

Call for Proposals – Salesforce Surveying Architecture Update

About Women Win

Founded in 2007, [Women Win \(WW\)](https://www.womenwin.org) is a global multi-dimensional women's fund guided by the vision of a future where every girl and woman* exercises their rights. With a global team and head office in the Netherlands, WW collaborates with diverse partners to increase the assets, access, voice, and agency of women and girls around the world. Our programmatic work is distributed across three "Brands" which all serve WW's overall vision, but each with their own unique mission:

- [GRLS](#): Advance the playing field that progresses gender equity in sport & through play;
- [Win-Win Strategies](#): Connect the power of business with the deep assets of women's funds and organisations to economically empower women;
- [Ignita](#): Champion innovative funding strategies that channel resources to local human & gender rights activists, organisations & movements.

WW's work is also supported by:

- a world-class Finance and Operations team;
- the 'Learn' team which drives learning, innovation and knowledge management;
- the 'Influence' team which focuses on resource mobilisation, partnerships and communications.

Background

WW first implemented Salesforce in 2012. Initially, we focused on using the platform solely for monitoring and evaluation purposes, but in the following years, we expanded the usage and functionalities.

Over the several years, we have invested in both the health and security of our system, and have revamped the system architecture to better suit our needs. We now use Salesforce to help manage internal processes at WW such as grant management and resource mobilisation; for monitoring, evaluation and reporting purposes with our partners based in countries around the world; and we have begun utilising Salesforce Experience Cloud for fund application management and real-time engagement with external partners.

We are currently using Enterprise edition and have 50 active users. All users are on the Lightning platform. Through our "Implementing Partner Community" (Experience Cloud), 20+ global partners can input and review data, including participant information, attendance tracking, and base- and endline questionnaires. In 2020, we shifted from an out-of-the-box data entering process to a bespoke architecture, to best fit our reporting needs. After three years of using this architecture, it is no longer fully fitting our requirements and we are looking to adjust it to better fit current needs.

Responsibilities

This project should enable us to best use our Salesforce system, adjusting our architecture to meet Women Win's reporting needs and our partner's programmatic monitoring needs. We see this as an opportunity to work with a consultant or consulting team as a thought partner to improve our data collection and reporting functionality.

Considering this higher level objective, **the main concern and focus point to address during this assignment is whether the current surveying architecture fits our data entry and collection needs.**

Beyond this primary focus, the consultant(s) should also consider our secondary concerns:

- Easy and smooth upload/update from external data source (Excel, KoboBox Tools, etc.)
- Flexible composite score calculation for several questions within a questionnaire
- Opportunities for automation to encourage clean data entry
- Better linking of questionnaire data to other objects for easier data tracking
- Potential: more intuitive user interface for data enterers

Key Deliverables

Phase 1: Architecture review, input from stakeholders & proposal of changes

Phase 2: Updating surveying architecture, UI/UX updates, support with data analytics

Requirements

The consultant should have:

- Extensive understanding of Salesforce Sales and Experience Cloud
- Consultancy experience specifically regarding database architecture
- Apex coding experience is required for the project team
- Experience in working with Salesforce systems for non-profit organisations; specific experience with surveying architecture is highly preferred
- English Fluency
- Clear and open communication
- Client references and or detailed explanations of recent projects

Terms of the Consultancy

Duration and period: This project will be carried out over a period of 3-6 months, depending on the proposed architecture changes, with the project starting in November 2023. Key activities for the RFP process are outlined below. Women Win is committed to meeting this schedule but reserves the right to change these dates; any changes will be communicated to all RFP applicants.

Milestone	Date
Proposal Submission	October 2
Invitation for video call with shortlisted candidates	October 6
Video meetings	October 9 – 13
Reference checks + winning bid notified	October 16 - 20
Project Implementation	November - TBD

Location: Remote. Candidate/team is expected to be available for calls during CET hours.

Status: Applicants based in The Netherlands must be registered with the Dutch KvK (Kamer van Koophander) and have the necessary authorisation to work as an independent contractor.

How to Apply

Interested candidates are encouraged to apply as soon as possible, no later than **2 October 2023**. Please submit **a commercial proposal** to to h.strauss@womenwin.org with “Salesforce Surveying Architecture Update” in the subject line.

Please take into consideration that Women Win is a small non-profit organization in the cost structure of your proposal.

* For those with strong interest in submitting a proposal, Women Win can share information about our current system for a more accurate proposal and cost structure. Please reach out to h.strauss@womenwin.org by 25 September 2023 to indicate interest and request additional information.

Women Win strives to be a diverse and inclusive organisation. For us, this translates to creating an environment where everyone can bring their authentic selves to work and make it easy for others to do the same. We encourage applications with diverse backgrounds and experiences to apply.