Request for Proposals: Organization Website

For [PeoplesHub](#)

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Due: August 28, 2020

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Organizational Background

PeoplesHub is an online movement school connecting and supporting groups and individuals across geographies in order to build more powerful, thriving, and transformative movements. PeoplesHub is founded on the belief that, when people at the grassroots build power, we can change our world. By offering live, interactive trainings online, PeoplesHub aims to reduce the cost of high-quality trainings and make skills and support more accessible to community groups.

Our Offerings

We believe powerful, thriving movements must practice change through *Resistance*, *Resilience*, *Restoration*, and *Reimagination* to make transformative change. We call these the "4 R's," which serve as the foundation for all our programs. If you have questions about our programs, or want to sign up for a training, reach out at info@peopleshub.org.

1. **In-depth [Core Trainings](#) for groups**, designed by PeoplesHub and facilitated by a team of experienced trainers. These trainings focus on the core challenges so many groups experience and support participants to practice bold, creative visioning, strategic assessment, liberatory leadership development, and thriving group culture. Our first series of Core Trainings, "Building Blocks for Thriving Groups," includes 8 trainings focused on group culture, strategy, vision, and leadership development. [Learn more here!](#)

2. **Interactive [PeoplesHub Workshops](#)** invite guest trainers to offer their own workshops on relevant topics. These Popular Education workshops range from 1-2 hours, and are open to individuals and groups. We offer guest trainers coaching and tech support to adapt their unique content to a participatory online format.

3. **PeoplesHub Circles** bring together dozens of participants online for discussion of a key topic relevant to the movement moment, highlighting a panel of storytellers and practitioners.

4. **Community Care & Strategy Clinics** create space for practice, conversation, and peer support to dig into key questions and challenges our movements are facing. This is a new program we are excited to experiment with to offer emergent space for connection and learning.

5. **Ongoing Trainer and Tech Support Lead Development** supports members of our Core Training Team to continue honing their facilitation skills, while we collectively evaluate and improve our curriculum. We offer deep individual and peer mentorship to our Core Trainers. We also support our guest trainers through coaching and have a robust coaching and tech support lead development program.

Our Training Philosophy & Format:

We believe that everyone is a learner and a teacher. Our trainings draw on a deep tradition of Popular Education and are designed to illuminate the knowledge already held within the group, while helping participants gain tools for making change. By learning together in a group, participants can build community, practice new skills, strengthen relationships, counter isolation, and learn from each other.

We have developed a unique online training style that is deeply engaging and facilitates connection. We have tested and practiced two formats that we use for our trainings:

- **Group Connect**: This format enables groups to learn together in person, while connected to a trainer online through Zoom. We offer this format for our Core Trainings, and support groups through the technical setup.

- **Individual Connect:** Individuals join these trainings from their own computer, tablet, or phone along with a trainer. We use this format for PH Workshops, Circles, Clinics, and with some groups for our Core Trainings.

Who We Are & How We Got Here:

The PeoplesHub Staff, Core Team, and Advisory Board include some of the country's leading social justice trainers and organizers. We came together to envision the possibilities for this new online movement school in the summer of 2017, and many of us stepped into the Core Team to support the ongoing work of the organization as contractors and staff.

Project Overview

As a virtual organization, we recognize that our web presence is our office and we want to revamp peopleshub.org so that it better meets the needs of key stakeholders impacted by our work. We want our website to be dynamic, inviting, and aesthetically beautiful--while also being a functional and easy to use resource for our communities. From an administrative standpoint, we need an integrated events and content management system that will grow with us.

At present we need a website that will:

- Convey the mission, vision, and history of PeoplesHub as well as publish news, announcements, and downloadable resources.
- Support the online infrastructure we use to deliver our programmatic offerings.
- Manage event registrations, payments, and other e-commerce functions.
- Integrate with online engagement tools such as social media, newsletters, and donation tools.
- Enable workflow integrations with external apps and databases such as Salesforce and Google suite.
- Meet user accessibility needs on desktop and mobile.
- Multilingual capacity.

- Align with the [Design Justice Network principles](#) as well as [digital justice](#) movement work.

As our programming continues to evolve over time, we want to be able to add capabilities to our website without sacrificing the user-friendliness or dependability of the system. Examples of possible future capabilities include community forums and deeper integration with video conferencing tools.

Website History

Our current site was built at the beginning of PeoplesHub, before we knew exactly what kind of site was needed and how we wanted our organization to be represented.

Our current website stack is based on WordPress and a number of plug-ins that help us administer our programs and collect payments. Critical pieces of the current stack include WooCommerce, Advanced Custom Fields, and Mailchimp. Other key tools to our operation, such as Zoom and Flipcause, are minimally integrated via links and widgets.

Here is what we don't like about the current site:

- The administrative interface is cumbersome and unduly challenging to navigate and update.
- Integration with our new Salesforce database is non-existent, forcing us to manually replicate data between platforms.
- The visual design does not reflect how we aim to convey our brand identity.
- Our logo is challenging to place on outreach materials. It doesn't scale well, and isn't conducive to duotone and tritone printing.
- We lack analytics tools that can help us better communicate and deliver our programming.

Last year PeoplesHub went through a brand strategy process where we developed a new narrative strategy and visual design language. Please review these documents in preparing for your proposal.

- [Creative Brief: Brand Identity, Narrative Strategy and Visual Design](#)
- [PeoplesHub Meme Template](#)

Project Elements

Participatory Design Process

It is important to us that our community is centered throughout the process of creating our new website, so we are searching for a partner who will be able to work with us through a participatory process informed by design justice principles.

