GCIR Rebranding & Website Redesign
Request for Proposals
January 9th, 2023

Proposed Consultancy

Grantmakers Concerned with Immigrants and Refugees (GCIR) seeks to engage a firm, consultant, or team of consultants to update our organizational branding and redesign our website by September 2023. The purpose of this RFP is to provide a clear understanding of this project and the criteria by which proposals will be evaluated. We encourage submissions from firms that have the skills, experience, and capacity to carry out both the rebranding and website redesign components of this project, but we are also accepting proposals for either one of these project components individually. This RFP is for design only. We have already contracted with a vendor for the development and implementation of our new website on Drupal 9. Proposals for web development will not be considered.

About GCIR

Grantmakers Concerned with Immigrants and Refugees (GCIR) envisions a society in which everyone thrives no matter where they were born. Guided by the values of love, solidarity, dignity, power, and abundance, GCIR works with more than 140 member foundations and the broader philanthropic community to galvanize funders to resource a robust immigration and refugee rights power-building ecosystem. GCIR's thought leadership and expertise enable private and public funders to adapt to demographic trends, respond to policy developments, engage with cross-sector partners, and support efforts to advance immigrant justice and belonging. As the nation's only immigrant- and refugee-focused philanthropy mobilizing organization, our work has deployed hundreds of millions of dollars to support immigrant communities across the country. Amid continued challenges and significant opportunities for immigrants, refugees, and asylum seekers, we are building on our 32-year history to drive short- and long-term immigrant-related philanthropic investments to advance our vision of a just, equitable, and inclusive society for all.

Project Overview and Purpose

Over the past year, GCIR has undertaken a strategic planning process to develop an affirmative long-term strategy that positions GCIR as a philanthropic mobilizing organization that moves money and power to immigrant communities and which partners deeply with the immigrant justice movement. A critical element of GCIR's strategy design process was the broad engagement of a diverse set of stakeholders, including staff, board, GCIR members, movement leaders, and other partners. This process helped clarify the identity and intention of GCIR and resulted in development of a new theory of change which is reflective of our expanding efforts to center the leadership of directly impacted communities, uplift the voices of immigrant justice movement leaders historically excluded from philanthropic conversations, and work at the intersection of the immigrant justice movement and other social justice

movements. Informed by our new theory of change, we are looking to reimagine our organizational branding and redesign our website to better reflect our updated values, vision, and identity.

Our organizational rebrand will:
- Reflect GCIR's new theory of change
- Clearly articulate GCIR's mission, vision, and values
- Engage GCIR staff, board members, and key external partners in the discovery process
- Provide an updated look and feel to GCIR's external communications and engagements
- Streamline and update our website to make it more user friendly and increase its visual appeal to better engage and hold the attention of users

Website Design
GCIR manages our current website as part of a collaboration with the United Philanthropy Forum and more than 35 peer philanthropy-serving organizations (PSOs). Our current site is built on Drupal version 7, which is no longer supported by the Drupal community, so we have collectively contracted with a developer to migrate our site to Drupal 9. The Forum's Drupal 9 distribution is up and running for other collaborative members, so we will build our customizations on top of that base level distribution.

Our current website on Drupal 7 features a password-protected member login platform, automated membership processing, event listing and customizable event registration, a resource library, and online membership directory. It is fully integrated with Salesforce, which controls event registrations, online membership applications, dues renewals, invoicing, and member directories. The chosen design firm will provide deliverables to be shared with our developers.

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The website redesign should create a site that:
- Is visually appealing and easily navigated, meeting best practices for design and UX
- Is informative, highlighting the information users are seeking when they visit the site
- Centers accessibility and inclusivity
- Converts users and visitors on our calls-to-action
- Is responsive for mobile and other devices
- Reflects GCIR's mission, vision, and values

The website redesign will give us the opportunity to re-evaluate the way the site meets the needs of our audiences, including:
- Overall design and branding
- Content and content strategy
- Functionality and integration needs
- SEO and usage statistics
- Site architecture
- Taxonomy
- Overall usability and accessibility goals

Key website functionality will include:
- Integration with Salesforce
- Member login (password-protected content and event registration pricing)
- Customizable event registration
- Membership directory
- Event pages and calendars
- Resource search
- Individual profile and dashboard

Deliverables

I.   Rebranding

Discovery

Undertake a guided discovery process informed by GCIR's mission, vision, values, and theory of change and the input of GCIR staff, board members, membership, funders, and other stakeholders. Carry out a brand audit and inventory of existing organizational collateral. Assess positioning by undertaking a competitive analysis, analyzing the brands and websites of other Philanthropy Supporting Organizations (PSOs) and relevant organizations.

Name and Tagline

GCIR has had its current name since the organization's founding 32 years ago, and we find that it is no longer fully reflective of our work. Informed by our new theory of change and the discovery process, and carried out in close collaboration with GCIR staff and board, develop a series of options for new names and taglines for the organization that are reflective of our updated brand identity.

