



Website Redesign

Action Canada for Sexual Health and Rights is seeking a website developer to update and upgrade our CiviCRM Database and project specific webpage development for the Action Canada Drupal website.

You have been selected as a vendor to respond to this request to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the CiviCRM and Drupal Website project.

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Guide to this RFP

Our expectation is that this document will convey our vision for the CiviCRM database and website development and design work for our Rights from the Start project. It includes a background section about our organization and project requirements. Please feel free to email rfp@actioncanadashr.org with any questions or clarifications.

Project Overview

The purpose of this RFP is to establish CiviCRM as Action Canada's core system to easily maintain and track the organization's contacts, relationships, activities, and groups as well as provide seamless integration between our contacts and events, member lists, bulk mailings, and campaigns. The webpage development component of the RFP will provide Action Canada with a professionally designed web page to house our Rights from the Start project content that prioritizes user-experience and seamlessly integrates with CiviCRM and the existing Action Canada website (<https://actioncanadashr.org>).

Action Canada Communications Team

- Ani Colekessian, Director of Communications
- Kathryn Carruthers, Website and IT Coordinator (CiviCRM and development project lead)
- Elena Sosa Lerin, Communications Officer – Rights from the Start Project (web design project lead)

Background

Action Canada is an organization that works in Canada and around the world to promote health, well-being, and rights related to sexuality and reproduction. Building on the 50-year legacy of the organizations that formed Action Canada, we provide direct support, referrals, and information to the people who need it most, partner with groups and organizations on a range of campaigns using a collaborative, movement-building approach, and work with decision-makers to advance progressive policies on access to abortion, stigma-free healthcare, gender equality, LGBTQ rights, and inclusive sex-ed. For more information visit

www.actioncanadashr.org/about-us

The Rights from the Start project uses feminist and human rights-based approaches to promote and advance comprehensive sexuality education and sexual and reproductive health and rights. We work collaboratively with allies from civil society movements, community leaders, educators, researchers, decision-makers, health care workers, women, men, and young people in Bolivia, Ecuador, Guyana, Peru, and Canada. We are working to ensure the delivery, promotion, and advancement of sexual and reproductive health and rights for



women, men, and young people - especially adolescent girls. We want all people everywhere to be empowered to make free and informed decisions that are right for them.

Project Goals

1. CiviCRM Database Integration and Development

Success indicator: Action Canada can effectively manage all of the organization's contacts based on their interests and has a clear way to strategically follow engagement pathways and track growth.

2. Landing page supports the needs of the Rights from the Start project and its partners.

Success indicator: Action Canada and its partners are visually represented as equals while maintaining all content on the Action Canada website.

Success indicator: Visitors to the landing page engage with the content.

Audience

CIVICRM

Action Canada is currently undergoing an audience mapping of its existing audiences and possibilities for growth. The successful vendor will support Action Canada's public engagement with the updating and upgrading of our CiviCRM database to effectively document existing audiences and incorporate new audiences in ways that recognize their diverse interests and engagements with the organization and the project.

WEBPAGE

Action Canada is currently leading a project entitled Rights from the Start. The project is a partnership with organizations in Latin America and the Caribbean. While the primary audience is the Canadian public (English and French speakers), secondary audiences include English and Spanish speakers from the Latin American and Caribbean region.

Required Functions

CIVICRM

- Migration of existing contacts into the CiviCRM system
- Structuring groups and tags
- Event forms (registration, attendance and followup)
- Bulk Mailing (template creation for multilingual newsletters)



- Petitions and letter writing campaigns with rules-based email followup

WEBPAGE

- Design that seamlessly integrates the project branding with Action Canada's branding and existing theme)
- Removal of menu logo and replacement with partner logos
- Multilingual capability that is unique to multilingual pages
- Additional layout options for webpage design
- Website development and design focused on user experience and engagement growth

Scope of Work

- Project management
- CiviCRM database development
- Migration of existing contacts into CiviCRM
- Visual design
- Mobile device optimization
- Testing & quality assurance
- Training & documentation
- Timeline for Completion
- Deliverables

Technical Requirements

CiviCRM Database

Migration of existing contacts into CiviCRM

Bulk mailing

Engagement tracking

User-friendly public facing entities

Staff trainings

Content Management System

The site is developed using Drupal 8 (with a scheduled upgrade planned for Drupal 9), using Paragraphs. An improved authoring experience with Layout Paragraphs and inline help is important to our content authors and editors to create engaging pages with diverse content.



Web Host

Our current production site hosting is at Blackfly Solutions (<https://blackflysolutions.ca/>). There are two sites: <https://actioncanadashr.org> for content and <https://secure.actioncanadashr.org> for CiviCRM data and webforms. The successful firm will have access to the Gitlab repositories to create working branches for both sites, and coordinate with Blackfly to submit pull requests to testing/production environments.

Browser Support

Rather than list all current operating systems and browser devices in use by our current audiences, you should test your work against modern browsers to make sure it provides equivalent functionalities on all of them. This is about making our content accessible to all users. Ensure you don't make any operating specific design assumptions (e.g. different OS's deal with file paths and names differently).

User Accounts

CiviCRM will require additional roles for content authors, event planners, and analysis of outcomes.

Accessibility

Accessible to WCAG 2.1 AA Standard

Mobile Responsive Design

Responsive design / mobile first development.

Content Migration

Part of our CiviCRM database project is to migrate existing audiences and lists into CiviCRM to ensure all of our audiences are in the same database for easy audience mapping, targeting, and growth.

Trilingual (French/English/Spanish) website pages

Our current website includes a toggle to switch between languages. The new website development work adds Spanish content and ensures that language toggle options are only available where a translation exists.

Agile Method

The process will be cooperative and include a regular feedback loop between Action Canada and the vendor.

Budget

\$65,000 CAD (including tax) broken down as follows:

- \$25,000 CAD (web development)
- \$40,000 CAD (CiviCRM)



Project Timeline

We expect both the landing page and CiviCRM work to be completed by fall 2021.

Criteria for Selection

- **Technical expertise:** Demonstrated experience in CiviCRM and Drupal 8/9.
- **Communication and autonomy:** Ability to manage project independently in addition to the ability to teamwork; pursue and meet established timelines without monitoring/prompting.
- **Partner:** Ability to act as a partner in the project build by involving our team but also taking the lead when needed.
- **Flexibility:** Ability to adapt when needed to unforeseen project changes.
- **Vision:** Will provide ideas for project beyond what is presented initially based on expertise in the field and the unique needs of our organization and project.
- **User interface design:** Ability to create user-centered design, engaging the user from start to end and making their experience as seamless as possible.

Your proposal must include:

- Examples of similarly complex projects (to assess technical capability) in both CiviCRM and Drupal 8/9
- Client references and whether email or phone is better (to assess credibility)
- Project timeline with major tasks and milestones (to assess process)
- Project budget by line item (to assess process)
- Plan for mobile / responsive design (to assess familiarity with current trends)
- List of team members responsible for what with brief descriptions (including any subcontractors). All subcontractors must be approved by Action Canada.

Format & Proposal Details

Please submit your proposal in PDF format to rfp@actioncanadashr.org by 9 July 2021. It is important that your proposal include all requirements and considerations described within this RFP.

If you have any questions or require clarification, please contact Kath Carruthers at rfp@actioncanadashr.org with subject line: **RFTS Web and Database Proposal**. Only successful candidates will be contacted.

