



National WIC Association



Request for Proposals

Regarding a Website Redesign
For the National WIC Association

Request for Proposals: Friday, Jan. 27, 2023

Proposals Due: Friday, March 3, 2023

Final Decision: March 24, 2023.

Proposed Contract Start: Monday, April 3, 2023

Organization: National WIC Association (NWA)

NWA Contact: Whitney Dawn Carlson, wcarlson@nwica.org

Project Background & Overview

Project Overview

The [National WIC Association](https://www.nationalwic.org/) (NWA) is seeking a vendor to redesign our current website at www.signupwic.com. The following website redesign RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal.

NWA Overview

[NWA](https://www.nationalwic.org/) is the nonprofit voice of WIC, the Special Supplemental Nutrition Program for Women, Infants, and Children. WIC is a government program that provides nutrition education, breastfeeding support, referrals to health care and social services, and nutritious foods for qualifying parents, pregnant people, and young children. Through our work, we support more than 12,000 WIC agencies and the 6.3 million mothers, babies, and young children enrolled in the program. NWA provides education and support to WIC staff and drives program innovation and advocacy.

Part of the support NWA provides to WIC agencies is increasing their marketing and outreach capacity. We do this with the Recruitment & Retention Campaign (R&R Campaign) – a national effort to reach eligible WIC participants and improve WIC’s brand recognition. We work with a marketing partner to implement the R&R Campaign’s various components, including marketing and educational materials for WIC staff and digital advertising – including programmatic, native, display, banner, social media, audio and video streaming, and Google ads. All advertising leads to www.signupwic.com, the website we’re looking to redesign.

The WIC brand positioning is set, and we plan to elevate it further in the upcoming year.

SignUpWIC.com Overview

The entire purpose of SignUpWIC.com is to help eligible families enroll in the WIC program. Currently, users cannot actually sign up on the website. All they can do is search for their nearest WIC agency and read minimal information about the program. The existing site is inefficient and lacks the necessary resources for our users. It has had very basic functionality for years, and we want to expand its capabilities and reach. Our primary goals are to strengthen the search function, provide an easy way for users to contact WIC agencies and pre-enroll through the website, and educate users about the WIC program and its benefits.

1. *Current Website:* The current website is hosted through WordPress, and NWA staff makes manual changes to clinic contact information.
2. *Website Objectives & Purpose:* Make SignUpWIC.com a centralized, national hub for everything a WIC-eligible family would need – information about the program, WIC agency contacts and locations, and most importantly, an easy way to pre-apply/request more information.
3. *Website Audience:* Our target audience is those who are eligible for WIC: pregnant, postpartum, and breastfeeding parents; foster parents, grandparents, single fathers, and children under the age of five.
4. *Functionality Requirements:* Efficient and accurate search functionality, lead generator form, language translation options, in-depth metric/analytic tracking and reporting, SEO/social pixels/other technical necessities, video capabilities, blog/resource section, optimized for mobile and all browsers.

The new signupwic.com should be easy, intuitive, user friendly. It should use our WIC branding in a visually pleasing way. As we are collecting personal information and working with government agencies, the website must be safe and secure. It should also be quick to load and responsive to all devices, particularly mobile phones. The website must be set up properly so we can track visitor activity and make the most of keywords and SEO.

Budget Range

The budget for this project is not to exceed \$150,000, with additional funds available for subsequent yearly website management and maintenance.

Project Requirements

SignUpWIC.com Redevelopment

1. *Back End* - This website was made seven years ago, and the back end hasn't been updated much since. It will need an overhaul.
2. *Lead Generation* - Create a standardized form for users interested in speaking with WIC staff. This form will collect the contact information needed for WIC staff to reach out with more information. This user friendly form should have a correlating database to store this information and the ability to sort leads for distribution to WIC agencies across the country.
3. *Search* - We want users to be able to find their nearest WIC agency, but zip codes alone don't always offer the best options, particularly for rural users and those living near state lines. We need a search function that provides accurate listings restricted to the U.S. state or territory that was searched. When users complete a successful search, they should be able to contact their nearest WIC agency directly through our website. This includes calling, getting directions, and visiting the agency's website, if applicable.
4. *Tracking Capabilities* - We want to track user journeys to, on, and from our website by utilizing in-depth metrics, analytic reports, SEO, social pixels, and other technical necessities. We should be able to use website metrics to track our referrals, evaluate our campaign performance, and create a worthwhile user experience.
5. *Educational Content* - We want users to find all the information they need on this website. While content creation and strategy are not part of this scope, we need the website to have a blog and/or resource section with video capabilities.
6. *Account Support*: We will have regular check-in calls to discuss updates, strategy, analytics, and more.

