



Request for Proposal: Website Support Services

About us

The International Center for Research on Women (ICRW) is a global research institute with offices in the U.S. (Washington, D.C.), Asia (New Delhi, India) and Africa (Nairobi, Kenya and Kampala, Uganda). Our research and advocacy documents the contributions of women, girls and marginalized people worldwide, as well as the obstacles preventing them from achieving equality. Much of our advocacy efforts are achieved in coalition with other like-minded organizations who share our values and advocacy priorities. This RFP seeks website maintenance, hosting, security and design support services.

Main web pages for offices and practices:

- ICRW U.S. (main) - <https://www.icrw.org/>
- ICRW Africa - <https://www.icrw.org/icrw-africa/>
- ICRW Asia - <https://www.icrw.org/icrw-asia/>
- ICRW Advisors - <https://www.icrw.org/icrw-advisors/>

Mission

Anchored in the principle of human dignity, ICRW advances gender equity, inclusion and the alleviation of poverty worldwide. To this end, ICRW works with non-profit, government and private sector partners to conduct research, develop and guide strategy and build capacity to promote evidence-based policies, programs and practices.

Scope of Work

ICRW is seeking the services of a company/firm/agency to be our go-to for all website support services. We would like a partner fully equipped to provide design, development, consulting and marketing services, which may be leveraged as part of our maintenance agreement. We want the website to be desktop and mobile friendly and able to support custom web applications and 3rd party integrations.

Primarily, the website company will be responsible for web hosting and maintenance, including the below but with capacity to handle small builds to create more creative and engaging content.

Website Hosting

- Hosting services should include:
 - ✓ Experienced, dedicated team available to respond in a timely manner
 - ✓ Rapid response to monitoring alerts
 - ✓ Daily backups with rolling archives
 - ✓ Ensure website security, firewalls, malware are up-to-date and functioning effectively

NOTE: Hosting is currently set up through a third-party, Liquid Web.

Website Maintenance

- Includes but not limited to:
 - ✓ Secure backups
 - ✓ 24/7 website monitoring for security breaches and outages
 - ✓ Content updates (pages, resources, navigation and images as needed)
 - ✓ Repairs and debugging of any issues
 - ✓ Adding new functionality and plugins
 - ✓ Adding, removing, and managing overall pages and page structure
 - ✓ CMS and plugin security/version updates
 - ✓ ADA (Americans with Disabilities Act) compliance scans
 - ✓ Support and training, as needed
 - ✓ Remaining quarterly maintenance hours can be put towards other small build/design services.

Current Payments for Website Support

Web hosting and maintenance currently set at 15 hours per quarter. Competitive costing is welcome, and please let us know what those hours would cover.

What we look for in a partner

- **Quality support services:** We are looking for a partner who will produce high-quality work within budget and with our mission in mind.
- **Range of timelines:** We would like a partner with the ability and commitment to handle both slow-burn project deliverables, as well as those requiring very tight turnaround. Tell us how you will manage this workflow and at what point you would charge fees.
- **Value-add insights and honesty:** We are looking for a thought partnership – a design team that supports what we would like to do and suggests ways to improve upon our initial ideas. We are also looking for a partner to give us honest feedback when a request will likely not achieve the desired effect or reach the intended audience, provide data or support for a counter argument and give us a path forward to success.

Proposal components

- **About you:** Who are you? What makes you stand out? How do you deliver excellence consistently and within agreed timeline and budget parameters?
- **Staff bios:** Tell us about your team, specifically, the team that would work with us.
- **Experience:** What relevant experience do you have meeting needs like ours? What companies and organizations have you worked with? Where possible, include experience with organizations focused on gender, global issues and/or coalitions.
 - Feel free to look through our website to learn more: <https://www.icrw.org/>, as well as view our recent annual and multi-year reports (<https://www.icrw.org/icrw-annual-reports/>).
- **Diversity, equity and inclusion:** While this is always work in progress for any organization, including us, what is your experience, commitment and approach?
- **Project Management:** Can you tell us your process for managing multiple projects for your clients?
- **Rates and fees:** We would like to negotiate a flat rate for the duration of the contract (1-2 years) with the possibility of extension. Please provide a yearly estimate and any other hidden or additional fees you can anticipate.
- **Expectations:** What do you expect from us in terms of timelines, resources and support that will help you do what we need you to do? What fees do you apply, if you do, and at what point do you apply them?
- **Portfolio:** Please include examples where relevant.

Timeline

- **Deadline for questions:** November 27th
- **Proposal deadline:** December 7th
- **Run-off 1-hour Tour of Services and Discussion (3-4 applicants):** Anticipated December 14th-23rd.
- **Begin work:** Beginning of January or February 2020, dependent on award of contract and contracting process.

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Thank you! We look forward to hearing from you!