



17 March 2025

REQUEST FOR PROPOSALS (RFP): AWID Website Redesign & Restructure

Deadline for submissions: 7 April 2025, 11:59 PM EST

AWID is seeking the services of a Consultant or a team of consultants to redesign and restructure our website to reflect our role and identity as a global feminist movement-support organization in existence for over 40 years. Our primary goals are to host information about our work with feminist movements and partners, showcase the power of feminist movements, and invite our audience to join our membership.

About AWID

The Association for Women’s Rights in Development (AWID) is a global feminist movement support organization. We are a unifying global force dedicated to advancing social justice through the power of our diverse feminist community. Stretching across 180 countries, we are a thought-leader committed to dismantling systemic oppression. Our approach combines research, knowledge sharing, and advocacy within policy and resourcing. We collaborate with global feminist, women's rights, and social justice movements to continually strive to amplify silenced voices and illuminate areas of darkness. Our mission is to foster a world thriving on equality, dignity, and justice, propelled by our brave collective political action.

Introduction/ Context

AWID has evolved over the years to deepen and widen the scope of our online presence and communications. [Our current website](#) requires updates to the Content Management System (CMS) to meet our current needs, and revisions to reflect our recent rebranding.

Scope of Work

Objective

Redesign and restructure www.awid.org into a clear, accessible website, making use of new CMS software, ensuring that existing integrations with the Constituency Relationship Management (CRM) and Email Campaigning platform work seamlessly with the new CMS and align with AWID's new branding.

The platform should allow non-technical users from AWID staff to create and customize web pages while maintaining brand consistency.

Some key considerations include:



- Help migrating current content from the current CMS software to the new CMS software.
- User-friendly interface for creating and editing web pages
- Flexible structure to allow future editing by the ICM team.
- Layout builder for special sections with distinct use of images and derivated branding.
- Support for multiple user roles (admin, editor, contributor, reviewer)
- Ability to preview changes before publishing
- Version control and content revision history

The Consultant will be working with AWID's Information, Communications and Media (ICM) and IT teams, with support from an internal cross-team Website Committee, and will be reporting to Tshogofatso Senne, AWID's ICM Manager.

Project Stages & Deliverables

Stage 1: Discovery & research

Goal: Understand the current challenges on awid.org, define user needs and gather baseline data in order to set clear objective

1. Interview key stakeholders and staff to gain feedback and create overall vision
2. Create user survey report and comprehensive audit including competitor analysis, recommended KPIs and
3. Create Integration plan of with two microsites (Refer Annexure 1)

Stage 2: Strategy & planning

Goal: Use preliminary research findings to define the overall structure and direction of redesign

1. Design user personas and journey map that will inform the site architecture and SEO strategy

Stage 3: Design & prototyping

Goal: Developing wireframes and prototypes based on planning phase, making room for review and feedback

1. Design wireframes and style guide
2. Create mockups and interactive prototypes of above wireframes

Stage 4: Development & implementation

Goal: Build website based on research, prototype feedback and overall functional requirements



1. Select and setup the appropriate Content Management System
2. Begin front- and back-end development
3. Set up hosting, infrastructure, plugin integrations, payment gateways and necessary forms
4. Implement accessibility and SEO strategies

Stage 5: Content migration

Goal: Migrating content on current website to new CMS

1. Migrate content based on website audit
2. Ensure data Integrity & Quality Assurance

Stage 6: Testing & Quality assurance

Goal: Ensure website works as expected before going live (Ritu to advise technical elements)

1. Test the following elements across website:
 - a. Cross-browser and multi-device testing with responsive design
 - b. Performance testing
 - c. Accessibility testing
 - d. External users testing
2. Ensure migrated content maintains integration with Salesforce, Mailchimp, and other tools.
3. Verify all forms, data collection elements, and dynamic content function correctly.

