



November 25, 2024

Request for Proposals

Website Support for Democracy Fund

Overview

Democracy Fund is seeking a consultant or consulting firm to provide ongoing support for our website properties. While we currently handle hosting services and domain management, we are looking for multi-faced support with maintaining and optimizing our websites. There is the possibility of opportunities for developing microsites, campaign websites, or redesigning core websites, but those would all be initiated with a separate scope.

We are not seeking a redesign or new website build at this time. Our ideal partner will offer a holistic approach to long-term website support, combining technical expertise with strategic insight. We are looking for a firm that can seamlessly integrate with our team and other contractors and provide both advice on best practices, as well as hands-on technical support.

About us

Democracy Fund is a foundation working to build an inclusive, multiracial democracy that is open, just, resilient, and trustworthy. Created by eBay founder and philanthropist Pierre Omidyar, Democracy Fund and its partner organization Democracy Fund Voice have together committed almost \$425 million in grants since 2014 to support those working to strengthen our democracy. As part of this project the consultant/consulting firm will be partnering with a main point of contact, and with a small Communications team. Other staff members from across our programmatic and functional teams may be engaged as needed for specific requests.

Scope of Work

REQUIRED SERVICES

Day-to-Day Maintenance

- Ensure websites remain secure, up-to-date, and perform optimally
- Monitor and resolve any technical issues that arise
- Handle routine updates to plugins, themes, and core WordPress installations
- Maintain backups and security protocols
- Ensure all updates maintain site performance and security

Content Updates and Feature Implementation

- Implement new features as needed, including:
 - Support the addition of new content types or data visualization needs, including interactive elements of visual data

- Modify existing functionality to meet changing requirements
- Support integration with third-party services and tools
- Update website elements to reflect brand evolution as needed
- Implement color scheme changes systematically
- Ensure consistent application of brand guidelines across all properties

Technical Problem Resolution

- Investigate and resolve issues affecting website functionality
- Address any compatibility problems between different components
- Optimize site performance when issues are identified
- Provide solutions for browser compatibility issues or responsive design issues

Performance and Security

- Monitor website performance and suggest improvements
- Maintain security best practices
- Implement and maintain caching and optimization strategies
- Regular security audits and updates

Project Management

- Track and provide updates on requests or projects
- Share notes from meetings
- Facilitate meetings (if requested)
- Collaborate with other teams or third-parties as needed for specific projects or requests

Digital Accessibility Enhancement

- Conduct regular accessibility audits of website content and features
- Provide recommendations for improving accessibility compliance
- Implement updates to meet WCAG guidelines
- Ensure new features and content meet accessibility standards
- Develop and maintain accessibility documentation and best practices

ADDITIONAL/DESIRED SERVICES:

SEO and Analytics Services

- Regular analysis of website performance metrics
- Preparation of periodic analytics reports with actionable insights
- Recommendations for SEO improvements based on current best practices
- Monitor and report on key performance indicators
- Suggest content and structural improvements to enhance search visibility
- Support implementation of tracking for new features or campaigns

Proactive Technical Monitoring and Guidance

- Monitor industry trends and changes that could impact website performance
- Provide early warning of upcoming technology changes with the potential to affect our websites
- Regular assessment of plugin and theme compatibility with future updates
- Identify potential security vulnerabilities before they become issues

- Suggest proactive improvements to maintain optimal site performance

AI Integration and Strategy (impact assessment & implementation guidance)

- Monitor and report on AI developments relevant to website operations
- Assess potential impacts of AI on website security and performance
- Evaluate AI-related risks and opportunities for website functionality
- Identify opportunities for AI integration in website operations
- Suggest AI-powered tools to enhance user experience
- Provide recommendations for responsible AI implementation
- Support integration of selected AI features

Budget

- Please specify and explain your preferred payment model
- This scope is expected to range between \$30,000 - \$60,000 for a 12-month contract.

Submission

We expect this engagement to start in January/February 2025 and begin with a 12-month contract.

When preparing your submission we ask that you submit basic information about yourself or your organization, examples of past work, and a cost estimate. We'll conduct interviews with finalists in January 2025. We'll be reviewing proposals on a rolling basis starting the week of December 9, 2024. The final cut off for proposal submission is January 3, 2024.

Please include the following materials:

1. Summary of relevant qualifications of the consultant or organization doing the work
2. List of relevant past projects and examples of past work
3. Two references that can speak to your performance on similar projects
4. Hours of availability and recommended average number of hours per week to provide requested support
5. Cost estimate and rates
6. A list of team members who would be assigned to the project and their resumes

Please submit proposals or any questions to info@democracyfund.org.