



ENCOMPASS WEBSITE REDSIGN REQUEST FOR PROPOSALS

About Encompass

ORGANIZATION MISSION & VISION

We partner with families to build healthy foundations for children. Our vision is a community where ALL children thrive.

ORGANIZATION OVERVIEW

Encompass is a nonprofit that partners with families to build healthy foundations for children, providing early learning, pediatric therapy, and family enrichment for children of all abilities in the Snoqualmie Valley, Issaquah, and Eastside communities. With two locations in North Bend and one in Carnation, Encompass offers programs for children ages 0-8 and their families to help foster a community where ALL children thrive.

ADDRESS

1407 Boalch Ave. NW
North Bend, WA 98045

PHONE

425.888.2777

Early Learning Center
1407 Boalch Ave. NW
North Bend, WA 98045
425.888.2777

Pediatric Therapy Clinic
209 Main Ave. S, Ste. 111
North Bend, WA 98045
425.888.3347

Carnation Preschool
4950 Tolt Ave.
Carnation, WA 98014
425.844.4548

encompassnw.org
info@encompassnw.org





Project Details

PROJECT OVERVIEW

We are looking to build a new website that addresses the three main problems with our current site: **navigation**, **information**, and **technology**. We offer a diverse range of programs to a broad geographic area, and our website is a crucial tool for connecting people with the services that they need quickly and clearly.

The challenges of our current website can be summarized into three main areas:

- **Navigation** – Our current website is that it is difficult and confusing to navigate. People cannot find what they need easily or quickly, and pages are often many clicks deep from the home page level. Our new website needs to be clear and easy to navigate with plenty of ways to get to the information a user is seeking.
- **Information** – Our website needs to clearly and attractively present who we are and what we do. Right now, our website does not do this, and much of the information is out of date due to the difficulty of updating the site (see point three). As the main communication tool of our organization, our website needs to represent who we are and the quality of our services.
- **Technology** – Although our current site has a Wordpress CMS, there is something fundamentally broken to the WYSIWYG system, making it so that any changes must be made by editing HTML. Since we do not have a web designer on staff, we need to have a functional WYSIWYG CMS that non-expert staff can easily edit.

The designer or design firm will be responsible for creating a website, overseeing the general design direction of the website, and ensuring Encompass has the necessary documentation and training to be able to update the website freely once it is complete. Encompass will be responsible for generating and/or migrating all written content and graphic assets.

The budget range for this project is \$15,000 - \$20,000 for the new website, and we are aiming for a July 1, 2018 launch date for the new site.

Proposals are due by 11:59 pm on Wednesday, November 29, 2017. Finalists will be notified and invited for in-person interviews no later than Friday, December 8, 2017. The design firm or designer will be selected no later than December 31, 2017.

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AUDIENCE

The primary audience for our website is parents and caregivers of young children, both those currently using our programs and services and those who are not but who want to learn more about them. Secondary audiences would be those looking to get involved with Encompass as donors, sponsors, granting agencies, volunteers, or employees.

NEW WEBSITE OBJECTIVES

The objectives of the new website are as follows, in order of importance:

1. Clearly represent who Encompass is as an organization, who we serve, and what we do.
2. Allow parents and donors to conduct payment and registration transactions easily.
3. Make the public aware of upcoming events and programs we offer.
4. Provide parenting resources.

CURRENT WEBSITE

Our current website has significant problems. These can be summarized as follows:

- **Graphic and visual design**
 - The design of our current site is inconsistent and relies largely on color blocks and icons rather than photographs.
 - Visual layout and design is inconsistent from page to page, due to the piecemeal nature of its construction and maintenance.
 - Current design does not consistently comply with our organization's style guide.
 - Footer is currently an image.
- **Broken technology**
 - WYSIWYG content editor does not work – HTML is the only way to edit current site.
 - Broken CSS – editing a page changes the background of the page to black.
 - On mobile or a minimized window, the menu background shows up as black.
 - Many links are broken or dead.
- **Navigation**
 - There are too many links to individual pages on any given page – it is easy to get lost down a “rabbit hole” and not know how you arrived at the page or how to get back to that page again if you would like to.
 - Website was built back when the organization had different priorities, so some of the structure of the site no longer works well for how we conceive of what we do.

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- Key action items—i.e. make a payment, register, donate—are difficult to find.
- Same information is replicated in different places on the site, leading to confusion.
- Homepage is static other than rotating banner of images – we would like it to be current and fresh and show that we are doing new things, especially upcoming events and programs.