Stage 7: Training & administration

Goal: Ensure AWID ICM and IT staff members can manage the CMS effectively

1. CMS user training sessions
2. Documentation for CMS management
3. Super administrator access setup
4. Hosting & plugin documentation

Stage 8: Public launch

Goal: Monitor performance of site through public launch, fix issues where necessary and ensure smooth deployment

1. Final Pre-launch checklist
 - a. Backups, all forms functioning, SEO tracking confirmation
 - b. Public launch execution: Official launch of the website
 - c. Real time monitoring and issue fixing: Monitor site performance, fix any immediate issues, track user behaviour, site speed and/or broken links
 - d. Post-launch maintenance

Stage 9: Post-launch support & adjustments

Goal: *Provide ongoing support for any post-launch refinements.*

1. 90 day post-launch support – Address any content or technical issues
2. Bug fixes & troubleshooting – Resolve any unexpected errors or site malfunctions
3. Performance monitoring – Track website uptime, security, and analytics trends
4. Post-launch training (if needed) – Additional support for content management training
5. Annual maintenance proposal – Separate budget item for long-term maintenance, updates, and security patches

Proposed Timeline (subject to adjustment)

Main Steps of the Consultancy/ Deliverables	Proposed Timeline
Stage 1: Discovery & Research	May 2025
Stage 2: Strategy & Planning	June - July 2025
Stage 3: Design & Prototyping	August - September 2025
Stage 4: Development & Implementation	October - December 2025
Stage 5: Content migration from awid.org	January 2026
Stage 6: Testing and Quality Assurance	February 2026
Stage 7: Training and Administration	February - March 2026
Stage 8: Public launch	March 2026

Stage 9: Post-Migration Support & Adjustments	April 2026 - ongoing
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Management of consultancy: roles and responsibilities

The assignment will be managed and overseen by the AWID ICM Manager, Tshegofatso Senne

The AWID ICM Manager will have the following responsibilities:

- Day-to-day support to the Consultant firm, including but not limited to providing key documents and contact details, facilitating communications & meetings with staff and evaluation stakeholders as required, and identifying potential respondents;
- Reviewing all the deliverables submitted by the Consultant firm and coordinating internal review by intended users;
- Providing timely and consolidated feedback on the deliverables to the Consultant firm; and
- Quality assurance of the deliverables and process.

The Consultant firm will be responsible for:

- Conducting the assignment according to the agreed-upon plan as outlined in the Inception Report;
- Regular communicating with the AWID ICM Manager to update on the progress in conducting the consultancy;
- Conducting quality assurance of the processes and deliverables of the consultancy, by ensuring that findings are supported by robust evidence, conclusions are logical, strategic considerations are linked to findings, and that processes are participatory and effective; and
- Timely informing the AWID ICM Manager of any unforeseen delay or challenge in conducting the assignment and proposing appropriate solutions.

Budget

AWID would consider proposals with budgets up to US \$ 75,000.00.

Please note that selection will not be based on price only. This will be weighed up against other criteria as set out below.

Annual Maintenance Proposal

- The consultant firm must submit a separate budget item for ongoing annual maintenance in the proposal.
- This should include software updates, security patches, CMS version upgrades, bug fixes, technical support, and minor content or design updates as needed.