SignUpWIC.com Management

1. *Website Management*: Fixing technical issues, bugs, and other issues with SignUpWIC.com.
2. *Website Maintenance*: Keep the website current and perform regular maintenance.
3. *Website Transfer*: Work with NWA's marketing partner to transfer management of the website and related platforms and services.
4. *Measure Success*: Track metrics to test the new website design's efficacy.
5. *Analytic Reporting*: Provide NWA with monthly, quarterly, and annual analytic reports for nationwide, state, territory, and other geographic-specific metrics.

Equity, Diversity, and Inclusion (EDI) Framework

1. Accessibility needs: We expect our new website to maintain all ADA requirements and go even further with accessibility. Keep in mind users with disabilities, larger font needs for elderly users, color contrast for color-blind users, cultural competencies, etc.
2. Language needs: It's important to reach our audience in their own language. Our website needs a simple and obvious translation solution with numerous language options.
3. Inclusivity: WIC serves all types of families, and the website should reflect that.
4. Equity: When configuring a search function and reporting on metrics, it's important to consider various needs, particularly when it comes to rural areas, Tribal communities, and U.S. Territories.

Proposal Requirements

Proposals must be submitted in PDF format by March 3, 2023, and should be no longer than 30 pages. Submit your proposals and questions to R&R Campaign Manager Whitney Dawn Carlson at wcarlson@nwica.org. Your proposal must include:

Introduction

Introduce us to your agency! Tell us why you think your agency is a good fit for this project; what differentiates your agency from others; and about any relevant experience in nonprofit, health service, public health, government, or social service spaces. Include the team members who would work on this project and their biographies. Also describe your project management process.

Portfolio

Show examples of related work your agency has done in nonprofit, government, and public health spaces. Also include reference information for two current or former clients.

Proposal

Tell us about your proposed services and innovations, detailing the features, benefits, and deliverables you propose for the website redesign. Explain how your changes will help us meet our goals, how you will measure the success of the new website, and how you will plan for continuous improvement. Please describe how and how often you intend to communicate with NWA during each phase of website design, development, and management. Describe the support your team offers.

We also want to hear your ideas for technology innovation that would support and benefit the WIC participant experience. These ideas are beyond the scope of this proposal, but they would inform our plans for future R&R Campaign phases.

Timeline

Please include a project timeline that includes discovery, research, design, testing, and launch milestones, as well as the length of time it will take to complete each phase of the project.

Budget

List all projected costs associated with the website redesign project and estimated costs for future website management and maintenance. Budgets should be broken down into easy-to-understand sections that list your proposed services, benefits, and deliverables. If you plan to subcontract any work, please describe that as well. Your quoted price should be all-inclusive.

Selection Criteria & Process

Successful proposals will show creative thinking and data-driven improvements as well as an adherence to the set budget.

We're looking to work with an agency that has demonstrated a commitment to EDI and proactively shares data to demonstrate progress. The ideal agency will have experience with WIC, government agencies, nonprofit organizations, and/or public health communications and is adaptable, strategic, and goal-oriented.

This request for proposals was released on Jan. 27, 2023. Those interested in applying can request a 30-minute meeting with NWA to ask questions about our organization, the WIC program, and this project. These meetings will take place between Jan. 30 and Feb. 24.

Applications are due by 5:00 pm ET on March 3. NWA will review all submitted proposals that fulfill the requirements. From that pool, we will select two final candidates to present their proposals to NWA in a video call. All applicants will be contacted about this decision on March 10. These presentations will take place on Friday, March 17. A final candidate will be chosen by Friday, March 24. Applicants will be notified that same day.

Upon selection, NWA will negotiate contract terms, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

Timeline & Important Dates

RFP Available: **Jan. 27, 2023.**

Q&A Meetings: **Jan. 30 - Feb. 24, 2023.**

Proposals Due: **5:00 pm ET, March 3, 2023.**

Final Candidates Chosen: **March 10, 2023.**

Final Presentations: **March 17, 2023.**

Final Decision: **March 24, 2023.**