

March 2019: RFP for Brand Update + Website Design & Development

The Non-Profit Housing Association of Northern California (NPH) is looking for a designer/developer firm or team to 1) Take our team through a branding review process, 2) implement our finalized branding guidelines, and 3) Design, develop, transition content, and help launch our revamped website, to help NPH drive education, awareness, and engagement on our issues, events, and organization. Our aim is to complete these processes and launch our new website by the end of August 2019.

Our budget is \$50,000 - \$70,000. We're interested in hearing from interested parties about specific engagement process guiding the work, content creation, web promotion, and/or integrated automation you would include in your proposal, within this budget, that would help us achieve our goals and streamline/automate our work flows.

We are looking for a true partnership with our selected consultant, making recommendations on all considerations: From structuring the brand review process to recommending site layout and design to creating a process for content migration to final launch.

About NPH

The Non-Profit Housing Association of Northern California (NPH) is an affordable housing advocacy organization based in San Francisco. We are a passionate team of affordable housing advocates with a track record of making progress for housing solutions.

NPH is a non-profit 501(c)(3) tax-exempt organization founded in 1979. We are a membership organization including affordable housing developers, advocates, community leaders and businesses.

Our vision is a future where everyone has a place to call home and where low-income communities and communities of color stay and prosper in the Bay Area. We active our members to support our shared mission to make the Bay Area a place where everyone has an affordable and stable home.

NPH has committed to centering racial equity in our work and we want to ensure that our website is a place where this message is clear and that it is a welcoming presence for a racially diverse audience/community.

Our Audiences

NPH communicates with a diverse set of audiences to secure resources, promote good policy, educate the public and support affordable homes as the foundation for thriving individuals, families and neighborhoods. Our audiences include our members (750 affordable housing developers, advocates, community leaders and businesses), our partners and coalition members, elected officials and decision makers, and the general public.

Project Background

Our current site can be viewed at: www.nonprofithousing.org

Recent collateral designed under current branding guidelines include:

- 2018 [awards program](#), [conference brochure](#), [annual report](#)

Brand Review

- We are looking to review and update our brand standards and guidelines. This should include a process to review our mission, vision, and visual, resulting in a new/updated set of brand guidelines to be used in the website and on future collateral (including business cards, letterhead, etc.)
- **Why are we looking for a brand review?** Our branding guidelines developed approximately 4-6 years ago are ready for review. Some specific examples of the challenges we face include:
 - Our guidelines generated a very broad range of palette colors and logo versions, leading to what amounted to too much choice. Though we've worked to focus our branding colors in our design work, it is not yet cohesive or consistent -- which means that staff change, staff preference, and other variables lead to continued changes.
 - On the flip side, our fonts have also undergone transformation due to being too restrictive. As we've moved towards more online technology, for example developing our slide templates in Google Drive, our brand guidelines do not fit in with current offerings.

Website Revamp

- We are looking to to revamp our website. This should include design, development, and transition of content to a new, improved website. This may include a launch strategy, depending on budget options.
- **Why are we looking for a new website?** Our current website was designed over 5 years ago in a fixed format. While former staff and consultants conducted herculean efforts to transition that fixed format to editable WordPress, we've been operating on a bandaid site,

rather than a site designed specifically to show our best content, integrate our tools, and offer full functionality.

Project Goals

The NPH website serves an important function as the base of our communications strategy. By serving as a compelling clearinghouse of information, the website can deliver our topline messages, demonstrate community/member support behind our policy goals, provide information and research, and deliver opportunities for supporters to engage (while demonstrating that support to decision makers.) The website is also an important infrastructure piece to our administrative and membership strategy, and should provide user-friendly tools for members to engage and see value in their membership, as well as provide NPH staff with the online infrastructure to track, grow, and utilize support over time.

We aim to:

- Update and incorporate our branding guidelines;
- Revamp our website to:
 - Improve web user experience;
 - Present a diverse, equitable, inclusive online space as well;
 - Present critical content in a beautiful, compelling way that moves our message and leads to increased engagement/interaction;
 - Support our back-end member, donor, communications, and advocacy needs.

The new website should support our organizational goals to:

- Educate and inform our targeted audiences about the solutions available to tackle our housing crisis.
- Build and demonstrate support for local, regional, state action.
- Highlight and promote NPH events and programs.
- Make the case for NPH membership (and provide services and appropriate demonstration of recognition for existing members.)
- Provide members, supporters, and interested parties with ways to stay informed and get active.
- Advance racial equity and justice in all aspects of our work.

Required Functionality

- Wordpress backend
 - Including pre-built templates or drag-and-drop functionality that allow for fast, professional-looking landing pages for future web content

- Salsa Engage integration for communications and advocacy tools
- Salesforce CRM integration for memberships, donations, and event purchase
- UX considerations that easily enable site visitors to: Become a member, Donate, Sign up for our newsletter, Share our content (Facebook, Twitter, LinkedIn)
- C(4) sister/mirrored site space
- Links to NPH social media channels
- Additional specs
 - Fully responsive – designed and implemented to scale appropriately and respond to screen size and orientation of devices including PCs, Tablets, Smart Phones
 - Browser Compatibility across diverse devices and browsers
 - Installation of Google Analytics, to track site visits, referring traffic sources, and other metrics

Wishlist

With a broad budget range, it is our hope that our experts can bring options including some to all of the following:

- Developing automated workflows such as:
 - Email program content syncing to the website
 - Salesforce and Salsa Engage database connections
 - Allow members to confirm/check member status online
 - Homepage featured content
 - Call buttons (to external resources) for people looking for housing
- Developing new web content such as:
 - Video
 - Graphics
 - Photography
- Membership access to specific information, event tickets, and other tools and resources and/or integration to database profiles;
- Web launch campaign/content marketing that drives new views, sign-ups, and members

Budget

Our budget is \$50,000 - \$70,000, encompassing all aspects of the brand review and web development process and deliverables. We're interested in hearing from interested parties about specific engagement process guiding the work, content creation, web promotion, and/or integrated automation you would include in your proposal, within this budget, that would help us achieve our goals and streamline/automate our work flows.

Timeline

Firms who are interested in submitting a bid should signal their intention to bid by April 5. Questions should be submitted by email, and will be addressed the week of April 8. Full proposals should be received by April 15.

We would like to select a designer/developer team or individual by the end of April that will work with us to develop and implement the timeline and calendar for our brand review process, followed by the strategy for and implementation of the design, development, and content transition of the website revamp.

Our goal is to work with our consultants to identify a pathway to a final launch by August 2019.

Submit a Proposal

Proposal Contact: Alina Harway, NPH Communications Director (alina@nonprofithousing.org)

Firms who are interested in submitting a bid should signal their intention to bid by April 5. Questions should be submitted by email, and will be addressed the week of April 8. Full proposals should be received by April 15. Your proposal should include:

- Your approach to this project, including brand review process, web design, web development, content creation and/or content migration, launch/promotion
- Your timeline
- Full budget, inclusive of branding process, design, development, and testing. (We also encourage you to include any maintenance fees/retainers you would recommend.)
- Annotated portfolio examples. We are particularly interested in seeing examples of websites that you have built that may echo the style or format you would envision working with us toward.

A note on NPH's commitment to diversity, equity, and inclusion

NPH is committed to creating a diverse, equitable, and inclusive workplace and culture at NPH and advancing racial equity and justice in all aspects of our work and messaging. We strongly encourage women, people of color, LGBTQ persons, people of different levels of physical ability, and all qualified persons and firms to apply for this consultant role.