

WEBSITE REDESIGN INVITATION FOR PROPOSALS 2022

SUMMARY

Seattle Parks Foundation (SPF) partners with community leaders and volunteers to provide the administrative, financial, communications and advocacy services they need to champion thriving and equitable parks and public spaces. Our fiscal sponsorship work is focused on equity in parks and public spaces, activated parks and healthy people, neighborhood-based climate solutions, and increased civic engagement and community building.

We aim to update our website in a way that more clearly defines who we are and what we do, along with how and why we do it. Our website should center the work of our 90+ community partners and invite the public to connect with and support them. It should serve as a portal to information and inspiration.

We are seeking proposals for the development and design of a brand-new website that includes a password-protected section for our community partners.

KEY AUDIENCES

- Current and prospective donors and funders
- Community groups and volunteers currently fiscally sponsored by SPF
- Community groups and volunteers exploring fiscal sponsorship with SPF
- People that are not yet familiar with SPF

SITE STRUCTURE & CONTENT

- Proposal should state the process for determining site's architecture and content strategy.
- The current site is in WordPress, but we are open to other platforms if content can easily be transferred.

- The current site includes 80+ project-specific pages with individualized content and fundraising links.
- Proposed CMS should allow in-house SPF staff to easily access code, make updates to existing navigation points and pages, and create new ones as needed.
- Proposed CMS should include a "members only" section, password-protected and robust with interactive functionality. We hope to offer our partners a space to easily access important information while connecting with each other.
- Proposed CMS should include a blog or other storytelling section.
- Budget should include an estimate for SEO strategies and integration of Google Analytics.

FUNCTIONALITY

Overall functionality must include:

- Responsive design
- Clear and intuitive user experience that mirrors modern expectations
- Dropdown navigation bar
- Adherence to WCAG 2.1 Guidelines
- Language translation option
- Event calendar
- Members only section for our 90+ community partners
 - Password-protected
 - API to allow for partner-specific experience
 - Staff management + partner access levels
 - User management
 - Integration with current systems and databases
 - Administrative access
 - Flexible to allow for future growth in content and function
- Email collection before download for access to pdf, video, and other hosted content
- Customizable email and donor acquisition pop up or banner options that include text and a link/button
- Access to backend so SPF can adjust menus, page titles, content structure and more
- Software integration for digital advocacy platform

DESIGN

We intend to update our main Seattle Parks Foundation logo (as seen at the top of this document) and are interested in incorporating that into this process. If a logo update needs to be approached as a separate project, we are open to discussing options.

Beyond that, SPF also has an iconic LOVE PARKS logo and branding that we want to retain and uplift. Our organization tagline is “people powered parks + public spaces.” Design should reflect these sentiments as well as our new mission, vision, and strategic plan outcomes. It should clearly convey how important access to parks, public spaces and civic engagement is for every member of the community.

BUDGET

Budget must not exceed \$150,000.

TIMELINE

We would like the project to be completed by early 2023.

SELECTION CRITERIA

Developers will be selected based on the following criteria:

- Proficiency in related technologies
- Demonstration of strong, creative, and distinctive design aesthetic
- Work samples of similar projects
- References from past clients
- Rounds of review and number of design options
- Full-service support for future adjustments and inquiries
- Ability to deliver the website within desired timeline and budget

CONTACT INFORMATION

Please submit proposals to Lauren Daniels, Senior Manager of Marketing & Communications:
lauren@seattleparksfoundation.org

Priority will be given to proposals received by June 30th.