



Quaker United Nations Office (QUNO) Website Redesign Request for Proposal (RfP)

SUMMARY

The Quaker United Nations Office (QUNO) invites qualified vendors to submit a proposal to redesign and develop our new website.

QUNO has a strong preference for vendors with a demonstrated commitment and experience with diversity and inclusion concerns. We would also prefer a vendor experienced in working with international organisations.

WHO WE ARE

The Religious Society of Friends, widely known as Quakers, is a diverse global community that believes the Divine is present in all of us. For the last 75 years, Quakers have been represented at the United Nations (UN) by the Quaker United Nations Office (QUNO).

QUNO has offices in New York and Geneva and reaches out to other international organisations and policymakers to achieve peace, justice and reconciliation in a manner that is unique within the UN community. We create a space for thoughtful and quiet diplomacy, facilitating off-the-record meetings and privately advocating for people-based and non-violent approaches to conflict.

ADVICE TO VENDORS

Vendors are encouraged to read this RfP in its entirety. Issuance of this solicitation does not in any way obligate QUNO to award a contract, nor will QUNO pay for any costs incurred in the preparation and submission of a proposal.

The agreement resulting from this RfP will be awarded to vendor/s whose proposal will be the most advantageous in terms of cost, functionality, and other factors as specified in this RfP.

WHAT WE ARE LOOKING FOR

QUNO needs a new website. The purpose of this RfP is to outline our project and provide vendors with the evaluation criteria against which their proposals would be evaluated and selected.

It is important to note that the offices in New York and Geneva operate as separate non-governmental organisations with their own administrative, financial and governance structures. This is relevant for the website process because, while we are seeking a website that depicts QUNO as one organisation with two locations, we also need the user to understand, access, and support the work of the specific New York and/or Geneva offices.

Our current website found at www.quno.org will become obsolete as the Drupal 7 content management system it has been built on will become ineffective on 5 January 2025.

This change from Drupal 7 is the impetus for changing our website and proposals should confirm the content management system the vendor would use to design our website. While our previous website used Drupal, going forward we would prefer to make a change to Word Press or another content management system that is easy to use so that staff update our website content regularly. We also would like a platform that offers us longevity to ensure we can use the website well into the future.

We are also seeking a solution to easily migrate select content from our current website to our new website. And we want to explore how our current website could still be available to our staff as an archive and reference.

Further RfP specifications to which applications should speak are outlined below. We welcome proposals from companies — small or large — that have the experience in designing websites from concept to completion.

DEADLINE

All responses to this RfP are due 26 January 2024.

WHAT WE USE OUR WEBSITE FOR

Our audience reach is global and includes Quakers, United Nations diplomats and staff, non-governmental organisations, foundations, institutional funders, former staff, job seekers and academic researchers.

WHAT WE NEED FROM OUR NEW WEBSITE

In the lists below we outline the ideal needs for our new website.

Software

- Content management system that meets industry standards.
- Staff training on new software, along with user guides.
- Provide some post-launch support for bugs and troubleshooting.

Presentation

- Our homepage needs to communicate what we do.
- The website needs different sections, including: a home page, about us section, programmes (and different pages for each programme), fundraising page, and a blog section for news and updates.
- We seek a professional and contemporary look.
- Possibility of adjusting font size to cater for various audience needs.
- We will discuss design elements in more detail with the successful candidate.

Content management

- Content categories and tagging, allowing for cross-categorisation and cross-listing of multiple content types.
- Ability to upload PDF documents and have those documents available for download on relevant content pages.
- Improved use of images. Must have ability to use photos of different sizes, orientations, etc. rather than a static photo template (as with current website).
- Ability to easily embed photos, video and audio snippets.
- Implementation of Google analytics.
- One section for all our publications and presenting these more creatively.

Fundraising

- Ability to sign up to newsletters and alerts — reaching new donors, building community.
- Donate button on each page of the website, leading viewers to the Fundraising pages.
- We currently use Every Action and Mail Chimp to manage contact information.

WEBSITES WE LIKE

<https://afsc.org> — good use of visuals that shows the work Quakers do.

<https://www.fcnl.org> — good use of visuals.

<https://www.woodbrooke.org.uk> — clear on their mandate and what the organisation is about.

<https://unfoundation.org> — an example of communicating effectively about the UN to a non-UN audience.

DEADLINE

Request for Proposals are due on 26 January, 2024.

We will evaluate submitted proposals and contact finalist candidates during January and early February 2024. Ideally, the selected team / individual will begin work either immediately upon hire, or shortly thereafter.

We would like the redesign process to culminate at the latest in a June 2024 launch, with the final date to be determined in collaboration with the selected team / individual.

BUDGET

The budget range set aside for this project is in the range of US\$15,000 to US\$20,000.

As QUNO is a small organisation with limited resources, priority will be given to proposals that enable us to keep our costs low and tightly managed throughout this process.

DEVELOPER CHARACTERISTICS

- Demonstrated knowledge and experience with website design and management.
- Ability to complete work on a stated timeline.
- Ability to accurately estimate project timing.
- Use of online project management tool to track progress and communicate with clients.
- Experience in developing diverse and international non-profit websites and maintaining similar projects over time.
- Availability to resolve ongoing maintenance issues on short notice.
- Good communication with the project team and responsiveness to problems and emerging needs.

PROCESS AND GUIDELINES

- Responses to this RfP are encouraged to be detailed, yet reasonably short and to the point.
- Please include the following information in your proposal: brief history of the firm, or freelance work, and experience providing services for other organisations like QUNO.
- Describe in detail the firm's proposed project approach to address the requirements outlined in this RfP.

- Identify the individuals assigned to the project.
- Briefly describe your project management process.
- Provide a timeline for the completion of the project outlined.
- Provide a detailed budget for this project.
- Please send a portfolio of work showing examples of your experience in designing/developing similar functionality to each of the project requirements.
- Provide at least 3 references.

Proposals should be sent to quno@afsc.org