



Website RFP: Brooklyn Community Foundation's Brooklyn.org

Issue Date: 01/18/23

Introduction

Brooklyn Community Foundation is on a mission to spark lasting social change, mobilizing people, capital, and expertise for a fair and just Brooklyn. It is the first and only public foundation solely dedicated to New York City's largest borough, working in partnership with generous donors and community leaders to advance racial justice and bolster vital nonprofits. Since its founding in 2009, the Foundation and its donors have provided over \$75 million in grants to nonprofits in Brooklyn and beyond. Learn more at www.BrooklynCommunityFoundation.org.

Project Overview

Brooklyn Community Foundation is seeking a website design firm to redevelop our main website (now www.BrooklynCommunityFoundation.org) and relaunch it as Brooklyn.org by September 2023. We envision Brooklyn.org as a one-stop platform for anyone who wants to give in Brooklyn, and for nonprofits who need resources to grow their work within our communities. We are prioritizing clear entry points to quickly segment visitors, deliver tailored content, and drive appropriate actions. We want a site that effectively communicates our overall mission to mobilize giving for community-led change; our unique philanthropic approach; our commitment to racial justice; and our vision for a fair and just Brooklyn. The site should reflect the beauty, diversity, and dynamism of our Brooklyn community.

Reason for Project

Brooklyn Community Foundation acquired the Brooklyn.org domain in 2022, and is currently undergoing a brand redesign that will be completed in Spring 2023. The new site, and new URL, will help deliver on our new strategic goals and grow our reach, engagement, and impact across Brooklyn – and attract attention and investment from beyond our borders to propel community-led change.

Goals

- Create a highly engaging and intuitive user experience built on our new brand strategy and visual identity
- Build a one-stop platform for donors who want to give in Brooklyn and nonprofits who need resources to grow their work
- Showcase new strategic plan goals and overall mission/vision
- Help people understand our unique community foundation model and how we can partner with them to help them achieve our shared vision for Brooklyn’s future
- Attract new partners by conveying our expertise, building trust, showcasing services
- Provide a clear entry point for repeat visitors: Donors (Donors, Prospective Donors, General Public); Funds (Donor Advised Fund Holders Prospective DAFs/Philanthropic Advisors); and Nonprofits (Grant Seekers, Grantees, General Nonprofit Audience) and deliver content they’re looking for and drive appropriate action (donate, open a fund, apply for a grant, attend an event, email sign up, complete a survey, request a meeting)
- Prioritize clarity, speed, and engagement
- News feed for blog posts, press releases, videos, Instagram and Twitter posts
- Vibrantly deliver key digital storytelling elements that reflect the beauty and diversity of our Brooklyn communities
- Feature members of our communities and testimonials of our impact
- Connect to a central database for vetted Brooklyn nonprofits for donors to view profiles/give directly

Budget Range

\$75,000 - \$100,000

Timeline

MILESTONE	DUE DATE
RFP Issued	01/18/2023
Proposals Due by	02/17/2023 at 5PM EST
Interviews Conducted	02/20 - 3/03/2023
Vendors Notified by	03/10/2023
Website Project Begins*	04/01/2023
Website Due by*	10/01/2023

*If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

Contact & Submission Instructions

Submit proposals to Brooklyn Community Foundation VP of Communications and Strategy Liane Stegmaier at lstegmaier@brooklyncommunityfoundation.org. Questions can also be directed to that email address.

TECHNICAL SPECIFICATIONS

Current Environment

- Our current website: www.BrooklynCommunityFoundation.org
- Host: MediaTemple
- Platform: Drupal
- Features: Blog and Social Media Feed
- Existing Integrations: MailChimp, Salesforce/FormAssembly, Classy, RenPSG

Website Audience

Our primary target audience are generous, community-minded Brooklynites and local leaders who share our vision for social change and commitment to racial justice, and want to invest in local communities and nonprofits through our strategic grantmaking approach, our Donor Advised Fund program, or being connected to individual nonprofits to give directly.

Our secondary target audiences are nonprofits seeking funding support, and philanthropic advisors and other professionals seeking to open Donor Advised Funds for their clients.

Website Requirements & Must-Haves

Below are the core elements we require in our website. Any additional functionality will be decided in partnership with our selected partner. We have a small communications team and desire a website that is easily maintained internally, with as much out-of-the-box functionality as possible (custom CMS modules and functionality), so that current and future employees across the organization can learn and pass on knowledge about how to maintain the site.

