



Children's Campus of Kansas City

Request for Proposal:
Website Redesign/Brand Package

Issue Date:	March 22, 2018
Responses Due:	April 13, 2018
Contact:	carta@ku.edu
Project Budget:	\$15,000-\$18,000
Goal for Launch:	September 1, 2018

Intro/Summary

The Children's Campus of Kansas City (CCKC) is a partnership of three organizations (Project Eagle, the Family Conservancy, and the Juniper Gardens Children's Project) created **to promote the well-being of children and families through collaborative research, practice and advocacy.**

The goal of this RFP is to find a partner to redesign a brand package which include a new website at <http://childrenscampusofkansascity.org> to better communicate our mission; describe the initial vision and history of our organization; convey the impact we have on beneficiaries; communicate our importance to potential funders; get the message out to early education and home visiting programs about the types of expertise, tools, and intervention strategies that we can make available; and overall, convey the unique features of our collaboration that links research, evidence-based practice, and professional development.

Context for this Proposal

Our current branding and website does not adequately tell the story of the work we do on a daily basis nor the potential we have to improve the quality of early education and home visiting services to families with young children. In addition, it does not incorporate our most recent thinking about our mission and goals generated through a strategic planning process that is just about to be completed.

While CCKC has unique strengths as a developer of evidence-based practices for promoting the school readiness of the most vulnerable children, we have had limited opportunities to share these strengths with other programs in the metropolitan area. Our strengths could benefit more programs if we had greater capacity in the following challenge areas: communications, fund development, and program delivery. With regard to communications, it is clear that CCKC is still one of the metro areas best-kept secrets.

Our website is integral in helping early education agencies, funders, and policymakers understand what our collaborative organization does, and

how we can potentially benefit their organization and the way they deliver services to young children and families.

With a redesigned branding and a new website in combination with more effective marketing, media relations and social media presence, we would be able to get the message out about what a unique organization we are in advancing quality early education and parent engagement practices in the metro area. With more creative and state-of-the-art approaches to fundraising and greater capacities in marketing, we hope to expand our current role in providing training and technical assistance to improve quality early intervention programs to our city's youngest and often most vulnerable citizens. Besides providing a way for us to raise public awareness of CCKC and what we do, some of the specific functions we might want to include are: links to allow individuals/programs to make donations, volunteer to provide service; links to access current and past newsletters; links to local and national initiatives and advocacy efforts

Prioritized Goals

This new branding and website should support the following goals:

- Convey the CCKC critical marketing messages on the main page as determined by the CCKC primary stakeholders
- Increase monthly site visits by unique users by 25% by March 1, 2019
- Drive an increase in online donations per month by March 1, 2019 to support our Annual Fund.
- Increase users' time on the website when measured before and after website redesign
- Optimize search engine results by increasing organic search results by 50% by March 1, 2019
- Be responsive and accessible on a range of screen sizes from smartphones (360×640) to desktops (1920×1080)
- Be accessible to screen readers and other tools that enable users with disabilities to access the site
- Be easy to navigate and allow users to obtain the information they are seeking with a minimum of difficulty as demonstrated by usability tests

Project Team

Judith Carta, Senior Scientist, Juniper Gardens Children's Project
Heather Schrotberger, Director, Project Eagle Community Programs
Dean Olson, Director, The Family Conservancy

A small advisory team consisting of staff from each of the three partner organizations will assist in key decisions about the website design and marketing messages. These staff members will represent individuals with expertise in web design, marketing, development, and journalism.

Users: Who We Want to Reach

- Potential donors: These would be local funders, family foundations, and national organizations that fund programs focused on improving the quality of early education programs for children from low-income backgrounds and their families.
- Early education programs seeking information about our offerings of professional development, opportunities to partner in research, information about evidence-based practices being generated at CCKC
- Policymakers, early childhood advocates looking for model programs that bridge research and practice
- Parents/community members who want to know more about programs, activities within CCKC.
- City/community leaders who are eager to join CCKC in making a difference for children and families in the greater Kansas City metro.
- Individuals from the community who want to volunteer.
- Individuals and organizations who want to keep up-to-date on ongoing events, new projects, and latest advocacy efforts.

RFP Timeline

RFP Issue Date:	March 20, 2018
Responses Due:	April 13, 2018
Finalists Selected & Contacted:	April 20, 2018
Finalists Presentations/Discussions:	April 30-May 3, 2018
Winner Selected & Contacted:	May 7, 2018
Project Kickoff:	May 11, 2018

Project Timeline/Launch

The new website must be live by **September 1, 2018**. This deadline was established in the grant proposal to the Kauffman Foundation that is funding this website redesign.

Budget

Our budget is \$15,000-\$18,000

While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered based on the value they provide.

Existing Website Information

Our current website (<http://childrenscampusofkansascity.org/>) is quite old and does not reflect our mission, goals, the unique partnership between research and programs for improving quality of programs for children and families in Kansas City, and does not have a clear message to donors or early education programs.

The website does not have allow us to update the content easily and does not have a link to an e-newsletter or social media.

Additional issues in the current site include the following:

- The pages are static and not colorful.
- There is a lack of movement and interesting content: no videos depicting children, testimonials of parents, teachers, visionaries who founded the CCKC, members of the community, city leaders.

Functionality Requirements & Services

Our new website will require:

- Online donations
- Google Analytics integration
- Interactive map of office locations
- Ability to edit key pages through an open-source content management system (Wordpress is preferred)
- Ongoing technical support
- Newsletter registration
- Social integration (sharing pages, embedded social feeds)
- Contact us form:
- Blog
- Social media links
- Topic search tool

The new site will need to integrate with the following existing systems:

- MailChimp (for newsletter signups)
- fundraising and donor management software
- Google Analytics
- Social media platforms

Proposal Requirements

Please include the following in your proposal response:

- Company description
- Project process overview
- Recommended approach of how you will meet our goals
- Proposed timeline
- Team bios
- Three recent relevant project samples
- Three client references

- Line-item pricing
- Terms and conditions

Comparables / Features That Stand Out

1. <http://tmwcenter.uchicago.edu/> - This site has a clear link to a donor website.
2. <https://www.thefamilyconservancy.org/> - This site has great pictures of culturally diverse children and families, videos
3. <http://www.claytonearlylearning.org/> - This site has a very clear depiction of various aspects of the organization's mission: research, training, policy/advocacy; how to get involved,
4. <https://operationbreakthrough.org/> This website is vibrant – It has great visuals; testimonials, easy to read and compelling description of mission, recent news, personal stories

Marketing Materials (see attached newsletter)

Please send all inquiries and your proposal to:

Judith Carta, Ph.D

carta@ku.edu