



Request for Proposals for YWCA Metro St. Louis Website Design

YWCA Metro St. Louis is a social services agency, and we depend on our website, www.ywcastl.org, to provide:

- information about our services, workshops, support groups and other activities to prospective and current clients, volunteers, donors, and the general public;
- online registration for our services to clients and online registration for fundraising events and other opportunities to the general public;
- a secure site for online donations;
- a showcase for videos and photographs;
- a link to our social media sites, blogs, and relevant external sites; and
- intuitively easy navigation with minimal “clicks.”

YWCA Metro St. Louis is the region’s leading advocate for the safety, security and stability of women and girls. Our mission is eliminating racism and empowering women. YWCA Metro St. Louis has holistic services that help women and families achieve their fullest potential, including:

- crisis intervention, counseling and rapid re-housing for victims of sexual assault and domestic violence;
- housing for homeless women;
- economic empowerment for single mothers;
- leadership programs for teens;
- racial justice groups, and
- Head Start and Early Head Start education for qualifying pre-K children.

YWCA Metro St. Louis is part of YWCA USA and World YWCA serving women and families nationally and internationally.

YWCA Metro St. Louis seeks a website that continues our current branding from YWCA USA, but is much easier to navigate for all users, including on a mobile platform. SEO is desired. Potential client-users range from victims of sexual or domestic violence who are seeking help for trauma to families looking for early childhood education. Relevant information needs to be easily accessible and understandable. There should be a quick escape button for use by victims of violence or anyone seeking to visit our site in privacy. Our website should reflect our position as the leading advocate for the safety, security and stability for women and families in St. Louis. Potential donor-users should be able to immediately recognize our mission and verify our impact. Potential volunteers should be able to locate volunteer

opportunities easily and apply online. Should a major fundraising appeal be desired at some point, the website should be a viable and impactful factor in the success of that appeal. The website is and will remain WordPress, interacting with Blackbaud platforms like Luminate and Raiser's Edge.

The audience for our website is prospective and current clients and volunteers; donors and funders, including corporations, foundations, and individuals; the media; other non-profit agencies or partners; and the general public.

Submitted proposals should include:

- Your firm's history and expertise
- Process by which the YWCA website will be re-designed
- Expectation of meeting desired completion date of March 31, 2020
- Timeline for meeting completion date, including milestones and specific deliverables per milestone
- Timeline and outline of materials to be furnished by YWCA
- Agreement that any and all elements, including but not limited to, design documents, source code, etc. will be given to YWCA at the completion of the project
- Information on training to be provided to staff on operating and updating the website and any training manual or such materials
- Fixed pricing for the re-design, broken down in an "ala carte" fashion to allow YWCA to choose options. A clear hourly or project rate should any work be requested by YWCA above and beyond the original agreed-upon project
- Four examples of website re-design, non-profit examples preferable. Examples should be comparable to the work/pricing expected for the YWCA RFP

Proposals should be submitted in a pdf format via email to lwaters@ywcastlouis.org by 5pm on February 29, 2020. Any questions should be submitted to Laurie Waters at the above email.