Request for Proposals: Website Redesign

OVERVIEW AND BACKGROUND

StrongMinds is a social enterprise that treats depression in women and adolescents in low-income communities in sub-Saharan Africa. Our rigorously tested group talk therapy model is delivered by trained lay community members, enabling us to rapidly reach tens of thousands of people each year. Since our founding in 2013, we have treated depression in more than 260,000 women and adolescents. We are the only organization scaling a proven, cost-effective solution to the depression epidemic in Africa.

Building on the success of the past ten years, StrongMinds has recently committed to expanding its services globally. We operate primarily in Uganda and Zambia, but we work through partners to treat depression in Kenya, Ethiopia, and Nigeria. We are looking to expand to West Africa and other continents in the coming decade.

PROJECT OBJECTIVES

We are looking to engage an agency to redesign the strongminds.org website. The new site should:

- Provide users with an intuitive, beautiful, inspiring, and motivating experience.
- The new site should effectively communicate our mission, scope, reach, and approach to mental health to our target audiences (current and emerging).
- Elevate and reinforce StrongMinds’ positioning as the pre-eminent voice in global mental health.

PROJECT SCOPE AND DELIVERABLES

1. DISCOVERY PHASE (3 WEEKS)

Needs Analysis
- Survey key staff from departments and country offices to understand audience and programmatic scope, identify gaps in current website. This includes program delivery, partnership development, fundraising, outreach, advocacy, and HR/administrative.

Technology Scoping
- Identify the best content management system and tools to meet our global needs, keeping in mind ease of maintenance, integration with HR and other platforms, and technology limitations of the countries served, etc. We are currently on WordPress, but are open to other CMS platforms.

Content review, analysis, and creation
- Provide recommendations for reimagining our content and navigation to improve user journey and spur action.
- Write new content (from existing resources), or adapt current content as needed.
2. DESIGN PHASE (5 WEEKS, INCLUDING THREE ROUNDS OF REVISIONS)

**Wireframes**
- Provide wireframes to outline the website structure and layout, focusing on intuitive navigation and ensuring inspiring user experience for each target audience.

**Graphic Design**
- Create design mockups for the home page and key inner pages, in alignment with our color palette and brand identity guidelines.

3. DEVELOPMENT PHASE (6 WEEKS)

**Responsive Website Development**
- Develop a fully responsive website compatible with various devices (desktop, mobile, tablet).
- Implement the approved design mockups and integrate them with the chosen CMS.
- Migrate existing content from the current website to the new website.
- Ensure proper formatting, optimization, and consistency of the content.

4. CONTENT MIGRATION, SEO, AND TESTING (3 WEEKS)

**Search Engine Optimization (SEO):**
- Conduct keyword research and optimize website content for improved search engine rankings, aligned with organic search data and paid search strategy.
- Implement on-page SEO techniques, including meta tags, headings, and alt tags.

**Integration of Communication Channels and other Platforms**
- Integrate donation platform
- Implement contact forms
- Integrate newsletter subscription forms to capture user information.

5. TRAINING AND DOCUMENTATION PHASE: (2 WEEKS).

**Training and Documentation:**
- Provide training sessions to the organization’s staff on using the CMS and managing website content.

Total estimated project duration: **18 weeks.**

**PROJECT MANAGEMENT:**
- Agency will be expected to assign a dedicated project manager responsible for coordinating tasks, managing timelines, and communicating with stakeholders.
- Regular Updates: Agency will be expected to provide weekly progress updates and conduct meetings to discuss project status, address concerns, and gather feedback.

**BUDGET:**
- Our budget for this project is $40,000. Please a detailed breakdown of the estimated project costs, including design, development, content migration, SEO, and training.
CRITERIA FOR SELECTION

1) Submission of a proposed project plan including rough timelines.
2) An overview of qualifications, including experience in selecting and customizing CMS platforms, including design, content creation, UX/UI and project management capabilities.
3) Experience working with nonprofits preferred.

Please submit thoughtful proposals by August 21st to jen@strongminds.org.