SUSTAINED DIALOGUE
— INSTITUTE —

Request for Proposal for Website Design and Development

General Information:

Project Objective:	To create a new website that is content driven and user-friendly, both for staff and visitors to the site
RFP Issued:	**July 2019**
Due Date for Proposals:	**September 1st, 2019**
Proposal Submissions to:	**laura@sustaineddialogue.org**

I.   Purpose:

Sustained Dialogue Institute (SDI) has created a Request for Proposal (RFP) to 1) seek individuals and/or organizations interested and qualified to design a website and 2) create a retainer with that designer(s) where they perform routine maintenance and updates on the new website.

II.   Background

Sustained Dialogue Institute (SDI) is a Washington, D.C. based non-profit organization dedicated to helping people transform conflictual relationships and design change processes around the world. Dr. Harold Saunders, a life-long advocate for international and domestic peace, founded SDI in the 1970s. Through the course of his work, Dr. Saunders came to understand that at the core of so many conflicts and problems were broken relationships and that to solve conflict, one must address those relationships.

By 1999, Dr. Saunders' work expanded in to colleges and universities when Princeton University—his alma mater—created a campus chapter of Sustained Dialogue. This group would become the first of what are now Sustained Dialogue Campus Network (SDCN) groups across the U.S.

Today, the work of SDI is practiced around the world from non-profits in Washington, D.C. and Ethiopia to universities in California and Puerto Rico. The reach of Sustained Dialogue continues to expand and grow, all while remaining true to Dr. Saunders' original mission: transforming conflictual relationships.

III. Project Description

Sustained Dialogue Institute seeks a website designed with end users in mind. The website currently requires many clicks—some of which are dead-ends—for a site visitor to find information. Potential partners should also be able to—with minimal clicks—see how all of our resources and information interact with one another and the holistic approach to conflict resolution and dialogue that SDCN and SDI represent. The work of Sustained Dialogue is divided into five buckets: SDI International, SD Campus Network, SDI Capitol, SDI Communities, and SDI in Workplaces. Programming offerings vary between these buckets and as such, the website should clearly delineate between each program and require minimal clicks from a site visitor to get to more information and content about each area of focus.

The website design should also connect social media platforms to the SD website. Along with social media, SD's new website should present the current mission as well as the origin story of Sustained Dialogue in a cohesive, chronological, and connected manner. The site should offer easy access to papers written by founder Hal Saunders as well as current and continual books, chapters, and papers SD staff writes and publishes. The site should also allow Board members as well as potential donors to better understand who Sustained Dialogue is and the work SD does in the U.S. and beyond. This information should be easily accessible in order to ensure that SD supporters can be informed and engaged in ongoing projects and programming.

Finally, the new site should have a more organized home page that foregrounds content and upcoming events under the five buckets of work that Sustained Dialogue does (listed above). A site visitor should ultimately learn that they could:
1. Attend Sustained Dialogue events
2. Bring Sustained Dialogue to their campus, community, or workplace
3. Download Sustained Dialogue resources, including historical documents, contemporary training guides, and recent blog posts.

SD staff will be trained with basic knowledge and skills to update and edit content occasionally, but this RFP also seeks to establish an on-going development contract that includes a retainer for a designer to make larger site updates and perform maintenance as needed upon completion of the website design.

IV. Scope of Work

In order for this website design project to be considered successful, the project will:
    a. Include a user-friendly content management system that is easily accessible to navigate.
        i. Include general training for all staff on basic editing and updating of the website
    b. Clearly identify the 5 buckets of SD work (International Programs, Campus Network, Capitol Programs, Community Work, Workplaces) on the homepage and require 3 or fewer clicks to navigate to information, events, and answers to questions for each bucket.

