

Request for Proposal: Website Redesign

Fòs Feminista has undergone a period of significant transformation—clarifying its strategy, expanding its global reach, and growing its alliance. As we enter this next chapter, we are looking for a digital agency that can help us design and implement a website that matches the ambition, scale, and evolution of our impact. This is more than a design project; it is an opportunity to create a platform that captures who we are and who we're becoming.

Introduction

Fòs Feminista is seeking a strategic, mission-aligned digital agency to lead the full redesign of our website. We are not simply looking for a vendor—we are looking for a thought partner to help us translate our bold vision and evolving global presence into a dynamic, user-centered digital experience.

The new website will replace the interim platform launched in 2021, which was developed under a compressed timeline to coincide with our rebrand. Since then, our strategy has been refined, our programs have grown in scope and geographic reach, and our digital fundraising capacity has expanded. However, our current site no longer reflects who we are today—or the direction we are headed.

This project is an opportunity to create a modern, secure, and future-focused platform that elevates our global work and strengthens engagement with key audiences. The site must be optimized for donor conversion and designed to inspire deeper commitment among supporters—particularly mid-level and legacy donors—through clear user pathways, compelling content, and seamless integration with Salesforce via third-party platforms like our online payment processor, and other key tools. It must also reflect our values as an intersectional feminist alliance led from the Global South, advancing sexual and reproductive health, rights, and justice.

Background & Context

2025 is a defining year for Fòs Feminista. More than three years into our organizational transformation, we are entering a new phase of growth and global influence. Our Alliance has expanded to include more than 150 organizations across 40+ countries. With this evolution comes the need for a digital presence that fully captures the breadth of our work and offers a compelling, secure, and intuitive experience for diverse target audiences.

At the same time, we are operating in an increasingly complex global landscape. Evolving political and social dynamics are reshaping the environment in which we—and our allies—carry out our work. As public discourse around health, gender, and human rights intensifies, our website must be built with care, balancing storytelling and engagement with strong safeguards for privacy and security. It should serve as both an advocacy tool and a space that upholds the safety, dignity, and agency of our global community.

We are also navigating a moment of rapid technological change. Digital engagement norms are shifting, and supporters expect more personalized, seamless online experiences. This presents an

opportunity to grow our base of support, build trust, and cultivate deeper relationships—especially with mid-level and legacy donors. Currently, our Planned Giving content is hosted on a separate microsite and does not integrate with our main site or CRM, limiting both discoverability and stewardship. A fully integrated experience will support long-term fundraising success and operational efficiency.

This redesign will allow us to move beyond a stopgap solution and invest in a scalable, strategic platform that supports who we are today—and who we are becoming. We're seeking a partner who can bring creative vision, technical expertise, and shared values to help us build a site that informs, inspires, and drives impact across our global network.

Target Launch Date

We anticipate a target launch of **September 2025**, depending on the selected agency's proposed work plan. The goal is to have the new site live before the start of our End-of-Year fundraising campaign.

Project Goals

The website redesign is a strategic investment in Fòs Feminista's future—an opportunity to build a digital platform that not only reflects who we are today, but also supports where we are going. Guided by our mission, values, and long-term vision, the new site will serve as a powerful tool for engagement, fundraising, and advocacy. The following goals will ensure the platform is built to meet the needs of our growing global community while responding to the evolving digital, political, and philanthropic landscapes in which we operate:

- Reflect organizational growth, refreshed strategic direction, and brand evolution
- Clearly articulate who we are and what we do as Fòs Feminista and as an Alliance, with our partners
- Mitigate risk tied to global political shifts affecting SRHR
- Improve UX, mobile responsiveness, navigation, and accessibility
- Seamlessly integrate Salesforce, our online payment processor, and other platforms via third-party support
- Optimize donor conversion, especially for mid-level and planned giving, as well as other priority audiences as identified during the discovery phase of this project
- Include multilingual support where applicable

Key Deliverables

The selected agency will be responsible for delivering a comprehensive set of outputs that collectively support the successful redesign and launch of Fòs Feminista's new website. These deliverables include planning, design, and technical execution, with an emphasis on usability, integration, and long-term sustainability. At a high level, this should look like:

- Strategic architecture, navigation, and content recommendations
- Fully responsive and accessible website design aligned with brand guidelines
- Implementation of a CMS that balances flexibility with ease of use (our current site is built on WordPress; more on this below)
- Migration and restructuring of existing content; agency will be asked to provide support and guidance for new content creation

- Integration with CRM (Salesforce) and other key platforms (with support from a third-party vendor)
- Dedicated mid-level donor landing experience and embedded Planned Giving content
- QA testing, optional beta launch, and staff training

Content Management System

We intend to continue using WordPress as our CMS, primarily because our team is comfortable managing content within the platform. However, we are not looking to preserve or repurpose the existing WordPress instance. The selected agency should plan to implement a new WordPress build that supports our goals for usability, security, and future scalability. Please note:

- The site should be hosted on Pantheon (WordPress hosting platform).
- Agencies are not expected to “develop a CMS” from scratch. This project is limited to CMS implementation and configuration using WordPress.
- Security is a priority; the selected agency should recommend appropriate security best practices and configurations.

