MN EJ Table Web Design RFP

Open Call for Web Designers

Project Background: The Minnesota Environmental Justice Table is sending a Request for Proposal for an organizational website. The website will work as a landing page for MN EJ Table & all associated working groups, projects, and campaigns overseen by our Leadership Team.

Organizational Background: The MN EJ Table's mission is to build power to guarantee environmental justice across Minnesota. We do this through campaigns to fight against the systemic harm of frontline communities, by developing solutions that build the world we need, and through transformative education. We seek to bring resources and sustainability to our movement.

Audience Background: The website aims to have an accessible public-facing destination for web traffic, including; existing membership, sponsors/funders, and prospective members. Since we are made up of individuals representing several organizations, we are hoping to highlight a broad spectrum of the work that they are engaged in.

Website Objectives: We are seeking assistance in further developing our web pages so that the content and design are clear, aligned, and professional. This includes graphics to fill out "dead space" across the webpage and general updates to our site navigation. Large portions of copywriting for the site are complete and ready for use. The most substantial work will be integrating this content into the visual pallet of the website.

Vision: To meet our goals, our new website must-

- Serve as an ambassador for the MN EJ Table Brand
- Provide a modern, relevant design update
- Showcase the work and programs the MN EJ Table does across the state.
- Improve customer service and engage site visitors.
- Provide a scalable, maintainable platform for resource & information sharing
- Document the growth of our organization! This means recording where we've been and keeping an eye on where we go from here.

Functionality Requirements: Our website's forms & sign-up materials must lead to our database, currently Hubspot. Since there will be regular updates to the site, it is also important that there be a clear Content Management System. Other functionalities to prioritize would be Mobile Friendliness & resources to develop Calls-to-Action.

- Please include templates that incorporate into the content management system that will permit both technical and non-technical staff and volunteers to update website content on specific pages.

- Once the site has been completed and accepted by The MN EJ Table, the site will be maintained centrally by the communications team as well as non-professional editors from various committees (this should be kept in mind when selecting the tools that are included)

Website Budget Details: The Artist/Team selected to build an organizational website for Minnesota Environmental Justice Table will receive payment starting at _____/hr. Please include in your submission a project budget that includes the cost for Built-in Integrations, Graphics, & Functionality via your preferred Web-builder software (Beta site utilizes Wix) Additional funding to support the project may be available upon review of the final concept presented by the selected Artist/Artist Team.

RFP Requirements:
- Tell us about your work, your experience in web design and production for projects similar to ours, and your experience working with BIPOC-led organizations or other Environmental organizations.

- Provide links to your website, online portfolios, and/or social media.

- Provide a list of three references (ideally, at least one from a BIPOC-led organization) who can speak to services requested in this RFP.

- Please include contact information and a brief description of the work done for those clients.

Site Specifications: We highly encourage creativity in the proposals submitted, but there are certain requirements for the website project. Your submission must account for all of these requirements.

- The site must be compatible with the current and one (1) previous version of Internet Explorer, Firefox, Chrome, and Safari browsers.

- Websites must not require plug-ins as a default.

- The site should be developed to meet all current ADA access requirements.

- The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced Internet user.

- The website must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average home Internet connection speed.

Submissions: Please feel free to reach out if you have any questions regarding the RFP. Both questions and final submissions can be directed to the following email: charles@mnejtable.org Submissions will be accepted through June 30th, 2023, by 5:00 p.m. Please include "RFP Web" in the subject line for bookkeeping purposes.