



Request for Proposal:

WOMEN WIN BRAND REFRESH & WEBSITE REDESIGN

www.womenwin.org

Issue Date:	July 27th
Responses Due:	August 13th
Contact:	t.rogers@womenwin.org
Estimated Project Budget:	\$15,000
Goal for Launch:	December 1st

INTRO/SUMMARY

Women Win is the global leader in adolescent girls and young women’s empowerment through sport. We work with a variety of partners to help girls and women build leadership skills and become better equipped to exercise their rights. We build tools, offer trainings, regrant funds and partner with like-minded organisations (non-profits, corporates, governments) to deliver sport and life skills programming to girls and women.

The goal of this RFP is to find a partner to refresh our brand identity, redesign our website (www.womenwin.org) and create core communications assets in order to better showcase our work, the impact we have on partners and beneficiaries, and the opportunities for partners to work with us as service providers.

CONTEXT

Women Win is 10 years old this year and is considered to be an innovator in our field – it’s time for our brand and core communication assets to be refreshed to reflect that position. The basis of our brand is solid, and our logo and main colour are recognised within our industry, so we do not want to change these. But our brand needs to be modernised to ensure we feel relevant, innovative and professional. We need a refreshed brand identity and accompanied guide.

The core tool to be redesigned is our website; the current site was designed in 2011 and is out of date related to current web design trends. It is our main channel for communicating our work and sharing stories that help us build our brand. It should be the place where partners, and others, can easily find resources and information that we have produced, in order to strengthen the overall work in this field. As we look to increase our technical consultative services to other organisations, we need to be better able to showcase our work and market ourselves better via our website. The website is build using Drupal, and we want to stick with that platform. Although there may be some reorganisation of content required based on an updated design, we are looking primarily for a design update, not an architectural overhaul.

Additionally, we need updated core communications assets – business cards, PowerPoint presentation deck template and email signatures to reflect this brand refresh.

DELIVERABLES

The following assets should be delivered as part of this project:

- Brand Identity Guide (including colour palette and fonts)
- Updated website (new design and execution of development)
- PowerPoint presentation template
- Business card template (design files)
- Email signature design

PRIORITIZED GOALS

This new brand identity and communication tools should support the following goals:

- Enhance our brand image - increase perception of overall quality and innovation of organisation
- Showcase existing content in an easy to find way
- Increased time on website
- Decreased bounce rate
- Increase online donations

USERS

The brand and assets should be appealing to and serve a wide variety of our stakeholders, including:

INTERNATIONAL DEVELOPMENT & SPORTS ORGANISATIONS

Many international stakeholders recognise the benefit of combining sport and life skills programmes and are interested in increasing work in this area. We are an expert in developing curriculum, providing training and implementing programmes, and thus a great resource for these organisations. We want to increase our opportunities to become technical advisors and 'market' ourselves as thought leaders on girls in sport more proactively. We present to and meet with these organisations often at conferences or bi-laterally and they visit our website to find out more about what we offer, the impact of our work, as well as how to get in touch.

Examples of these types of organisations include UN Agencies (UN Women, World Health Organisation etc), development organisations (Plan International, Beyond Sport, Child Fund, Soccer Without Borders), sports organisations and agencies (Volleyball Australia, Lao Rugby Federation, International Olympic Committee).

INSTITUTIONAL DONORS

The large majority of our funding comes from institutional donors such as corporates (Standard Chartered Bank, Nike, Adidas), private foundations (Novo) and governments (Dutch, British). These donors want to see how their funds have an impact on the adolescent girls and young women whom we serve. They should feel that Women Win is professional and innovative. The donors, particularly corporate donors, set a high standard for visual communications in sport and corporate social responsibility work; we want to emulate this feeling.

GRASSROOTS ORGANISATIONS

Our work is done by building the capacity of local grassroots organisations who then deliver programming directly to adolescent girls and young women. These partners want to be able to easily find resources on our website and we want to be able to showcase their stories and impact. These partners are based all over the world – in Africa, Asia and Central and South America.