If your proposed approach involves enhancements or customizations beyond a standard WordPress implementation, please clearly outline the scope, rationale, and any long-term maintenance implications.

Hosting & Security Requirements

Fòs Feminista plans to host the new WordPress site on Pantheon, our current managed hosting provider. We’re happy with this setup and plan to stick with it (unless the selected agency makes a persuasive case for an alternative).

We are committed to continuing to ensure a secure site, particularly for administrative access. The selected agency must ensure that the CMS implementation includes robust security features, including but not limited to:

- Support for MFA for admin logins
- Adherence to WordPress security best practices
- Recommendations for additional protections appropriate to our hosting setup (e.g., compatibility with Pantheon)

Analytics & Tracking

Fòs Feminista is partnering with an external consultant to lead the Google Analytics (GA4) implementation for the redesigned website. They will ensure our analytics setup captures key user behavior and conversion events, including social and mobile insights. As such, the selected agency is not responsible for analytics strategy or GA4 configuration, but should anticipate collaborating to ensure proper implementation and data integrity during development.

Additionally, our team will manage the setup of custom tracking scripts—such as abandoned cart tracking JavaScript for Marketing Cloud journeys—so no agency support is needed for this task.

Design Phase Deliverables

The design phase will lay the foundation for the site’s look, feel, and usability. Below are additional expectations specific to this phase.

Design Concept Exploration

The selected agency should present at least two initial design concepts or visual directions. Each concept should highlight a distinct creative approach, with its own visual language and rationale aligned with project goals. These concepts will be used to gather feedback and refine toward a single chosen design direction.

Template Design

Once a visual direction is approved, the agency should design templates for key page types, including but not necessarily limited to:

- Home page
- Section landing page
- Basic interior page
- Campaign landing page

Both desktop and mobile views should be provided for all template designs.

In carrying out this work, the selected agency will collaborate closely with Fòs Feminista's internal team, as well as two key external partners: a **consultant supporting CRM integration and technical architecture**, and our **digital fundraising agency**, which leads strategy and implementation across paid media, email, and conversion optimization.

Device Usage & Revenue Insights

Analytics from the past 12 months show that while 41% of users¹ accessed our site via mobile devices, this segment accounted for just 24% of total revenue. By contrast, desktop users made up 57% of traffic but generated nearly 75% of total revenue. This gap highlights a significant opportunity to strengthen the mobile experience—especially for donor engagement and conversion. The redesigned site must deliver a consistent, high-performing experience across all devices, with special attention to improving mobile performance and revenue contribution.

Functionality Considerations

We understand that build pricing is influenced by both the number and complexity of templates, as well as specific functionality needs. While we're open to recommendations, we want to clarify a few baseline expectations to support accurate scoping:

- The site is primarily used for storytelling—explaining who we are, what we do, and sharing news and updates.
- We do not currently use nor do we anticipate needing a supporter portal or a platform to store personally identifiable information (PII).
- Donor interactions, including login access to a donor portal, are handled through **FundraiseUP**, which uses a password-less login (magic link functionality).
- Agencies should flag any proposed features or integrations that may have significant cost implications.

External Tools & Priority Donor Journey Design

To support accurate scoping and clarify expectations, we've outlined which third-party tools are integrated with our site but **fall outside the design and development scope** of this RFP—alongside components that **are in scope** and require support from the selected agency.

Third-Party Platforms

¹ There were 149,606 active users to our site over the last 12 months.

The selected agency will not be responsible for designing themes or building functionality for the following tools, which are managed by other vendors:

- **Fundraising and Advocacy Forms:** Donation and advocacy forms are managed through Springboard (Jackson River). We are in the process of migrating donation functionality to FundraiseUP. While agencies are not expected to develop or integrate these tools, we will collaborate on visual alignment to ensure consistency with the redesigned site.
- **Marketing Cloud (Salesforce):** Outbound email communications are managed via Marketing Cloud. Email template design and production is not part of this project and will be handled by our digital agency partners.
- **Embedded Forms:** The redesigned website must support embedded forms—such as newsletter sign-ups or contact requests—using third-party tools like FormTitan. These forms will be implemented and configured by a consultant supporting CRM integration and technical architecture.

Priority Donor Journey Design

We are seeking agency support to design and build two key donor-facing sections as part of the website redesign (and are therefore in-scope). These sections are intended to deepen engagement with core supporter segments and must align with our broader user experience, brand identity, and fundraising goals:

- **Planned Giving Donors:** Our Planned Giving content is currently hosted on a MarketSmart microsite (myimpact.fosfeminista.org). As part of this project, we intend to fully redesign and migrate this content into the new site. The agency will be responsible for the information architecture, visual design, and page layouts that support a compelling and intuitive user experience. Embedded forms that allow donors to request more information or download resources and subsequent marketing automation build-out in Marketing Cloud will be implemented by our CRM consultant.
- **Mid-Level Donor:** We are also creating a new landing experience for our **Fòs Feminista Champions for Choice**—a dedicated section for mid-level donors. Like the Legacy Giving section, this space is intended to cultivate and steward key donor relationships. The agency will be responsible for the design, content layout, and structural approach. Embedded contact forms for donor inquiries and marketing automations will be implemented by our CRM consultant.

