



**Safer Families.  
Safer Communities.**  
Disarming Domestic Violence Offenders

# Request for Proposal

## Website Redesign & Development

This RFP is for design and development services for a new brand and website for The National Resource Center on Domestic Violence and Firearms (NRCDVF) via the Battered Women's Justice Project (BWJP).

### Timeline

RFP Published: November 6th, 2023

Responses Due: December 15<sup>th</sup>, 2023

Finalist agencies Selected & Contacted: January 5<sup>th</sup>, 2024

Chosen Agency Selected & Contacted: January 19<sup>th</sup>, 2024

Project Kick-off: January 31<sup>st</sup>, 2024

New Website Launch Target Date: October 2024

Send proposals and any questions on the RFP to:

Victoria Taylor, Senior Communications Manager

[vtaylor@bwjp.org](mailto:vtaylor@bwjp.org) or [communications@bwjp.org](mailto:communications@bwjp.org)

### Company Overview

BWJP is the national legal resource for gender-based violence. Our projects provide some of the nation's leading specialized policy and practice initiatives on improving survivor safety. One such project is the National Resource Center on Domestic Violence and Firearms (NRCDVF)<sup>1</sup>, which works to reduce firearm-facilitated domestic violence by providing training and technical assistance that

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supports comprehensive implementation and enforcement of domestic violence firearm prohibitions at all levels of government. Launched in 2016 by NRCDFV, the Safer Families, Safer Communities website is the first website wholly dedicated to addressing the intersection of domestic violence and firearms. By providing information, as well as community-based strategies and examples, this project seeks to prevent domestic violence-related homicide in our families and communities. For more on the history of the project and our partners: <https://www.preventdvgunviolence.org/about.html>

## **New Website Objectives**

Full brand redesign including logo, voice, color palette, typography, imagery, and stock photography that embodies the principles behind our restructuring and expanded commitment to cultivating comprehensive and just responses for survivors, their children, and perpetrators of violence.

Our top 5 primary objectives are:

1. Produce and maintain an up-to-date comprehensive hub of interdisciplinary and multimedia materials related to the intersection of domestic violence and gun violence.
2. Create an ADA accessible site in compliance with Section 508 - WCAG 2.0 Level AA standards.
3. Creation of a site using a Wordpress platform which enables in-house updating and management.
4. Prioritization of a user-friendly, easily navigable site that will encourage visitors to stay a while and learn more.
5. Create a database with new stock photos and graphic imagery for future marketing pieces.

### **We are particularly interested in socially conscious firms with experience working with nonprofits in the gender-based violence sector.**

Our new site should clearly communicate our accomplished past and current values. The site should guide users through our library of multimedia content, helping them get the information, support, and resources they need to take action. On the design front, we want something dynamic, modern, and clean, representing the diversity of the communities we serve. From a technical standpoint, we are looking for a fresh site that our team can easily update in-house.

NRCDFV serves multiple target audiences and serves as a primary mechanism of providing training and technical assistance on issues related to domestic violence and gun violence. This project involves a partnership between the Office on Violence Against Women and the Battered Women's Justice Project, including its National Center on Gun Violence in Relationships. The site should also show a clear connection to the learning management system for further training and resources - [National Gender-Based Violence Learning Community](#) (NGBVLC).

Our current audience includes advocates, civil attorneys, judges and related court personnel, law enforcement officers, prosecutors, probation officers, batterers intervention program staff, and defense attorneys; as well as policymakers, the media, victim-survivors, and their families and friends. In addition, we also assist tribal personnel who fulfill equivalent positions in their respective institutional responses to domestic violence and gun violence. We aim for the new website to draw in and serve the general public.

The goal of rebranding NRCDVF is two-fold. First to create a simple, universal, and accessible understanding of the issues involving gender-based violence and gun violence. Second, to clearly and concisely articulate how our organization plays a key role in curating solutions to meet both survivor and community needs while working toward systemic change.

## Current Branding Pain Points



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- There are currently no consistent branding or brand guidelines.
- Lacks inspiration.
- Very outdated, with the wrong color palette.
- Does not explain who we are.
- Confusing as the logo is not our organization's name.
- Lack of usable photos and imagery reflecting our work in a sensitive way.