NEW WEBSITE FUNCTIONALITY REQUIREMENTS

The new website must have the following functionality and features:

- Responsive design
- Mobile-compatibility – ideally separate mobile and desktop sites that work well together and have same look and feel as well as information
- Ability to track metrics like page views and referrals
- Content Management System (CMS) that is easy for staff to update without a knowledge of HTML
- Proper Search Engine Optimization (SEO) structure
- 508 compliance
- Design must comply fully with the Encompass Style Guide
- Must be compatible with our other technologies: NetSuite, Greater Giving, Campsite, and Acceptiva

NEW WEBSITE WISH LIST

Depending on cost, we would like the new website to have the following functionality and features:


- Calendar
 - Ability to view as calendar or list
 - Ability to filter by event type by selecting/deselecting calendars (like Google Calendar)
 - Ability to export events to Google Calendar, iCal, and Outlook
 - Clicking on calendar event brings up event description
- Google Translate button to translate site into other languages
- Search bar
- Automatic upcoming event feed on homepage filled based on dates of programs
- Recent blog post feed
- Sidebar menu with links

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- Social media feed
- Rotating testimonials slideshow
- Ability to imbed videos
- Services locator tool – ability for user to choose options from drop-down menus, search for programs tagged with these inputs, and see list of programs that apply to their criteria
- Expandable FAQs menu
- Interest form where user can indicate area of program interest from a drop-down menu and submit; the response gets sent to the pertinent staff member automatically
- Clean, image-focused blog format
 - “You might also be interested in...” linking to related content at the bottom of each blog post
 - Social media sharing buttons

DELIVERABLES & REQUIREMENTS

Encompass seeks the following outcomes for this project:

- Meet in person, with our primary customers and stakeholders to understand how to best serve internal and external audiences.
- Mock-ups: provide suggestions for enhancements to existing website design mockups.
- Research, create, and deploy a new web design framework.
- Create a new Encompass website that is user-centric and provides valuable content to all of our audiences:
 - The site should be stable, secure.
 - The site should be web standards compliant. Use of proprietary, vendor specific features is discouraged.
 - Provide the ability for content managers to enter and control the CMS, through a web browser, from any location with internet access. The control must be secure and password-protected.
 - Website should follow requirements as a “responsive web design” allowing users across a broad range of devices and browsers to have access without loss of content.
 - The website should fully adhere to Web Accessibility Initiative (WAI) guidelines to ensure the site is fully accessible to people with disabilities.
 - Avoid PDF format files for files intended to be viewed with a browser (PDF files are permitted for documents and forms that are to be downloaded for printing).
 - Site shall provide full text search feature.

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- Website HTML and associated coding should be structured for wide indexing and targeted Search Engine Optimization.
- Website HTML and associated coding should be validated for W3C compliance and developed for cross browser and backward browser compatibility. The website should “fail gracefully” when used with older browsers that do not support more current features and coding.
- Documentation:
 - Documentation file(s) explaining all delivered elements.
 - Code must be well commented with references to separate documentation.
 - PSD files must contain notes with references to separate documentation.
 - Style guide outlining proper display of content.
 - Maintenance schedules if appropriate.
 - Documents to be used for training.
- Provide 2-3 on-site training sessions for a group of 1-5 Encompass staff members in order to minimize dependence on third parties for current and future developments. Include in-depth training documentation as a reference “how-to” guide.

NOT IN SCOPE

The following services are NOT part of the scope of this RFP:

- Web hosting services
- Intranet development
- Content development
- Content migration

BUDGET DETAILS

We have a budget of \$15,000 - \$20,000 for a new website. As we are a registered nonprofit, we would love to complete the project as leanly as possible without sacrificing quality. If you are able to offer a nonprofit rate or donate a portion of your services to help reduce costs, we would be glad to provide documentation of this donation for tax purposes. We would love to hear your thoughts on how to most effectively spend this budget to get the results we desire.

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PROPOSAL REQUIREMENTS

All proposals should contain the following components:

- Overview of personnel that would be working on the project and their roles and qualifications (1 page)
- List of previous clients and web design projects with URLs
- Three references from web design clients and a phone or email for each
- Brief statement of interest in project (1-3 pages)
- Proposed budget broken out by feature

Any additional statements, documents, or images that help convey your qualifications and interest in the project. Please do not exceed 20 pages total, including all appendices.

