Help Us Build a Website so We Can Build A Movement!

Interfaith Partners for the Chesapeake (IPC) is a growing non-profit that is mobilizing faith communities throughout the Chesapeake Bay Watershed to act to restore the Chesapeake. We are looking for assistance in updating our website so that it truly captures the dynamic, amazing, inspirational work we are leading in partnership with diverse faith leaders throughout Maryland.

Background
IPC engages congregations in watershed restoration and education. With 5,000 congregations in Maryland alone, the potential to shift the needle on water quality by organizing and mobilizing the faith community is staggering. We currently work with nearly 300 congregations that have engaged either through installing restoration projects on their grounds/nearby or educating their members. IPC’s staff includes six employees, of whom several will be focused on this project. We also have at least one board member with specialized knowledge in websites who will advise.

Website Needs
IPC currently uses a three-in-one platform called NationBuilder, which handles our website, CRM, and communications (mass email and phone). All NationBuilder webpages are off-the-shelf in format. Coding enables more customization, but IPC has typically relied on the default pages since we do not have coding capabilities on-staff. Many third-party apps can be added on to NationBuilder, plus it works with Google analytics. More information about the platform can be found online at www.nationbuilder.com.

What we like about this system is that it allows IPC’s CRM to automatically collect information from online registration forms, donations, and communications. What we don’t like about our system is the website itself. It has a very dated look and feel and doesn’t accurately portray the inspirational nature of our work. Also, as IPC has grown and added content, the site navigation has become clumsy. Below summarizes our website needs:

1. We’d like to install a new NationBuilder theme that is beautiful, inspiring, and engaging.
2. We need new website architecture. We imagine all of the pages on our website will be either updated or deleted to significantly focus visitors on specific content. This will require a new site architecture with streamlined content.
3. We’ve developed dozens of useful resources and tools for congregations and we need help organizing these into an online repository. For some of the resources, we’d like to track the number of unique people that download the resources.

Scope of Work
IPC seeks a consultant capable of leading all of us through assessment, planning, and implementation that will result in a refreshed website, remaining within the NationBuilder platform. Specifically, the consultant will:

1. Conduct an analysis of our current website’s content and develop a content plan in order to determine which content to keep, edit or archive.
2. Develop new site architecture that is more intuitive and allows content to be more easily found.
3. Recommend a new NationBuilder theme that meets our objectives.
4. Migrate content to the new theme, and new pages within that theme. The consultant shall direct and/or perform the content migration. IPC staff/volunteers can provide 200 hours of labor for creating new content if needed, and editing and formatting. IPC also has ~5 hours of technical assistance support contracted through data consultants Mosaic Strategies Group which can be leveraged during this project for technical assistance on data migration issues.
5. Guide staff on how to update content going forward to maintain the site.
6. Make long-term recommendations for other improvements needed on the website.

Proposal
Consultant shall prepare a written proposal that addresses each of the above tasks and provides (1) description of deliverable (2) timeline, and (3) budget for each task. Please be clear about what you expect of our team throughout this process and what is expected of your firm. Lastly, please provide a statement about the qualifications of the firm and the main consultant who will be assigned to this project.

IPC will choose a consultant based on these factors, each of equal importance:
- 40% - Project approach, methodology, and thoroughness related to our identified needs and tasks
- 30% - Cost (our project budget is $4,000)
- 30% - Consultant’s experience, successes, and familiarity with IPC and/or NationBuilder

Proposal Selection Timeline
The timeline for this work is as follows:
- Proposals will be accepted until February 28, 2020 (we are happy to answer any questions you have)
- Consultant selected and contract awarded by March 13, 2020
- Final website ready for launch by July 1, 2020
- Staff training completed by October 30, 2020

Proposals shall be submitted via email to Jodi Rose, jodi@interfaithchesapeake.org. A minimum of three (3) proposals will be compared before making our final selection.