- Drupal or WordPress CMS; custom theme creation
- Follow best practices for visual accessibility and language translation, with WCAG 2.2 standards
- Intuitive navigation that surfaces the most important content for our audiences
- Clean and focused design that prioritizes user experience and usability
- Mobile optimized
- Content requirements: Feature elements of current site but in a reorganized structure, including dynamic blog for most regular updates, press release

portal, photo hosting/gallery, content library (reports, videos), social media and newsletter feed integration

- Salesforce integrated searchable, dynamic database or map of strategic grantmaking investments
- Integrate throughout site: Data Visualizations, Impact Stories, FAQs, Testimonials
- Connect seamlessly with Donor Advised Fund Portal/RenPSG, Classy, MailChimp, Salesforce, FormAssembly, and other tools
- Option for monthly retainer to provide ongoing support / updates

Other Project Requirements

In addition to building the above functionality, we are looking for a partner who can provide the following:

- Management of content migration
- Partner on content development/editing of existing content; we will collaborate on content development with the firm, but expertise in content development is a requirement
- Training of staff on new WordPress theme functionality
- Provide ongoing website maintenance contract for hosting, WordPress, and plugin updates, etc.
- Implement Google Analytics
- SEO best practices baked into the development work

Additional Background

Qualitative feedback from users about our website:

- Users can't find the content they need
- Needs a cleanup: Lots of old/irrelevant content on the site (since launch in 2009)
- No clear/compelling calls to action
- Could be a great resource for researching/discovering nonprofits, but need to improve how we share that information and keep it current
- Need to more effectively message our impact
- Low mobile responsiveness
- Lacking accessibility menu

Through an evaluation of our Google Analytics over the past year, we know the following:

- We have 150K users annually growing at a rate of 50% each year
- 92% of our site visitors are new versus returning visitors
- User engagement: 1.8 pages per session, average session is 1:07
- Platform: 52% of our users view on desktop, 47% on mobile
- Traffic Sources: 60% of users reach us through direct links; 30% through organic search; 4% through referral, 2.5% through email, 2% through social

Our Team

Core members:

- President & CEO
- VP of Communications and Strategy
- Communications Manager

Peer Websites

This list represents an array of organizations with similar or overlapping purposes:

NYC Public Foundations:

- [New York Community Trust](#)
- [North Star Fund](#)
- [New York Women's Foundation](#)
- [Robin Hood Foundation](#)

Other Community Foundations:

- [East Bay Community Foundation](#)
- [Silicon Valley Community Foundation](#)
- [Baltimore Community Foundation](#)
- [San Francisco Foundation](#)
- [Minneapolis Foundation](#)
- [Chicago Community Trust](#)
- [Greater Washington Community Foundation](#)
- [Community Foundation for Greater Buffalo](#)

Brooklyn-wide Institutions:

- [Brooklyn Museum](#)
- [Brooklyn Public Library](#)
- [Brooklyn Academy of Music](#)
- [Prospect Park Alliance](#)
- [Brooklyn Bridge Park Conservancy](#)
- [Brooklyn Botanic Garden](#)
- [Brooklyn Chamber of Commerce](#)

Donor Advised Fund Providers:

- [FJC: A Foundation of Philanthropic Funds](#)
- [Jewish Communal Fund](#)
- [Amalgamated Foundation](#)
- [Fidelity Charitable](#)
- [Schwab Charitable](#)
- [Tides](#)
- [Vanguard Charitable](#)

RESPONSE REQUIREMENTS

- Proposal outlining approach to the work, including project management, website design and development strategy and process, approach to content development and integration of accessible features, approach to development and content migration, approach approvals and decision making, training, and post-launch support
- Timeline including when you can start
- Pricing with optional elements line-itemed. Multiple price packages are welcome
- Profile of team, including those who will work directly and indirectly on the project
- Company commitment to racial justice and DEI
- Overview of staff identity (race/ethnicity, gender, background) and specifically of leadership team and team that will be working on this project
- 5 examples of relevant nonprofit/foundation client experience and deliverables related to these projects
- 3 references, and please ensure that at least one proposed team member was involved in each referenced project
- Terms and conditions

Budget and Submission Summary

The budget range for this project is \$75,000 - \$100,000. Submissions are due Friday, February 17, 2023 at 5PM EST. All submissions should be sent to VP of Communications and Strategy Liane Stegmaier at lstegmaier@brooklyncommunityfoundation.org.

If you have questions about this RFP or project scope, please reach out to lstegmaier@brooklyncommunityfoundation.org.