



Request for Proposal

Aloha United Way is seeking a vendor/partner to redesign our current website, <https://auw.org/>

The following RFP includes a background of our organization and describes the purpose and goals of the redesign. We've included desired functionality and specific needs for our organization. We understand that the details may be subject to change and as an organization specializing in website redesign, you may have specific recommendations outside of what is explicitly requested here. In your proposal, alternatives are welcome.

Project Overview

Aloha United Way's current website is outdated and no longer aligns with our goals or current objectives. Our primary goals include strengthening our online presence and building brand awareness while deepening understanding of purpose while serving the current mix of new visitors, longtime donors, workplaces, and nonprofit agency partners. We would like our new site to reflect our identity and values in a simple and elegant fashion while also providing functionality and ease of use to navigate. We would like to retain the ability to update the website and integrate with myriad platforms and integrations. Our site is utilizing Google Analytics and we are updated to GA4. Tag Manager is implemented, and we currently have a sister-site, A UW211.org which is connected with AUW.org. We would like to develop adequate press, blog, advocacy, fundraising areas, and nonprofit partner dynamic search functionality, as well as thoughtful email journey integration. The website includes some social media feed supports which we may like to retain, though we are open to other options. We also would like the ability to survey visitors and to develop an events center, or central location for AUW events to be listed.

Aloha United Way Background

Aloha United Way is more than 100 years old and operates primarily on the island of Oahu in the State of Hawaii. We are a nonprofit organization and part of the greater United Way Network. Not only do we partner with nearly 350 nonprofit organizations across the islands, providing resources and funding, we also operate Hawaii's only 211 Helpline. To fund our partners and initiatives, we request donations. Workplace campaigns, individual donations,

events, affinity groups, direct mail and email round out much of our fundraising efforts. We are a connector, partner, advocate and resource for Hawaii.

Budget

We are budgeting between \$25,000-\$40,000 for this website redesign. It will require moving from the current Drupal platform. WordPress is preferred, but should the vendor recommend another platform, consideration will be made. The budget should include hosting costs as well as template, software, and design. Maintenance and service after the website is developed will not be handled within this proposal.

Timeline

This RFP will be released on January 30, 2023 and we ask that all potential vendors reply by March 17, 2023. Vendor selection will be made by April 21, 2023 and the selection process may include virtual meetings for additional clarification. The project kick-off and site outline planning would begin by June 1, 2023 and the goal for completion of the site would be March 15, 2024.

Challenges & Goals

The current site fails to capture or communicate our identity. Our goal is to immediately communicate that to the more than 90% of new users visiting the website each month. Upon reaching the website, the user should understand who Aloha United Way is and what we do for the community.

Navigation should be improved to get the user where they want to go without confusion, impediment, or slow loading times. The website should be both attractive and easy to navigate. We currently have a lot of dense and complicated copy that needs to be simplified for the reader. Resources for press and nonprofit partners or even policymakers should be housed in an area that serves their needs. The donation areas, accessibility, and responsive design issues also require attention.

We currently have no effective or meaningful call to action generating leads for donations, email registration, information requests.

Search functionality is poor and visitors seem to get lost while on the website.

Our top priority is to explain who we are and what we do. Our secondary goals are educating and leading prospective donors to donate to our cause. We would like to ensure that our online presence is strong, modern, and builds awareness and lends credibility to our organization as the most impactful social service organization in Hawaii. SEO, search, effective tags and fostering great referral traffic is also important.

Information Security & Data Privacy

The development tools, site architecture, and hosting environment will follow current information security best-practice standards, (such as GDPR, CCPA, or GLBA) as applicable. The level of compliance with information security standards will be determined by the type of data captured by our website and how it is stored and/or processed. Generally, site visitors should have a reasonable expectation of privacy and security regarding their personal and household information.

Audience

More than 90% of website visitors are reaching us for the first time and are a mix of potential donors, local residents looking for resources, and nonprofit organizations partnering with us. Website visitors primarily come from Oahu, though all islands are served through the 211 Helpline.

Conversions are defined as completed donations, visits to auw211.org, or workplace campaign inquiries. Multiple departments interface with the website, managing donations, CRM integrations, and up-coming email integrations. There are approximately 6,000 website visitors each month and approximately 12,000 pageviews each month with a bounce rate of around 64%. We have not optimized lead generation and that should be considered in the scope of this project. The majority of web visitors are women, generally 65% female to 35% male.

Visitor #1: The Learn More or 211 Visitor visits:

Get Help
ALICE
211
About Us
Rent Relief
Volunteer

Visitor #2: Visitor with Purpose

Get Help
Donate
Women United
SYL
ALICE
Employment

Visitor #3 Agencies & Press

Homepage
Contact Us
ALICE

Current Digital Footprint

We currently use StratusLive as a CRM and donation platform. ClickDimension email services will be online in early spring. At the time of this RFP, these solutions are being implemented. We operate four primary social media platforms; Facebook, Instagram, LinkedIn, and Twitter. We also have affinity groups managing additional social media accounts. The accounts are managed through Sprout. The current website is enabled with an Instagram feed. Additional tools for processing payments, like Stripe and PayPal are also part of what we utilize for fundraising. Authorize.net and Wufoo forms are being used to capture some online donations. We would like a better solution to bridge the current CRM migration. We also use ECImpact and have a third party site to support Planned Giving.

Because we process payments, security is a top priority. We use Google Analytics currently for analysis, though we do need to update to the latest generation. We do not currently utilize a third-party blog system, but we do regularly publish news articles and custom articles to the site. Ideally, these would be tagged and searchable with a separate area for press release and media downloads.

AUW Team

Our team will consist of Marketing, I.T., Community Impact, Resource Development, Finance and Executive.

Carolyn Hyman Project Manager

Rayen Watanabe will provide artistic support and style guides

Hailey Kurtenbach project support and administration

Dayle Murakami will provide Finance input along with Wayne Kouchi from I.T.

Kimo Carvalho, Community Impact

Emmaly Calibraro will act as the Resource Development liaison for program integration for CRM and fundraising.

Suzanne Skjold, Executive

Vendor Team

Your team may be constructed in any way that supports our mutual goals, but we would like support in the following areas:

- Facilitator for meetings
- Project Manager to guide deadlines and benchmark the project
- Content strategist and writer
- UX guidance and expert
- Assistance with Google Analytics Tag Manager set-up new

Please Include

In your proposal, please include your company name, email, phone, and website address, as well as:

- List of client references (please provide three)
- The number of years you've been in operation and the approximate number of staff or contractors who will be working on the website design and development.
- Please provide 4-5 relevant projects that you've worked on and a link to either the site or a case study of the website.
- Any additional resources outside your organization that you may need to complete the project.
- Timeline for completion and an outline of phases for the project.
- General overview of the website build process from start to finish
- An overview of your project management approach
- Payment terms

Please email your submission to Carolyn Hyman, Vice President, Marketing & Communications, chyman@auw.org on or before January 30, 2023 at 4:00 pm HST.