IDEAL QUALIFICATIONS

The ideal designer or design firm will have the following qualities:

- Technical proficiency – ability to understand all the components involved and make recommendations that will help get the functionality we want and save us money where possible.
- Proactive – We'd like to work with someone who understands our needs and makes recommendations based on their experience with web tech rather than waiting to be asked.
- Communication – Communication is crucial. We expect to develop a mutually-agreeable timeline of deliverables and to be kept in the loop as the project progresses.
- Customer service – 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. We want to know that you will be there to help us if things go wrong with the site.
- Knowledge of web marketing best practices – Knowledge of getting a website in front of our audience is helpful – SEO, Google AdWords, etc. We want someone with their eye on this aspect of the site.
- Experience in the nonprofit sector – Additional relevant experience related to this project specifically, our project goals, or the nonprofit industry are all helpful.
- Heart and soul – We are a nonprofit all about serving children and families. We want to work with people who understand the heart of the work we do and care about helping people.
- Functionality is king – While we want our site to be beautiful, the most important aspect is its ease of use and navigation for the people we serve.

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RFP AND PROJECT TIMELINE DETAILS

Proposals are due by 11:59 pm on Wednesday, November 29, 2017. Late proposals will not be considered.

Proposals can be delivered via email or mail to:

Attn: Colleen Lenahan, Marketing and Communications Manager
Encompass
1407 Boalch Ave. NW
North Bend, WA 98045
Colleen.lenahan@encompassnw.org

Proposed Project Timeline

MILESTONE	DEADLINE
RFP goes public	11/08/17
Deadline for RFP submissions	11/29/17
Finalists notified and invited for in-person interviews	12/08/17
Design firm selection deadline	12/31/17
Kickoff week of project	01/02/18
Design direction and concept finalized	01/31/18
Initial build phase complete	04/30/18
Testing phase complete	05/31/18
Website launch goal	07/01/18

Project Contacts

CONTACT PERSON	EMAIL	PHONE	ROLE IN PROJECT
Colleen Lenahan, Marketing and Communications Manager	Colleen.lenahan@encompassnw.org	425.888.2777 ext. 1207	PRIMARY: Project manager for website redesign
Lisa Yamasaki, Director of Development	lisa.yamasaki@encompassnw.org	425.888.2777 ext. 1229	SECONDARY: To be contacted when primary contact is unavailable

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Appendix A: Outline of Proposed Website Pages and Desired Features

Between May and September 2017, a core Web Task Force of six Encompass staff members met to determine the objectives and goals for the project. During the course of these initial planning meetings, the Web Task Force developed a tentative outline (see below) of how we would like the new website to be laid out. This outline is preliminary and subject to change based on the input from the eventual designer of the new website.

PROPOSED OUTLINE OF PAGES AND FEATURES

EVERY PAGE FEATURES

- **Permanent Top Bar**
 - Contact info
 - Social icons
 - Google Translate
 - Buttons
 - **Donate Now** – Link to Acceptiva
 - **Register** – Link to Campsite
 - **Make a Payment** – Link to Acceptiva
 - Acceptiva menu for payment options: pediatric therapy options need to be cleaned up
 - **Log Into My Account** – Link to Campsite
 - Search bar
- **Menu Bar**
 - Clickable menu
- **“Back to top” navigation at the bottom of pages**
- **Footer**
 - Full site map at the bottom (example: <https://www.listentalk.org/>)
 - Addresses and contact info

HOMEPAGE FEATURES

- **Rotating banner images at top of page, below menu bar**
 - Say who we are with key messaging/powerful images (example: <https://www.listentalk.org/>)
 - Slide for each of 3 core beliefs
 - Slide for mission
 - Slide for vision
- **Three Branches Image Blocks**
 - Early Learning
 - Pediatric Therapy

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- Family Enrichment
- **Event feeds**
 - Featured events
 - Upcoming events
- **Recent post feed**
- **Partner logos**
- **Sidebar**
 - Quicklinks (example: <http://www.seattlechildrens.org/>)
 - Rotating testimonials
 - Social feed (example: <http://www.seattlechildrens.org/>) – desktop version only

ABOUT US (landing page): Founded in 1966, Mission/vision, core beliefs, values. (example: <http://www.youtheastsideservices.org/about/>): Mission, Vision, Core Beliefs, Program Numbers & Impact with infographics (example of infographics: <http://www.treehouseforkids.org/>), FACES of Encompass

- **History:** timeline from 1966 to present, history video(s)
- **Strategic Plan**
- **Annual Reports**
 - Financials infographic on page, link to full report
 - Archive of annual reports
 - Link to GuideStar profile of Encompass
- **Staff**
 - Clickable email addresses
 - Photos – team photos
 - Leadership separate – team photo (otherwise people like Rochelle, Kim would appear in a lot of photos or none)
- **Board of Directors**
 - photo

PROGRAMS (landing page): Services locator (tool with logic that identifies which services might be right for the person based on their location, age of child, special needs Y/N, income-qualifying, etc.); interest form with drop down to indicate which program you want to learn more about/contact; also in Contact Us section.

