



Request for Proposal: TechnoServe Website/ Visual Identity Refresh

Date: April 3, 2019 (rev. @5pm)

Subject: Request for Proposal

TechnoServe Inc. invites your firm to participate in this competitive solicitation for pricing, delivery, and terms of potential sale on:

1. Website Development: Design and develop TechnoServe's website under the domain technoserve.org.
2. Visual Design: Create a powerful new visual identity system for TechnoServe that builds on the existing TechnoServe brand and works across the digital ecosystem.
3. Technical Integration. Integrating technoserve.org with the new/existing martech stack.

What do we want from you in this RFP?

Provide a maximum of three case studies that best demonstrate your approach, capabilities, and results in the following five areas:

1. How did you successfully address the challenge of a complicated value proposition with multiple audiences?
2. What was your most difficult content management challenges and how did you develop the solution?
3. What was your client's most difficult eCommerce/revenue challenge and how did you develop the solution?
4. What is the most complex technology integration project that you have completed in the last year?
5. Describe how you build partnership with the team and how you work through difficult challenges that inevitably occur during a complicated launch.

We would also like you to tell us about the following:

- What is the visual identity or graphic redesign that your agency is most proud of and why? What were the results?
- Experience integrating WordPress with a CRM and Marketing Automation Software through either SalesForce, HubSpot, and ActiveCampaign
- Experience integrating WordPress with following social media platforms: Facebook, Instagram, Twitter, LinkedIn, and YouTube
- Experience with WordPress and Google Analytics integration
- Front-end design experience, particularly in regards to: Onsite search, responsive design, user-generated content, form integration, and commerce UX
- When we have third-party-developed visuals to add to our website in the future (dynamic content, graphics, microsites, etc.), what is your solution for us to implement that? (for example, FTP access)
- Percentage and type of work in-house vs. outsourced
- Percentage of nonprofit and for-profit clients
- Team member bios that will be assigned to this project and their role within the project
 - Years of experience
 - Previous work
 - Time with firm
- Separate costs for visual identity work and website design/development for technoserve.org
- Three client references we can contact
 - We are looking to talk with clients who partnered with you on solving the following challenges: complicated value propositions, content management, aggressive website revenue goals, and brand visual identity.

Below is the criteria your firm must meet in order to compete in this RFP:

Firm Criteria:

- Experience building and launching revenue generating web experiences
- Experience designing engaging and effective user experiences
- Successful experience building digital visual identities
- Successful experience expressing brands online through owned and earned experiences
- Clearly defined project management process for both creative development and website development: from brief, concept, execution, launch, and all points in

between. Would you recommend a waterfall, agile, hybrid or some other approach?

- Experience with non-profit clients (does not need to be solely non-profit focused, but needs to hold non-profit experience)

Website Build Criteria:

Platform

- WordPress

Platform Integration

- Social Media integration: Facebook, Instagram, Twitter, LinkedIn, YouTube
- Google Analytics integration
- Dynamic content integration with backend CRM and Marketing Automation Software
- Donation and commerce integration experience

Front-End Design

- Onsite search
- Cross-device responsive design
 - Mobile first approach
- User-generated content
- Form integration
 - Email capture for PDF and report downloads
 - Registration for webinars, events (20 - 500 people)
- Donation/Commerce/UX

Content Management & Delivery

- Personalized and dynamic content including geo-based targeting
- Best practices in design and search through content repository to find links and assets
- Digital asset management integration
- Multi-lingual support options (up to 4 languages)
- Support video, images, graphics, and embedded media
- Content hierarchies
 - Flexibility in content hierarchies based on testing results and search optimization
- Strong on-site SEO (site architecture, tagging, HTML fields, image optimization)
- Scalable: develop a site that is able to support future content development

- Ability to test and view draft pages before going live
- Publishing tools to support workflow: drafts, scheduling, private publishing, and publicly visible publishing

Website Security

- GDPR compliant
- SSL certificate

Testing and Optimization

- A/B and multivariate testing
- Analysis and reporting capabilities
 - Social
 - Commerce
 - Google Analytics

Back End Functionality

- Content contributors
 - Adding, editing, organizing, and approving content
 - Posting blogs from remote locations - submitting content
 - Authorship / build bios
 - Setting up testing
 - Reporting
- System administrators
 - Priorities: Managing contributor accounts, system upgrades and backups, develop templates

About TechnoServe

TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. A nonprofit organization operating in 29 countries, we work with enterprising men and women in the developing world to build competitive farms, businesses, and industries. By linking people to information, capital and markets, we have helped millions to create lasting prosperity for their families and communities.

With over 50 years of proven results, TechnoServe believes in the power of private enterprise to transform lives.

Period of Performance

The period of performance of any contract resulting from this solicitation is anticipated to be: May 1, 2019 - December 2019, with the opportunity to extend into 2020.

Site live date: early to mid Oct. 2019.

TechnoServe will provide content strategy, SEO/Topic Cluster/Keyword analysis, personas, persona hierarchy, persona customer journeys, and summary of key internal constituent interviews upon award and brief.

Selection Criteria

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation. Points will be assigned to the proposal based on the following criteria:

Selection Criteria	Maximum Points
Capability of addressing the challenge of a complicated value proposition with multiple audiences, solving for difficult content management challenges, and meeting website revenue goals	25
Visual identity and design capabilities	25
Technology integration experience	25
Team assigned	15
Cost	10
TOTAL	100

TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe.

Schedule of Events

The following schedule of events should be considered definitive. TechnoServe reserves the right, however, to adjust any of these dates as necessary to meet its needs. In the event any of the dates are adjusted, TechnoServe will send information about the date changes to all vendors to whom this RFP originally was distributed, plus any other vendors that have made their interests known to TechnoServe.

1. Questions regarding this request may be addressed to Mary Meredith at mmeredith@tns.org and must be received no later than **April 8, 2019**. Firms that wish to receive the compiled list of questions and answers must indicate their interest in competing for the contract by **April 8, 2019**.
2. Responses to questions will be distributed to all interested parties no later than **April 10, 2019**.

3. Proposals responding to the RFP should be sent electronically addressed to the attention of Mary Meredith, Director of Marketing and Digital Engagement, at mmeredith@tns.org, and must be received no later than 11pm EST on **April 19, 2019**.
4. Short listed firms will be notified by noon on **April 23, 2019**.
5. In-person or video presentations of short listed firms will be held in 2 hour increments on **April 24th, 25th, 30th, May 1st, and May 2nd**.
 - o Please note, within those 2 hours, approx. 30-45 minutes will need to be allocated to TechnoServe questions.
6. Award will be made in writing around **May 6, 2019**.

Term and Conditions

1. The Request for Quote is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent.
5. All awards will be subject to TechnoServe contractual terms and conditions.
6. TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TechnoServe reserves the right to accept all or part of the proposal when the award is provided.
8. All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.

All proposals shall:

1. Be in the English language.
2. Contain detailed cost in US Dollar, with applicable tax/charges clearly identified.
3. Provide requested payment terms and conditions.

4. Describe the qualifications, experience and capabilities of the firm/individual in providing the type of services being requested by this RFP.
5. Include a contact name, email address, and telephone number to facilitate communication between TechnoServe and the submitting organization/individual.
6. Include a brief outline of the organization/individual and services offered, including:
 - a. Full legal name, jurisdiction of incorporation and address of the company.
 - b. Full legal name and country of citizenry of company's President and / or Chief Executive Officer, and all other officers and senior managers of the company.
 - c. Year business was established.