Originally Launched: 2013-2014

## Current Website Pain Points

<https://www.preventdvgunviolence.org/index.html>

- Does not quickly explain the urgency of domestic violence and gun violence.
- Technically difficult to use on the backend and reliant upon a third party to update.
- Very outdated and not user-friendly.
- Technically difficult to navigate for front-end users to find what they need and want.
- Simple updates and edits require outsourcing to a third-party.
- Lack of consistent design, layout, and user experience.
- No available donor experience.
- Not intuitive.
- Difficult to find resources.
- Lack of SEO.

Originally Launched: 2013-2014

Current Platform: Custom third-party managed server platform

Current Host: Plaudit

## **Project Scope and Functionality Requirements**

### Development of Brand

- Design concepts, brand story, voice, logo, imagery, color palette, and typography, messaging, tagline, and other products to support the overall brand identity.
- A minimum of three distinct creative options must be presented, based on the firm's research and information provided by BWJP.
- Development of a database of stock photos as a photoshoot.
- Direction on how to use photos and imagery in a sensitive way in our marketing pieces.

### Brand identity maintenance plan

- A logo and breakdown of its anatomy.
- Recommended positioning logo and brand guidelines.
- A color palette with conversions for web and print.
- A section on the typography used.
- A how-to for using alternate logos.
- A list of *Do's and Don'ts*.

The selected logo design must be delivered with a style manual and guidelines for use and the capability of use in the following:

- Print and electronic advertising (including Social Media platforms)
- Website design
- Media placement
- Public Relations
- Signage and brand recognition
- Printed materials including letterheads, postcards, stationery sets

## **Development of Website**

- Content migration from current CMS – a third-party custom-built server.
- Complete website makeover and redesign of the information architecture.
- A Wordpress content management system is required.

- Integrates with multi-language widgets for translation.
- Special attention should be paid to meeting or exceeding all accessibility standards.
- Safety (Exit) button that links back to a safe website.
- Dynamic, tag-based navigation to guide users through content.
- Donation page integration.
- Attractive, dynamic branding including infographics, photography, and videos.
- Responsive build of website required - available for phones, tablets, computers, etc.
- Provide SEO recommendations and implement them as requested.
- Install and set up Google Analytics to integrate with our current SEO management system.

## **Budget**

\$50,000 - \$80,000 range

## **Proposal Requirements**

Please include the following in your proposal response:

1. Overview of your company
2. Overview of how you will meet our objectives
3. Scope of your work (research, design, development, post-launch error correction etc.)
4. Explanation of your proposed platform/CMS
5. Outline of your website design & development strategy
6. Proposed website timeline from kickoff to final launch
7. Details about your team
8. Recent design & development examples
9. Any key differentiators about you?
10. Pricing with optional elements line-itemed
11. Terms & conditions

## **Selection Process**

The following details the two-step process BWJP will use to determine the interest, qualifications, and selection of a final partner for the project:

**1. Submission of qualifications:** To ensure comprehensively designed deliverables, proposals will be reviewed by a committee with staff from various departments, including program and external relations team members.

Please see the below selection criteria that will be used to evaluate each proposal:

- Work samples and references
- Team diversity
- Expected level of senior executive involvement
- Flexible payment options
- Proposed timelines
- SEO and Analytics services provided

2. **Finalists:** Our committee will ask the finalists to make a presentation proposing concepts and suggestions for desired outcomes. The selection committee reserves the right to determine the number of finalists, but it is expected that 2-3 firms will be selected for further consideration. Our committee will then determine which firm is best qualified to complete the project based on the information requested in the RFP.

## **Request for Additional Information**

BWJP reserves the right to request any additional documentation that it deems necessary to assist with the review and contract award process.

## **Cancellation of Request for Proposal**

BWJP reserves the right to cancel this request for professional services at any time, to elect not to award the work listed, to reject any or all of the responses, to waive any informality or irregularity in any response received, and is the sole judge of the merits of the respective responses received. While BWJP intends to award all tasks included in this request for proposals to one firm, BWJP also reserves the right to contract any task or portion of this work separately.

## **Ownership of Final Product/Intellectual Property**

As part of the RFP response, firms will need to provide a brief statement regarding the ownership of the produced materials and tagline or provide the firm's policy regarding intellectual property issues.

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Please send applications and questions to BWJP Senior Communications Manager Victoria Taylor at vtaylor@bwjp.org

**We look forward to your proposal!**