INTERESTED PUBLIC

Our communications tools and website should clearly present to a public audience who is interested in this field what we do and the positive impact of that work. We specifically think that young professionals (25-35-year olds) are in a position to further spread our message and influence the work being done in this field. Our current web and social media audience is very international, an almost even split of female/male (60/40) and almost entirely between the ages of 18 – 44. Information should be clearly presented to make it easy to share.

ASSESSMENT OF EXISTING BRAND AND COMMUNICATIONS TOOLS

OVERALL BRAND

- The basis of our brand is solid, and our logo and main colour are recognised within our industry, so we do not want to change these.
- We have beautiful photos from our partners and programmes and want these to feature prominently in our brand identity.
- Although we like the boldness of our colour palette, it feels slightly dated and could be improved.
- The overall brand identity needs to be modernised to ensure we feel relevant, innovative and professional.

WEBSITE

- Our current website is almost a decade old and does not show enough of the amazing work that is accomplished by us and our partners, nor the stories of the girls and young women we work with
- The style is out of date, needs to reflect the current trends in website design
- The site is not mobile optimised, which makes it less than ideal to link to from social media sites and can appear unprofessional
- We have published a lot of content on our site (stories, resources, videos etc), but it is very difficult to find, both through the navigation (which does not properly reflect our work and priorities) and the search function. A big pain point for us is that information is buried and inaccessible.
- The content is solid – there are lots of valuable stories and resources that could be better used if it was organized more clearly and not hidden
- Our imagery is strong – we have a ton of beautiful photos to showcase that could be shown more prominently

OTHER COMMUNICATION ASSETS

- We use various versions of PowerPoint templates for our presentations, and are not consistent with layout, fonts etc. We want a standard version for all staff to use to consistently represent the brand
- Our business cards were created by non-designers – they serve their purpose but should be updated

WEBSITE FUNCTIONALITY REQUIREMENTS & SERVICES

Our new website will require:

- Remaining on the Drupal platform
- Responsive layout
- Online donation systems integration (<https://womenwin.org/join/donate>)
- Newsletter registration (currently at bottom of page and integrated with Salesforce)
- Social integration
- Search Engine Optimisation
- Google Analytics integration

INSPIRATION

Other purpose-driven organisations whose brand and websites inspire us are:

1. [Girls Not Brides](#) – Consistent, playful branding. On the website, the navigation is very clear, there is a dedicated spot for resource as well as stories (both from the organisation and girls' voices)
2. [Skateistan](#) – The brand feels modern and they have a beautiful use of imagery. Their website showcases content front and centre.
3. [Charity Water](#) – Bright, colourful brand. Mission is clear on the front page of their website, impact (statistics) are called out, categories and CTAs are clear.
4. [ChildFund Australia](#) – Simple brand identity, but powerful. Clear information on website with great use of imagery.

PROJECT TEAM

Tina Rogers, *Project Coordinator*

Tina will manage the selection process and will be the point person for the selected vendor. She will be able to answer questions on style, functionality and goals

Sarah Murray, *Global Communications and US Director*

Sarah is in charge of the overall Communications strategy for Women Win and will be the key decision maker. She will decide on the vendor and have final approvals.

TIMELINE

RFP Issue Date:	July 27
Responses Due:	August 13
Finalists Selected & Contacted:	August 24
Finalists Presentations/Discussions:	August 24 - 31
Winner Selected & Contacted:	September 4
Project Kick-off:	September 10

BUDGET

Our estimated project budget is approximately \$15,000 USD. This needs to cover the costs of design and development. Bids for only the design or development portions are welcome as we are willing to work with multiple agencies/people if necessary on execution. While we prefer the most cost-effective solution, all proposals that fall reasonably around this range will be considered based on the value they provide.

All invoices for this project must be billed before December 31, 2018.

PROPOSAL REQUIREMENTS

Please include the following in your proposal response:

- Company description
- Project process overview
- Recommended approach of how you will meet our goals
- Proposed timeline
- Team bios
- Three recent relevant project samples
- Line-item pricing
- Terms and conditions

SUBMISSION

Please submit your proposal to Tina Rogers at t.rogers@womenwin.org no later than **Monday August 13th**. If you have any questions or would like to have more information, please contact Tina – we strongly believe in the power of partnerships and are happy to have informal conversations or discussions to ensure the best outcome.