The Center for Disaster Philanthropy (CDP) seeks a vendor that will bring its ideas and vision based on best practices, industry expertise, technical capabilities and client management to redesign disasterphilanthropy.org and disasterplaybook.org. This RFP provides information about CDP, our vision for the new site and the technologies and functionalities we are looking for. Please feel free to email Yna Moore at kristina.moore@disasterphilanthropy.org with questions.

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Project Overview

The Center for Disaster Philanthropy provides expert advice and resources while also managing domestic and international disaster funds on behalf of corporations, foundations and individuals through targeted, holistic and localized grantmaking. CDP brings greater attention to the life cycle of disasters—from preparedness, mitigation and planning to rebuilding, resilience and recovery. Donors can give with confidence, knowing that their support rebuilds stronger communities, especially populations systemically and disproportionately affected by wildfires, hurricanes, COVID-19 and other disasters.

One of CDP’s major initiatives, the Disaster Philanthropy Playbook (disasterplaybook.org), provides a compilation of innovative practices and resources that help funders prepare a disaster response, including strategies and processes, before a disaster strikes.

CDP is seeking a website redesign of disasterphilanthropy.org and disasterplaybook.org that boosts audience engagement and activation, improves user experience, and effectively conveys CDP’s mission, values, including its commitment to equity, programming and impact on communities worldwide.

Background

Our Work

The Center for Disaster Philanthropy (CDP) is the only full-time resource dedicated to helping donors maximize their impact by making more intentional disaster-related giving decisions.

With the increasing frequency and intensity of disasters comes the critical need for knowing when and how to respond effectively. CDP’s innovative strategies advance donors’ values, increase the impact of their contributions, meet the needs of populations disproportionately affected by disasters because of systemic inequities, and ultimately, strengthen their communities.

With an emphasis on medium- to long-term recovery, CDP’s work:

- Increases the effectiveness of contributions given to disasters.
- Brings greater attention to the life cycle of disasters — from preparedness, mitigation and planning to rebuilding, resilience and recovery.
- Provides donors with timely and relevant advice from experts with deep knowledge of disaster philanthropy.
- Conducts due diligence so donors can give with confidence.
- Creates plans for informed giving for individuals, corporations and foundations.
• Supports targeted, localized and holistic grantmaking.

Mission

Leverage the power of philanthropy to mobilize a full range of resources that strengthen the ability of communities to withstand disasters and recover equitably when they occur.

Vision

A world where the impact of disasters is minimized by thoughtful, equitable and responsible recovery for all.

Theory of Change

• Educate and inform. As the expert on all issues regarding the life cycle of disasters, CDP will be active throughout the year, widely disseminating our expertise through our website, the media, webinars and our partners.
• Help donors collaborate. CDP will help funders learn, present opportunities for collaboration and help leverage their collective strength through funds and other activities.
• Be a thought leader. We will provide leadership in transforming the way government and philanthropy respond to disasters.
• Coordination. We will help philanthropists coordinate giving across sectors to achieve maximum impact, leverage and timing of gifts.
• Increase effectiveness and impact. We will help to increase the effectiveness of donor dollars given for disasters

Disaster recovery is the process of improving individual, family and community capacity to withstand future disasters. Recovery is not only about the restoration of structures, systems and services – although they are critical. A successful recovery is also about individuals and families being able to rebound from their losses and sustain their physical, social, economic, mental, emotional and spiritual well-being.

Audience

CDP’s primary audiences are:
• Institutional grantmakers such as foundations, corporate giving programs, donor-advised funds and grantmaking public charities
• Philanthropy-serving organizations (PSOs) such as regional associations and affinity groups
• Individual donors

Secondary audiences include:
• Nonprofit partners and grantees
Our representative constituencies are individuals and communities disproportionately affected by disasters because of systemic inequities.

