REQUEST FOR PROPOSALS

Website developer
27 July 2023

ABOUT THE FREEDOM FUND

The Freedom Fund is a global fund with the single aim of helping end modern slavery. We partner with grassroots organisations and communities on the frontline of modern slavery. Standing in solidarity with our partners we aim to dismantle the local and global systems that create the conditions for modern slavery to exist.

• We build on frontline partner insights to create locally relevant solutions
• We support frontline partners and impacted communities to realise their collective power
• We create power shifts in local and global systems
• We focus on evidenced-based programming that positively impacts people’s lives

The Freedom Fund is a pooled philanthropic fund, not a traditional charity or international NGO. We do not pursue small donations from the wider public.

Our history

Our vision, mission and values

Our latest impact report

TARGET AUDIENCE

Our target audience is philanthropists and institutional donors, mainly based in the US, UK and Europe. We do not engage with the general public or corporate donors in a significant way. We do not seek to raise funds via our digital channels but rather engage and reinforce our reputation with our target audience.

Our current donors/funders can be found here and here.

Other stakeholder groups include the grassroots partners we fund; research and academic bodies that we fund and collaborate with; and other organisations/allies in the modern slavery space.

We are headquartered in the UK and the US so this needs to be considered. This also makes the ‘space’ in which we work complex. Other organisations in the space include:

In the US: Global Fund to End Modern Slavery, International Justice Mission, Justice and Care, Free the Slaves, Freedom United

In the UK: Anti-Slavery International, Salvation Army

We are also a ‘pooled’ fund similar to the END Fund, Global Fund for Human Rights, Global Fund for Women, Robin Hood, Co-Impact.

Other organisations in our space include Human Rights Watch, Human Trafficking legal Centre, Environmental Justice Foundation, ETI, Transparentem, ILO, IOM.
OBJECTIVES

The Freedom Fund is accepting proposals to develop a new website. Our existing website is outdated in appearance, structure, and functionality and has had only minor edits over the past eight years.

The new website should be responsive and engaging for visitors with increased use of branding and visual elements. The navigation should be intuitive and clean. The website management should be easy and flexible for Freedom Fund staff and require only basic web management skills and limited personnel.

- A new design that reflects the Freedom Fund’s core messages, updated brand identity and helps to achieve our goals to ‘elevate frontline voices’ and to ‘position the Freedom Fund as thought leaders in the movement to end modern slavery.’
- Interpretation of updated visual brand elements for the digital space and new visual design.
- Responsive design with a consistent user interface across all devices.
- The implementation of a rationalised, user-friendly and administrator-friendly approach to navigation and information architecture.
- User friendly administrator visual builder for flexible, streamlined management of website by Freedom Fund team.
- Review of our digital infrastructure inclusive of DNS, hosting and security.
- Systems and integrations that leverage limited human resources through improved efficiencies in web management.
- Potentially, the capacity to provide a multilingual user-experience and content (or the groundwork to build a multilingual site in the future).
- Accessibility – The website must be inclusive to all and therefore accessibility must meet WCAG AA standard on all key pages.

COMPLETED RESEARCH

The Freedom Fund aims to refresh our online presence in accordance with our new recently completed brand narrative to ensure our digital offering is user-led and aligns with our strategy to promote frontline voices and works to reinforce our reputation in the sector and educate and grow the movement to end modern slavery.

We have completed a brand overhaul with updated visual guidelines, graphics, and images that are not yet implemented nor adapted for our website.

We have completed a discovery phase with various internal stakeholders (CEO, other leadership, representatives from fundraising, program, and research staff) to identify needs internally (programs, partnerships, research, and other departments) and externally (stakeholders such as board members, donors, researchers, journalists, and partners). The discovery phase identified opportunities and issues that will inform the design and development of the site. Completed materials to inform the build include:

- Website strategy
- User journeys
- Information architecture and navigation recommendations
- User interviews research report
- Wireframes

Building on the findings from the discovery phase, we are seeking a website developer to create the visual design of the website and complete the front and backend build.

CONSIDERATIONS

Brand project: We have finalised a new brand and tone guide as well as updated visual treatments that would need to be incorporated into the visual design and vision for the new website. The visual
elements have been primarily designed for print and will need to be interpreted for digital presentation.

**CMS:** The current website is built on Wordpress and we prefer to continue with Wordpress as our CMS moving forward. The documentation from our discovery phase supports a Wordpress build.

**CRM integration:** The Freedom Fund manages various contacts via Salesforce, which has integrated automations with the website including sign-ups for various mailing lists and event registration. We are open to reconsidering these integrations (e.g. moving to third party event registration software), but would like to explore options for streamlining these dataflow processes.

**Content refresh:** Most of the written content will be updated by the Freedom Fund team during the redevelopment process in accordance with the timeframe agreed upon with the development agency. Updated still images and video content will also be developed and provided by the Freedom Fund team.

**NEXT STEPS**

If you would like to put in to tender, we ask that you put together a proposal inclusive of:

- Overview of your company / values of your organisation
- Outline of your website design & development strategy
- Details about your team
- The approach you would take and how you will meet our objectives
- Proposed website timeline from kick-off to launch
  - Final delivery should be no later than January 2024. We hope to begin the build in September 2023
- Recent design & development examples, other relevant experience
- Information on hosting and maintenance packages for continued support
- Any key differentiators about you
- Pricing with optional elements line-itemed

Once we have reviewed the proposals, we will ask select candidates to pitch.

**Deadline for proposals: 15 August 2023**

**Email proposals to comms@freedomfund.org**