Consultant firm Profile

The consultant firm must demonstrate the following qualifications

1. Experience in Nonprofit Sector Websites:
 - a. Demonstrated experience designing and developing websites for nonprofit organizations, advocacy groups, or mission-driven entities.
 - b. An understanding of social movement building and/or feminist movement building work.
2. Proven CMS Expertise
 - a. Strong expertise in the selected CMS (WordPress and Drupal) including setup, customization, and content migration.
 - b. Ability to recommend best practices for CMS scalability and maintenance.
3. Content Migration Experience
 - a. Experience with structured content migration from legacy systems, ensuring minimal data loss and preservation of SEO value.
4. Third-Party Integrations
 - a. Proven ability to integrate websites with Salesforce, Mailchimp, and other essential third-party tools used by the organization.
5. Accessibility & Compliance
 - a. Knowledge of web accessibility standards to ensure inclusivity.
 - b. Compliance with GDPR, data protection policies, and security best practices.
6. Project Management & Communication
 - a. Clear project timelines, milestones, and deliverables.
 - b. Strong communication skills and ability to work collaboratively with internal stakeholders.
 - c. Strong capacity to work in coordination and collaboration with others.
7. Experience with Multilingual Websites
 - a. Ability to implement multilingual support
8. Post-Launch Support & Maintenance
 - a. Offer at least a short-term post-launch support period for troubleshooting and refinements.
 - b. Ability to propose long-term maintenance and support plans.
9. Strong analytical skills, a touch of imagination, and can deliver high quality and user-friendly outputs in a timely manner.
10. Committed to the principles and values of intersectional feminism
11. An awareness of digital security and other risks for movements and communities facing different situations of vulnerability and persecution.
12. Fluency in written and oral English and/or French and Spanish.



The Consultant firm is required to disclose any relationship that might compromise their independence and will be required to declare a conflict of interest where one exists with either AWID or any part of the work.

Submission of proposal

Proposals are to be submitted no later than **7 April 2025, 11:59 pm EST** to tenders@awid.org. Please include the following subject line in the application correspondence: **RfP - AWID Website Redesign <name of applicant>**

Global South-based women; trans, non-binary and intersex persons; persons with disabilities and other candidates from historically oppressed groups, of all ages, are strongly encouraged to submit a proposal.

Interested consultant firms are requested to send the following:

- A description of your company and your development team
- A proposal, not exceeding 10 pages (min. font size Arial 11) presenting the Consultant firm's understanding of the assignment, outlining a proposed approach, methodology, project plan with timeline and financial proposal with detailed budget (in US dollars) with consultant firm's fees, number of hours/days per activity proposed and other (direct) costs. *We ask that submissions are made in USD only*
- Contact details of two professional referees (ideally recent clients) relevant for this consultancy.
- A sample of a similar piece of work previously conducted and concluded. (this will be kept confidential).

Selection Criteria

The award pursuant to this RfP will be based upon a panel review of the proposal and an interview with appropriate consideration given to operational, technical, cost, and management requirements, in line with AWID's procurement guidelines.

If you have any questions about this RfP please contact tenders@awid.org **by Monday, 24 March 2025.**



Annexure 1 Microsites Overview and Future Integration Plan

AWID currently has two micro-sites that serve specific functions under AWID's RFM (Resourcing for Feminist Movements) area of work. The autonomous resourcing website (<https://our-resource.com/>) exists with a vision to advance AWID's third strategic outcome: to co-create, advance and amplify feminist realities, narratives, and proposals. The microsite hosts multimedia content and resources related to the issue of 'autonomous resourcing'- one of the transformative ways in which movements are mobilizing financial, human, and material resources that directly support the liberatory aims of feminist political projects.

The second microsite (<https://whocanfundme.org/>) is a holding place for the future for the Who can fund me database which currently exists in Excel format with AWID's RFM team.

These two microsites do vary in design, functionality, and technical infrastructure, but they both are built on WordPress.

As part of the Phase 2 implementation, the selected consultant firm will be tasked with developing a seamless strategy for their integration into the redesigned main website. This will include:

- Ensuring consistency in branding, design, and user experience.
- Migrating relevant content and functionality while maintaining the integrity of the microsites' purpose.
- Proposing a scalable solution to manage and maintain these sections as part of the unified website ecosystem.

While Phase 1 focuses on the redesign and launch of the primary website, the consultant firm should keep Phase 2 requirements in mind to ensure a cohesive approach to future integration. The submitted proposal should include the following:

1. Strategy for the consistency in branding, design, and user experience for the two microsites.
2. Strategy for migration for relevant content and functionality for <https://our-resource.com/>
3. Strategy for
 - a. migration for relevant content and functionality for <https://whocanfundme.org/> and
 - b. creation of funders database by importing the Excel sheet with flexibility of making changes and adding new funders in the future.