**Project Goals**

This website redesign project seeks to use smart, compelling and easy to navigate design and content to achieve the following goals:

- **Brand reputation:** Increase CDP’s brand reputation and awareness among our primary audience by effectively communicating CDP’s mission and values, unique role, expertise, services and impact, and attracting more website traffic.
  - Metrics: Increase pageviews, increase unique users
- **Thought leadership:** Position CDP and its staff experts as thought leaders and vital partners to grantmakers, donors and others in the philanthropic sector who are interested in high-impact, equitable disaster giving through easy-to-find staff experts and expertise, analyses and commentaries, webinars and other resources.
- **User conversion:** Engage users and activate them into action (e.g., donate, read a report or story, etc.)
  - Metrics: Increase pages per visit, increase quality email subscribers, donor conversion rate for giving pages, role of website (or information from the website) in securing funding or new clients through surveys, streamlined donation process.
- **Audience insight:** Gain a better understanding of CDP’s audience to help inform what issues, programs or resources they care most about.
- **Brand loyalty:** Boost CDP’s reputation as the premier resource for high-impact disaster giving by creating a consistently positive user experience by offering timely, useful and easy-to-find information, and making it effortless to stay engaged with CDP information outside of the website.
  - Metrics: Increase in repeat users, increase blog subscribers, increase repeat webinar participants, increased social sharing of our pages

**Sitemap**

This redesign will involve changes to the existing structure of disasterphilanthropy.org, while that of disasterplaybook.org will likely stay the same. The majority of the content in both sites will be migrated to the new sites.
**Scope of Work**

This web redesign project will include:

- Project management
- Content migration
- Illustrations
- Information design
- Visual design
- Search engine optimization (leading up to and after)
- Front-end coding (HTML/CSS, animations)

- Back-end coding (CMS, 3rd party APIs)
- Custom software or app integration
- Mobile device optimization
- Google Analytics
- Testing & quality assurance
- Software training and user manual
- Testing online giving processes

**Technical Requirements**

The following are the technical limitations/capabilities related to each of CDP’s websites under the scope of this RFP:

<table>
<thead>
<tr>
<th>Technical requirements</th>
<th>Disasterphilanthropy.org</th>
<th>Disasterplaybook.org</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Online Donations</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>These pages process online (credit card) donations through integration with Blackbaud’s Raiser’s Edge. CDP wishes to maintain this integration as well as encrypted transmission via SSL, while maintaining flexibility to change integrations as needed after the redesign. Donating to CDP needs to be smooth and easy.</td>
<td>Yes Maintain donations pages for specific disaster funds and campaigns.</td>
<td>Yes (new feature) 1 donation page for general support</td>
</tr>
<tr>
<td><strong>WordPress (Current CMS)</strong></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Bluehost (Current Webhost)</strong></td>
<td></td>
<td></td>
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<tr>
<td>CDP would prefer to use Bluehost but is open to considering other options.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Custom Integrations**

<table>
<thead>
<tr>
<th>BenchmarkOne</th>
<th>BenchmarkOne</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom forms (for email subscription and select PDF downloads). Email subscriptions are automatically captured in CRM. Flexibility to change</td>
<td>(New feature) Email subscriptions are automatically captured in CRM. Flexibility to change</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Technical requirements</th>
<th>Disasterphilanthropy.org</th>
<th>Disasterplaybook.org</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>email marketing integrations as needed after the redesign.</td>
<td></td>
</tr>
<tr>
<td><strong>Raiser’s Edge</strong></td>
<td>Credit Card donations are processed, and donor information is captured automatically.</td>
<td>Credit Card donations are processed, and donor information is captured automatically.</td>
</tr>
<tr>
<td><strong>Omatic Software</strong></td>
<td>(New feature) Donors who opt-in to email should also be segmented and added automatically to relevant list in Raiser’s Edge.</td>
<td>(New feature) Donors who opt-in to email should also be segmented and added automatically to relevant list.</td>
</tr>
<tr>
<td><strong>Interactive Timeline</strong></td>
<td>(New feature) For illustrating CDP’s history.</td>
<td></td>
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<tr>
<td><strong>Interactive Maps</strong></td>
<td>(New feature)</td>
<td></td>
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<tr>
<td></td>
<td><strong>Social Media optimization</strong></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Allows readers to share a page or pieces of content within a page easily across various social media platforms.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Blog subscription</strong></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Allows readers to “subscribe” to blog or get notified when new blogs are published.</td>
<td>(New feature)</td>
</tr>
<tr>
<td></td>
<td><strong>Homepage Customizations</strong></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>A “disaster mode” that uses visual and text design to focus on key messages when CDP is responding to a major crisis. Also, ability to feature videos on the revolving slider.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Dynamic/Interactive Annual Report</strong></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Digital publishing that allows the use of images and infographics, videos, data</td>
<td>(New feature)</td>
</tr>
</tbody>
</table>
### Technical requirements