c. Link Sustained Dialogue's social media (Facebook, Twitter, Instagram, LinkedIn) to the website and ensure that images and content are translated from the website to social media when the website and social media platforms are linked.
d. Incorporate the origins and history of Sustained Dialogue into the current website and create a space to house historical writing and documents as well as on-going publications by SD staff.
e. Include a plan for maintaining an on-going relationship between the website developer and Sustained Dialogue for general maintenance and upkeep of site once the design is completed

V.   Submission Guidelines and Requirements

The consultant for this project will be expected to design, manage, and complete a process to address all of the objectives listed above under Section IV Scope of Work. While the chosen consultant does have flexibility to propose their own methodology, timeline, and work plan, they will be expected to engage with SD staff and other relevant stakeholders. The following deliverables will be reported to the Sustained Dialogue Operations and Grants Manager:

a. A proposed outline and structure for the website design
b. A strategic planning workshop/session with the Sustained Dialogue Institute staff
c. A summary presentation of progress and key areas of improvement from the current website to Sustained Dialogue staff and relevant stakeholders
d. A completed new website and (5) hours of training for SD staff on basic website editing and maintenance no later than April 2020

VI.   Budget

Consultants may propose their own all-inclusive budget of no more than $20,000.00 and timeline taking into account the need to present plans and progress to SD staff and Board members in a relatively timely manner.

VII. Ownership And Confidentiality

Participants will be asked to sign a Non-Disclosure Agreement upon submitting their proposal.

VIII. Proposal Format

The proposal should include:

a. Proposed budget, timeline, and strategic plan for accomplishing the objectives stated in Section IV
b. Individual or team's experience with:
    i. WordPress, the current hosting platform for SDI's website
    ii. Developing a user friendly content management system
    iii. Integrating various social media platforms on to a website
    iv. Working with non-profits that operate in dynamic and fast-changing environments
    v. Knowledge and experiences around civic engagement, dialogue practices, and conflict resolution

    c.   Individual CV or CV from all team members
    d.   Two recent client references
    e.   3-5 recent and relevant case studies

IX.   Evaluation Factors

Proposals will be reviewed and evaluated on the following criteria:

    a. Qualifications
        i.   Consultant(s) has the qualifications necessary to successfully complete the scope of work
        ii.   Consultant(s) has prior experience working on similar design projects
        iii.   Consultant(s) has demonstrated success working with organizations with similar missions and/or organizations of a similar size and budget
    b. Scope of Proposal
        i.   The proposal demonstrates an understanding of the project objectives and desired results
        ii.   The proposal illustrates an approach to the scope of work that will likely lead to the successful creation of a new website for Sustained Dialogue
        iii.   The proposal illustrates the consultant's ability to successfully execute the proposed project goals
        iv.   The proposal includes an appropriate process to interact with stakeholders
    c. Budget and Timeline
        i.   The proposal adequately details project activities and milestones, or deliverables associated with each stage of the scope of work
        ii.   The proposal includes a realistic timeline for completing the work
        iii.   The proposal indicates an understanding of costs and includes a realistic budget

X. Process For Proposal Submission And Evaluation

Proposals are due by **September 1st, 2019.**

All inquiries concerning this RFP should be directed to Laura Alexander at laura@sustaineddialogue.org.

Proposals should be submitted in PDF format via email to **laura@sustaineddialogue.org.** The email subject line should include "Website Design" and the applicant's name. Attachments should be labeled "Last name, Firstname_Proposal" or "Organization Name_Proposal." If the file is too large for email, a link to the file should be provided. Late arrivals will not be accepted and it is the responsibility of the bidder to ensure that Sustained Dialogue Institute receives the response by the closing submission date. A response may be excluded for further consideration if it is not received by the deadline.

Qualified applicants will be contacted for an interview. No phone calls or visits please. It is expected that a bidder will be selected within six weeks of the closing submission date, although this timeline is subject to change. Sustained Dialogue Institute reserves the right to cancel this RFP at any time. Upon conclusion of negotiations with the successful bidder, all

bidders submitting responses to this RFP will be informed in writing. All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by Sustained Dialogue Institute.