- **Early Learning:** Testimonials, Participant profiles, from FACES (and new)
 - Preschool
 - ECEAP
 - Toddler groups
 - PCHP
 - Calendar
 - Staff directory
 - Schedule a tour

- Forms
- FAQs
- **Pediatric Therapy:** Testimonials, Participant profiles, from FACES (and new)
 - Early Intervention
 - Pediatric Therapy
 - Behavioral Health
 - Mobile Therapy Unit
 - Calendar
 - Staff directory
 - Forms
 - FAQs
- **Family Enrichment (by type or by audience?):** Testimonials, Participant profiles, from FACES (and new)
 - Parents & Caregivers
 - Kids & Youth
 - Support
 - Calendar
 - Staff directory
 - Forms
 - FAQs
- **Summer Camp:** Testimonials, Participant profiles, from FACES (and new)
 - Age 2
 - Age 3-4
 - Age 5-7
 - Camp Assistant Program
 - Summer Employment
 - Forms
 - FAQs

EVENTS (Calendar is landing page)

- **Calendar**
 - Different categories of events – filter
 - Visually laid out v. line by line (Macaroni Kid as an example)
 - Different viewing options: weekly events, view whole month
 - “Add event to your calendar” option for GCal, iCal, and Outlook
 - Click on event on calendar to view events as posts with all info, related events, date sensitive
 - Ability to hide calendars (i.e. GCal)
- **Autumn Gala**
- **Take a Seat for Kids**
- **Breakfast**

- **Sponsor an Event**

RESOURCES (landing page)

- **Resources by topic area**
- **Resources by diagnosis**
- **Activities and exercises to do at home**
- **Staff Recommendations**
- **Outside resources**
 - Links to other organizations that augment what we provide
 - Resources already in place from national or larger organizations
 - Multilingual resources

GET INVOLVED (landing page)

- **Employment**
 - Summer employment
- **Volunteer**
- **Ways to Give** (example: <http://www.youtheastideservices.org/get-involved/ways-to-give/>)
- **Schedule a tour**

NEWS (landing page)

- **Press clippings**
- **Newsletters/Newsletter Sign-Up**
 - Past newsletter archive
- **Blog**
 - Format that is clean and image-focused
 - “You might also be interested in” at the bottom of each post, linking to related content
 - “Share this on social media” buttons
- **Press Kits**

CONTACT (landing page): location info, contact info

- **Staff Directory with contact info**
- **FAQs**

ABBREVIATED MENU VIEW

HOME

- **ABOUT US** (leads to About Us landing page)
 - **About Us** (Landing Page)
 - **History**
 - **Strategic Plan**
 - **Annual Reports**
 - **Staff**
 - **Board of Directors**
- **PROGRAMS** (leads to Programs landing page)
 - **Early Learning**
 - Preschool
 - ECEAP
 - Toddler groups
 - PCHP
 - Calendar
 - Staff directory
 - Schedule a tour
 - Forms
 - FAQs
 - Programs Home Page
 - **Pediatric Therapy**
 - Early Intervention
 - Pediatric Therapy
 - Behavioral Health
 - Mobile Therapy Unit
 - Calendar
 - Staff directory
 - Forms
 - FAQs
 - Programs Home Page
 - **Family Enrichment**
 - Parents & Caregivers
 - Kids & Youth
 - Support
 - Calendar
 - Staff directory
 - Forms
 - FAQs
 - Programs Home Page

- **Summer Camp**
 - Age 2
 - Age 3-4
 - Age 5-7
 - Camp Assistant Program
 - Summer Employment
 - Calendar
 - Staff directory
 - Forms
 - FAQs
 - Programs Home Page
- **EVENTS** (leads to Calendar view as landing page)
 - **Calendar**
 - **Autumn Gala**
 - **Take a Seat for Kids**
 - **Breakfast**
 - **Sponsor an Event**
- **RESOURCES**
 - **Resources by topic area**
 - **Resources by diagnosis**
 - **Activities and exercises to do at home**
 - **Staff Recommendations**
 - **Outside resources**
- **GET INVOLVED** (leads to Get Involved landing page)
 - **Get Involved** (landing page)
 - **Volunteer**
 - **Ways to Give**
 - **Schedule a tour**
 - **Employment**
- **NEWS** (leads to News landing page)
 - **News** (landing page)
 - **Encompass in the News**
 - **Newsletters/Newsletter Sign-Up**
 - **Blog**
 - **Press Kits**
- **CONTACT** (leads to Contact landing page)
 - **Contact** (landing page)
 - **Staff Directory with contact info**
 - **FAQs**