In parallel with the RFP bidding process, the PeoplesHub team will work collaboratively to develop a co-design process that reflects our values.

Stakeholders
The following is a list of stakeholder types that are either users of the website platform or impacted by its redesign.

- **PeoplesHub Trainers**: A group of facilitators invested in creating transformative and Popular Education training experiences online.
- **Past and current Workshop participants**: Individuals, groups, and networks invested in social and environmental change in the world
- **Partner/Collaborator organizations and peers:**
  - Peers in the fields of Popular Education, movement technology, training for change organizations, and leaders that align with our core focus areas (ending white supremacy and the rise of the far-right, building healthy movement culture, environmental and climate justice and the solidarity economy/participatory governance)
- **Funders** and individuals who give to PeoplesHub and organizations, projects for change
- **Changemaking organizations**, groups, and networks who desire support around organizational development
- **Popular Educators** invested in online methodology
- **Changemakers** and people interested in making change in their communities

Logo Design and Brand Assets Library

Building off of the brand strategy work we did last year, we desire a new logo and brand assets that reflect our values and work.

In addition to a new logo and website, it would be nice to refresh and expand our brand asset library for use across our internal and external communications work. Some examples of what this could include:

- New and updated communications templates
- Document templates (virtual and physical) (including for docs like this one!)
- Updated and expanded Social media graphics.
- Video design elements and transitions (for youtube, Instagram stories, live streaming, etc)
- Audio design elements and transitions (for audio and audio+video media)

This brand asset library should be organized to fit into our internal collaborative workflows. Additionally, a key deliverable would be a brand identity guide we can make publicly available to community partners who want to create media that represents our brand image. The guide should incorporate guidelines around accessibility and accessibility practices (for example, how/when do we do alt text or captions), incorporating contrast and color-blindness checks, etc.

Website Visual Design

Our new website design will be the foundational expression of our brand identity and should reflect these brand attributes: Accessible, Smart, Open, and Courageous.

This website should be fully responsive, look great on mobile devices, and allow for simple registration and ordering processes. It should be easy to navigate and welcoming for all users, including offering multiple language options. Application of best practices in Web Accessibility technology are a must.

We also aim to increase the size of our email newsletter list and have a more vibrant social media presence, both integrated with the website.

Website Platform

The backend user experience of our website is as important as the public-facing user experience.

In addition to serving as our content management system, our current website backend is also our primary application for managing logistics and data for all event participants, trainers, and communications. Our new system should support these same functions, and needs to be fully integrated with our Salesforce database.

While we currently use WordPress for these multiple applications, we are open to migrating to a platform (or combination of platforms) that would better meet our needs. As we grow and expand our organization's programmatic offerings, having tools that offer easy options for expansion or integration with new systems is important.

Metrics and Data Privacy

We are interested in collecting and visualizing information that can help us invite new participants to our programming, increase engagement with existing members in our communities, and improve the quality of our programming.

Through our participatory design process, we will explore how to create an accessible, easy to understand privacy policy and establish data management practices that reflect our values.

We are inspired by the principles outlined by [The Consentful Tech Project](#) and want to explore how we can center consent in our digital workspaces. We recognize that consentful technology principles can be at odds with standard practice in website analytics and would like to find a happy medium that enables us to best serve our communities.

Ongoing Support

Offer follow up support to ensure website functionality.

Delivery

Timelines & Milestones

Selection Process:

- Request for Proposals released: August 10
- Meeting and Question Period: August 10 through August 24
- Proposals Due: August 28
- Evaluation of Responses and Selection of 2-3 Finalists for Presentation: September 2
- Presentations by Vendors: September 7 - September 11
- Planned Contract Award Date: September 14

Website Development

- First draft of two website directions presented to staff team: October 12
- Develop website: Fall 2020
- Launch and test site: December 2020
- Finalize website by January 2021

Budget

We have a budget in the $15-$25,000 range.

Profile of Preferred Design/Development Firm

The following are important considerations in making a final decision around the selection of a web developer for this project:

We'd like to find a team that understands our operational needs and makes proactive recommendations based on their experience with web tech, Technical proficiency with building dashboards and integrating tools such as e-commerce, event management, and content management systems with Salesforce is a priority. Experience with web accessibility technologies and standards preferred.

Ability to balance the UX (user experience) needs of stakeholders interacting with different parts of our system. Experience with participatory design processes and familiarity with the Design Justice principles.

Demonstrated understanding of SEO best practices and social media integration. Although not specific to this project, internet marketing will be a big part of our larger plans. Knowledge of getting a website in front of our audience is helpful.

Communication is important, we'll have a fully dedicated project lead on our end and would appreciate the same. Being kept in the loop as the project moves through phases and understanding what will happen -when– will be important so that we can coordinate with our larger marketing pieces.

RFP Submission Details

The final proposal should include the following:

- A cover letter that outlines your approach to address the requirements above
- Explanation of technical approach and platform use
- Two to three work samples that highlight technical proficiency and visual/brand design capabilities, with at least one of the samples comparable to our scope and budget.
- Three references we can call or email. We want to make sure we're taken care of and the company we select has ongoing healthy relationships with a number of existing clients.

Please submit your response by August 28th.

If additional questions are required outside of this RFP please email them to Jardana Peacock (jardana@peopleshub.org).

Send Proposals to: info@peopleshub.org