redesigned website are:

- Engage users into browsing community data and United Way's role in community improvement
- Motivate users to take action: donate, volunteer or advocate.
- Provide resources to multiple user groups and facilitate visitors to take appropriate actions (e.g. contact someone at United Way office)
- Elevate the United Way brand through cohesive look and feel and state-of-the-art tools
- Provide individuals with a resource to get information about community conditions and resources
- Provide opportunities to recognize partners and donors
- Reduce Bounce rate
- Encourage return users and increase TSP for core content pages
- Integration with the current CRM software which is Salesforce

Target Audiences

The target audiences for the site and their primary usage of the content are as follows:

- Donors
 - Donors – donate via Andar web page
- Volunteers
 - Browse volunteer opportunities
- General Public
 - Education on United Way's mission, vision, values and impact in the community
- Civic Minded Individuals (*Digital Advocacy Center*) and Corporate Entities
 - Research Community Issues
 - Take action
- Non Profit Agencies
 - Browse resources available to them (*Nonprofit Resource Center*)
- Workplace Giving Campaign Coordinators
 - Access campaign resources (*Campaign Central*)
- Other Funders/Grantors
 - Access to research tools, Impact Mapper etc..

Project Background

The current United Way website is outdated and difficult to navigate. The current site is unorganized, not user-friendly, and not intuitive to users. Listed below is some feedback from internal and external stakeholders:

- Unclear Navigational Structure
- Unsure of how to access what they need or the hierarchy of what nests under what topic heading
- Outdated or unexplained content
- Clearer messaging throughout the site about the work of United Way
- Not enough engaging content
- High number of new users, low number of returning users, low TSP and high bounce rate

Tentative Site Map

We would like to move toward a pillar page structure with a fat footer for quick navigation. Below is a tentative site map, headings are the main pillar page with their topic clusters below. The footer is broken up into 5 different sections as outlined below.

MAIN NAVIGATION

- **Why We Need You - The Story of Alice**
 - ALICE Advisory Council
 - Research & Reports
- **The Work-Impact Overview**
 - Education
 - Full-Service Community Schools
 - WNY Girls In Sports
 - Health & Wellness
 - CATCH
 - Go Buffalo Mom
 - Financial Stability
 - VITA
 - Work/Life Solutions (impact)
 - Funded Programs
- **Ways To Give - Giving Overview**
 - Endowment & Planned Giving
 - Giving Communities
 - Next Generation United
 - Women United
 - Leadership Society
 - Tocqueville Society
- **Take Action**
 - Volunteer
 - Advocacy
 - Organized Labor
 - Work/Life Solutions (sales)
 - Board Leadership Training
 - 21-Day Racial Equity Challenge
- **Impact In Action (blog)**
- **Events**
 - Events Calendar
- **Donate**

FAT FOOTER

- **For Donors**
 - Donate
 - Your Impact

- Join a Group (giving communities)
 - Newsroom
 - Endowment & Planned Giving
 - Gift Stocks/Crypto
 - Faces of UWBECE
 - Funded Programs
- **For Community Members**
 - Get Help
 - Learn United
 - Advocacy
 - Research & Reports
 - 21-Day Challenge
 - Board Leadership Training
 - Organized Labor
 - ALICE Advisory
 - Newsroom
- **For Community Agencies**
 - Funding Opportunities
 - CEO Forum
 - ESFP
 - Nonprofit News
 - UWBECE Logo & Guidelines
 - Photo Assets - Upload
 - Faces of UWBECE
- **For Business**
 - Work/Life Solutions (sales)
 - Campaign HQ
 - Business Meets Community
 - Request a Speaker
 - Request a Simulation
 - 21-Day Challenge
- **For Media**
 - News Releases
 - Press Kit
 - Impact in Action (blog)

Technical Requirements

Servers / Hosting

As of now our main issue is hosting servers back up onsite and cloud for our windows environment.

Databases / Third Party Sites

- Customer Relations Management software – Salesforce

- Any form submissions should be pushed to Salesforce and tagged appropriately
- Donor management database – Andar
 - Ex. If a donor is to login to the site their information would be read from Andar (optional)
- Event management software – Eventbrite
 - Event registration and ticketing
- Volunteer management – VolunteerWNY.org
 - Can link directly to the site

Required Functionality

- Built in WordPress (No proprietary CMS options will be considered)
- Search function for PDF, video, and other content in addition to relevant web pages
- Mobile responsive design
- Built to WCAG 2.1 AA standards
- Integration of analytics program - Google analytics
- Language translation services
- SEO Plugin (*Preferably YOAST SEO*)

Desired Functionality

- Feature to allow funded partners to upload images that we can access for our own purposes (similar to:
<https://www.unitedwaygt.org/resources/agency-resources/agency-photo-assets/>)
- Integration with Salesforce CRM
- Events Calendar function with registration (*paid ticketing functionality optional*)

Website Examples

Below are websites within the United Way World Wide Network that have navigational structures and functionality we would like to emulate.

- United Way of Greater Toronto: <https://www.unitedwaygt.org/>
- United Way of Greater St. Louis: <https://helpingpeople.org/>

Style/Design Requirements

- The new site must be fully brand compliant. United Way brand identity guidelines will be supplied.
- All copy for the new site will be supplied by United Way of Buffalo & Erie County.
- New site must be optimized for viewing on mobile devices and tablets.

Budget

The budget allocated for this project is approximately \$50,000. Proposers should consider this tentative budget for the purpose of preparing quotes. Please also keep in mind that United Way of Buffalo & Erie County is a nonprofit charitable organization.

Timeframe

The desired delivery date for the revised website is August 2023.

The RFP timeline is as follows (subject to change):

RFP Release:	1/31/2023
Deadline for Questions:	2/14/2023
Quotes Due:	2/28/2023
Meetings with Finalists:	3/6/2023 - 3/10/2023
Announcement:	3/31/2023

All quotes should be received by 5:00pm EST on February 28, 2023. Please submit your quote by e-mail to marketing@uwbec.org (pdf preferred).

As part of your quote, please address the following:

- Company Background
- Summary of services & capabilities
- Description of your strategic approach to the website redesign and it's individual elements
- Description on how the project would be organized and executed
- Pricing
 - Include detailed pricing on all aspects of the project including pertinent a la carte options
 - Please indicate required vs optional additional expenses (e.g. partial vs. full content migration etc.)
 - Requested payment schedule
 - Project fees: detail associated costs (e.g. travel) that are not included in this fee quote (if applicable)
 - Other costs: indicate whether you foresee any additional costs
- Proposed Timeline
- Client references

Please be sure to include the name and contact details of persons to be approached for clarification of the quote if needed.

Contact Information

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