<table>
<thead>
<tr>
<th></th>
<th>Disasterphilanthropy.org</th>
<th>Disasterplaybook.org</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visualization and interactive maps and other features that boost engagement.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Accessibility</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For web visitors who are colorblind, blind, deaf and dyslexic.</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Mobile Responsiveness</strong></td>
<td></td>
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<tr>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Printer-friendly pages</strong></td>
<td>Yes (New feature)</td>
<td>Yes (New feature)</td>
</tr>
<tr>
<td><strong>GDPR Compliance</strong></td>
<td></td>
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<tr>
<td></td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Analytics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google Analytics (pages, PDF downloads) + Social media engagement + Heatmaps</td>
<td>Yes (Some new feature)</td>
<td>Yes (Some new feature)</td>
</tr>
<tr>
<td><strong>Pop-ups</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes (New feature)</td>
<td>Yes (New feature)</td>
</tr>
<tr>
<td><strong>A/B Testing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Yes (New feature)</td>
<td>Yes (New feature)</td>
</tr>
</tbody>
</table>

CDP will be undergoing an organization-wide “systems” audit that might affect some of the custom integrations noted in this RFP.

### Budget

CDP would like to spend no more than $85,000 for the redesign, but we are willing to consider a higher price for the right proposal. Please include the cost of assets like photographs and illustrations in your cost estimate.

Also include a section on software licenses and other expenses that need a separate budget if they are in addition to the ones that CDP currently uses.
Project Timeline and Process

The desired timeline for this budget is as follows:

- RFP submission: Open until March 31, 2021.
- Proposal review and agency interviews: April 16, 2021.
- Selection: End of April 2021.
- Redesign: May – Mid-October.
- Launch: Mid-October 2021.

The selected agency will primarily work with the CDP marketing and communications (marcomms) team comprised of the director of marketing and communications and communications manager in executing the project. CDP’s marcomms team will solicit input and feedback from the CDP staff throughout the process, with guidance from the agency based on the project timeline.

Criteria for Selection

To help us select the best partner for this major project, please make sure to include the following information in your proposal:

- Level of experience working with nonprofits and foundations.
- Examples of similarly complex projects.
- Client references.
- Project timeline with major tasks and milestones.
- Project budget by line item.
- Plan for accessibility.
- Plan for mobile/responsive design.
- Names, titles and brief bios and roles of team members who will be working on this project if chosen.

Format & Proposal Details

Please submit your full proposals in PDF by March 31, 2021. CDP’s work is grounded in diversity, racial equity and inclusion. We aim to ensure that the new websites and the process of the redesign reflect these values and our commitment to communities disproportionately affected by disasters because of systemic inequities. We encourage firms owned by Black, Indigenous and People of Color (BIPOC), LGBTQ+ and other underrepresented individuals to submit a proposal.

CDP will contact a shortlist of agencies for Zoom interviews. Please refer to the timeline for the full RFP review and selection timeline. For questions, please contact Yna Moore, Director of Marketing and Communications, at kristina.moore@disasterphilanthropy.org.