Logo, Color Palette, and Fonts

Design and develop:

- Primary logo
- Smaller bug version of primary logo
- Black and white version of primary logo
- Each version should be suitable for print and web use

Style Guide
The elements of GCIR's brand – including new name, tagline, logo, color palette, and fonts – will be captured in a style guide to be used in all GCIR communications and the website redesign. This guide should include:
- Graphic standards and rules for use of the logos
- Color standards
- Typography standards
- Social media graphic standards

Collateral

Design key materials and update organizational collateral to reflect rebrand, including, but not limited to:

- Letterhead template
- E-comms templates (in Mailchimp)
- PowerPoint templates
- Information resources, including annual reports
- Social media graphics and logos (Twitter, Facebook, Instagram, and LinkedIn)
- Business card template

II.   Website Redesign

Discovery

Research and verify current architecture as well as audiences, vision, and objectives; website strengths and weaknesses; and traffic, navigation, and competitive analysis, resulting in a written summary delivered to GCIR. Report on the current site's compliance with Web Content Accessibility Guidelines (WCAG) and make suggestions for improvement. Define strategy moving forward, including issues, required functionality, phasing, and budgetary constraints.

Content Strategy

Complete information architecture, content audit, editorial plan, user navigation and sitemap.

Wireframes

Develop wireframes to be presented to GCIR. Wireframes must be approved by GCIR, the United Philanthropy Forum, and our developers.

Creative Concepting

- Apply visual brand style to site design. Design files should include the homepage, all content types, event registration and checkout process, forms, search results, content listings, directories, and special pages.
- Develop a web style guide detailing the styles, classes, fonts, colors, etc. for text, buttons/links, forms, taxonomies, and other elements.
- Ensure responsive formatting, including vertical and horizontal tablet and phone displays. GCIR and its developers will review and sign off on the designs before they are finalized.
- Develop responsive HTML/CSS files – clickable prototype.

Proposal Content

If you are interested in submitting a proposal to GCIR for this project, please include the following information:

- Name and background – include complete name and contact information.
- Profile of vendor or consultant – provide a brief description of the size of the firm and the composition and qualifications of staff, length of time in business, and core competencies.
- Description of your firm's capacity to carry out the rebranding and/or website design process (i.e., staff, equipment, software, experience, physical space, etc.).

- List of personnel who will work on this project including their experience, qualifications, and education/training.
- Proposed approach, work plan, and timeline describing how you will implement the project.
- Diversity statement – GCIR believes that diverse and inclusive teams lead to better outcomes. Describe your firm's efforts to recruit, retain, promote, and support people of color. What is your firm's commitment to racial equity and justice? How has your firm showcased a commitment to diversity regarding clients, pro bono work, and hiring practices?
- Line-item budget for the stages of development in which you will provide the work described in this RFP.
- References – offer at least three references from clients who have used your services for branding and/or website design. Briefly describe the scope of your work for these references, the year completed, and a contact name and telephone/email for each one.
- Examples of prior work, including a minimum of three rebrands and/or website designs that are most relevant to this project.

Budget

Please provide a cost proposal for completion of a website redesign and rebranding process for GCIR that meets the requirements listed in this proposal. The budget must encompass all design, assets, and any other items necessary for the completion of the web design component of the project, including wireframes. Budget for website redesign not to exceed $50,000. Budget for branding component of the project (including name, logo, style guide, and collateral) not to exceed $40,000. *Please provide a separate breakout of costs for the website design and branding portions of the project in your quote.*

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Evaluation Criteria

Proposals will be evaluated on the following criteria:
- The extent to which the prosed solution meets the needs and criteria outlined in this RFP.
- Demonstrated knowledge, skills, and experience in branding and/or website design for organizations in the PSO, nonprofit, or foundation space.
- Commitment to diversity, equity, and inclusion.
- Appropriateness of fee structures and pricing model.

Vendor Characteristics

For this project, GCIR will prioritize consideration of vendors or consultants that:
- Have experience working with philanthropic membership organizations, foundations and/or nonprofit organizations.
- Center racial equity and social justice in their values, structure, and work.
- Have a proven track record of exceptional customer service and timely responsiveness to client needs.

As an organization committed to social justice and racial equity, GCIR recognizes the importance of identifying and working with vendors and consultants that bring a wide range of educational, professional, and lived experiences. We welcome potential vendors and consultants of all races,

ethnicities, nationalities, religions, abilities, sexual orientations, and gender identities and expressions. We strongly encourage people of color, women, LGBTQIA+ individuals, those from immigrant and refugee backgrounds, differently abled people, formerly incarcerated people, and people of any historically marginalized identity to submit an RFP. Potential vendors and consultants will not be discriminated against because of race, color, sex, sexual orientation, gender identity or expression, age, religion, national origin, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state, or federal laws.

Submission & Selection Process

- Proposals are due no later than Friday, February 10, 2023 via email submission to rfp@gcir.org.
- Top candidates will be invited to participate in a brief conversation with GCIR.
- Candidate selection process will conclude by March 3, 2022.
- We expect the design process to be finalized by August 2023. This timing is estimated and will be based on design approval by our web developers.