

Great Lakes Business Network

REQUEST FOR PROPOSAL

Website Redesign & Development

Responses Due: August 19, 2023

Contact Information

Please direct questions to Great Lakes Business Network Program Coordinator Zoe Zeerip

Email: zoe.zeerip@groundworkcenter.org

Telephone: (616) 443-3259

Organization Background

The Great Lakes Business Network (GLBN) is currently more than 195 members across the Great Lakes region, working on issues that include:

- Decommissioning the Line 5 oil pipeline at the Straits of Mackinac;
- Restoring the Great Lakes and eliminating harmful algal blooms
- Advancing a clean energy economy in the Great Lakes region that is equitable for all users.

The Great Lakes Business Network was established in 2017, and is co-managed by the National Wildlife Federation and the Groundwork Center for Resilient Communities. GLBN members are owners, CEO's and top management of businesses of all sizes and industries across the Great Lakes region.

GLBN provides members advocacy and education opportunities such as sign on letters, legislator meetings, networking events, comment periods, op-ed placement, and more. We aim to create an inclusive and influential business network that advocates for thriving ecosystems, economies, and communities.

GLBN's current website is <https://glbusinessnetwork.com/> We utilize Muffin Builder and staff update the site on a need-be basis.

Project Summary

The current website was implemented seven years ago and the organization has determined that it is not as effective in supporting the GLBN's mission and goals as it could be.

GLBN seeks to use the website design project to elevate our messaging and advocacy efforts and position the organization among the region's leading nonprofits connecting businesses to environmental action and climate advocacy.

The website redesign should clearly outline our issue areas, various calls to actions, climate wins, the recruiting processes, and our current members. The new website should enable non-technical staff to easily and efficiently publish and edit content. Core audiences for the website include business owners, funders, and partner organizations.

GLBN believes that by revising the information architecture and revamping the visual design, we can provide our audiences with the best information in a more user-friendly fashion, motivate

participation in the organization, and communicate the nature and impact of the GLBN more effectively. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision

Project Goals

We are seeking qualified contractors that can develop a proposal to be carried out over 7 months to help achieve the following goals:

- Modernize the website design to better support GLBN's advocacy and recruiting efforts.
 - Showcase user-generated testimonials strategically throughout the website, highlighting the diversity of GLBN's membership, showcase the impact GLBN has had, and the benefits of being a part of the network.
 - Display logos of prominent members to establish credibility and demonstrate GLBN's network and influence.
 - Include GLBN's social media feeds to showcase real-time updates and engagement with the audience.
- Create an engaging and easy to navigate experience
 - Ensure the website is accessible to users with disabilities by incorporating accessibility features such as alt text for images, proper heading structure, and color contrast that meets accessibility guidelines
 - Use visually appealing and prominent call to action buttons to guide users towards desired actions such as signing up for newsletters, joining GLBN, or making donations. These buttons should be well positioned with clear and concise messaging.
 - Use interactive forms and surveys to gather feedback, opinions, or demographic information from website visitors. Make the forms visually appealing and easy to fill out to encourage user participation.
- Use Engaging Visuals
 - Incorporate high-resolution images (compressed) and videos throughout the website to visually communicate GLBN's mission and goals.
 - Utilize animated elements strategically, such as animated stats or infographics, to draw users' attention to key performance indicators (KPIs) or important data points.
- Simplify website editing/maintenance for staff
- Improve brand understanding
 - Present complex information in a user-friendly manner using visual hierarchy and clear headings.
 - Incorporate visuals to demonstrate the environmental issues, such as harmful algal blooms or pipeline routes, in an engaging and informative way.
 - Allow users to interact with the maps, providing additional information or resources upon interaction.
- Increase website traffic from potential network members

- Dedicate a section of the website to showcase success stories and the positive impact of GLBN's initiatives.
- Use compelling visuals and storytelling techniques to effectively communicate the outcomes and benefits of GLBN's work.
- Integrate user-generated content, such as testimonials or case studies, to enhance credibility and showcase the impact GLBN has had on businesses and communities.
- Display these testimonials strategically throughout the website, highlighting the diversity of GLBN's membership and the benefits of being a part of the network.
- Reach a more diverse audience by including our bilingual materials
- Design for mobile and desktop viewership
 - Utilize bullet points, short paragraphs, and subheadings to improve readability and facilitate quick scanning of content.
- Create a website that is compatible with the current National Wildlife Federation's payment method and listserv platform.

Desired Competencies and Qualifications

- Ability to generate an appealing and engaging platform on Wordpress;
- Understanding and appreciation of the Great Lakes and the issues that GLBN is pursuing
- Experience developing websites that successfully message complex issues;
- Willingness to collaborate with NGO staff for text copy and website training
- Experience with visual design, information architecture, website development and copywriting are necessary.

Project Timeline

We would like to complete the website redesign by early Spring 2024.

Budget Constraints

Our budget for this project is \$20,000.

Evaluation Metrics

We will evaluate proposers based on the following criteria:

- Examples of similar work
- Proposed approach and process
- Design ability
- Experience and technical expertise
- References
- Ability to provide ongoing support should questions arise
- Cost effectiveness

- Ability to meet desired project timeline

Submission Requirements

Please submit your proposal by 5pm EST on August 19, 2024 to Zoe Zeerip,
zoe.zeerip@groundworkcenter.org

You are welcome to use whatever proposal format your agency prefers, but at a minimum, we'd like to see the following in your proposal.

- Samples of similar work.
- Summary of your process and project management approach.
- Three references.
- Detailed timeline.
- Detailed budget and budget assumptions.
- Any subcontractors you will use.
- Monthly hosting costs.
- Options for ongoing support.

Thank you for your potential interest in working with the Great Lakes Business Network on this important project.