The selected agency should anticipate collaborating closely with third-party vendors and internal stakeholders to ensure design consistency, functionality alignment, and overall platform cohesion—without being responsible for implementing tools outside the website CMS.

Proposal Requirements

Agencies should include the following elements in their proposals:

- Agency overview and relevant experience
- Team bios and primary point of contact
- Case studies or links to comparable work
- Description of your approach to this project
- Work plan with key milestones and timelines
- Budget estimate (including breakdowns by project phase)

Options for Submitting Joint or Partial Proposals

Fòs Feminista welcomes proposals from agencies bidding on the **full scope of work** or on a **portion of the project**—specifically, either strategy/design or development. We are open to either approach and encourage agencies to propose the structure that best reflects their strengths. Ultimately, decisions will be based on overall impact on budget, timeline, and quality of deliverables.

Agencies that plan to partner with another firm to deliver the full scope are also encouraged to apply. In these cases, please clearly identify the lead agency and briefly describe the partnership model, including any prior collaboration. Proposals should still include a unified timeline, deliverables, and budget, even if multiple firms are involved.

References

Please provide contact information for three references who can speak to your agency's relevant experience. We recommend including at least one current or recent client and, if possible, one former client who has completed a full project lifecycle with your team. Ideally, references should reflect the type of work and client relationship you would expect to have with Fòs Feminista—for example, website redesign, systems integration, or strategic digital engagement for a nonprofit or values-aligned organization.

For each reference, please include:

- Client name and organization
- Contact name, title, and email
- Project description and timeline
- Nature of your agency's role

Evaluation Criteria

Fòs Feminista will evaluate all proposals based on the criteria below. While cost is an important consideration, our decision will be based on overall value, strategic alignment, and long-term impact. We seek a partner with the insight, flexibility, and commitment to help us achieve our vision for a future-ready digital platform.

1. Strategic Fit (25%)

- Demonstrated understanding of Fòs Feminista's mission, global context, and digital needs
- Thoughtful, mission-aligned approach to designing for a human rights and advocacy organization
- Sensitivity to reputational, political, and security considerations

2. Experience & Portfolio (20%)

- Strong track record designing and developing websites for nonprofits, social justice movements, or values-aligned organizations
- Ability to balance creative storytelling with clear calls to action
- Case studies that demonstrate measurable outcomes

3. Technical Expertise (20%)

- Experience integrating with platforms including Salesforce (NPSP) and online payment processors

- Demonstrated ability to design for accessibility (WCAG compliance), security, and multilingual audiences
- Scalable, sustainable CMS recommendations and technical approach

4. Team & Collaboration (15%)

- Qualifications of project team, including bios of key personnel
- Experience collaborating across time zones and cultures
- Communication style, flexibility, and ability to work iteratively with in-house teams

5. Project Approach & Timeline (10%)

- Clear methodology and detailed work plan
- Realistic timeline with ability to meet our desired launch window
- Thoughtful inclusion of testing, training, and documentation

6. Cost & Value (10%)

- Transparent, itemized pricing
- Alignment between cost and proposed deliverables
- Opportunities for cost-efficiency or phased implementation

Budget

We request a proposed budget with a breakdown by phase. The final budget will be negotiated based on scope refinement.

Instructions for Submission & Proposal Evaluation Timeline

Proposals must be emailed to rfp@fosfeminista.org on or before 4/18.

Activity	Completed by:
Launch of RFP Please submit any questions to rfp@fosfeminista.org ; we'll respond to individual questions as time allows on a rolling basis until the proposal submission deadline.	3/28/25
Please submit your proposal to rfp@fosfeminista.org	4/18/25
Review of proposals by Fòs Feminista procurement committee and notification of finalist	4/24/25
Inform Selected Final Vendor & Finalize Contract	4/30/25
Kickoff & Implementation Planning begins	Week of 5/5/25

Any agreement signed with the selected agency will cover only the design and development of the website as outlined in the **Key Deliverables** section of this RFP; any additional work beyond the scope of this project (e.g., ongoing managed services) will need to be scoped and negotiated separately following the completion of the site redesign.

This RFP is a solicitation of bids only and neither the issuance of this RFP nor the submission of a responsive proposal shall be binding on Fòs Feminista. Fòs Feminista reserves the right to accept or reject any or all proposals or to cancel this RFP for any reason or no reason. No binding agreement shall exist with respect to the provision of services unless and until a definitive agreement has been agreed and executed by both Fòs Feminista and the selected service provider(s). Fòs Feminista will not be liable under any circumstances for any expenses incurred by any bidder in connection with the RFP proposal submission or selection process.

We thank you in advance for your participation in this process!