



## **Request for Proposals Organizational Website**

### *Overview*

Grow Pittsburgh seeks a redesign and redevelopment of its website, [growpittsburgh.org](http://growpittsburgh.org).

### *About Grow Pittsburgh*

Grow Pittsburgh is an urban agriculture nonprofit located in Pittsburgh, Pennsylvania. Our mission is to teach people how to grow food and promote the benefits gardening brings to our neighborhoods. We believe access to locally-grown, chemical-free fruits and vegetables is a right, not a privilege. We envision the day when everyone in our city and region grows and eats fresh, local and healthy food.

### *Background*

Grow Pittsburgh's organizational website, [www.growpittsburgh.org](http://www.growpittsburgh.org), was designed in 2012, over 4 years ago. The organization has gone through many changes since then, changing and adding programs, and also significantly building a membership base which increasingly relies on the website for news and information. As a result the time has come to improve the website for everyone accessing it.

### *Challenges and Needs*

Many aspects of [growpittsburgh.org](http://growpittsburgh.org) need to be updated, but are currently inaccessible for Grow Pittsburgh staff (minor updates to plugins is just an example). A site that can be easily updated by many staff, and updated by a more trained few, is important.

The site not only serves as an information page for the organization, but also provides resources for home gardeners in Pittsburgh and beyond. We recently launched an Info Hub, which provides informational resource sheets on a wide variety of topics for gardeners. Those files are PDFs on the website, which is clunky and keeps them from being found by search engines. We want to provide PDFs to download but would prefer the content be displayed in more a visually appealing way.

As the organization has changed and evolved, the sitemap has had to change as well. However, navigating the site is not intuitive and much of the content isn't well organized. The site also has an event calendar for all of Grow Pittsburgh's events. Individuals can register for these events through

Salesforce, our database system, but Salesforce isn't currently well integrated. We recently launched a Urban Garden Map (<http://www.growpittsburgh.org/map/>) and would like for it to be better integrated in the site and featured more prominently. This map is a great tool for telling the story of growing in Pittsburgh, and to connect gardeners with others in their area.

The organization also has two websites – in addition to [growpittsburgh.org](http://www.growpittsburgh.org), we also host [www.edibleschoolyardpgh.org](http://www.edibleschoolyardpgh.org). We are only seeking a redesign for our main site, but desire a stronger connection (both in looks and links) between the two sites.

### *Audience*

Our website's primary audience is varied, but includes gardeners looking for assistance and individuals interested in learning more about our programs. For gardeners, this is where our Resources section comes into play. Beyond assistance in the garden, gardeners are looking for information about our Garden Resource Center or other gardens in the area. They're also signing up for our workshops.

We also have a high number of individuals and groups who want to volunteer with us. These individuals aren't necessarily gardeners themselves but want to be a part of Grow Pittsburgh's work. It's important that these individuals (or groups) are directed to the right kind of volunteering for them.

Finally, we seek to have an increasing number of people who visit our site for these various resources and are then compelled to become members and donate to the organization.

### *Project Goals*

Develop a mobile-responsive website that meets the following criteria:

- fully integrated with Grow Pittsburgh's Salesforce platform;
- newsletter signup integration for the organization's MailChimp newsletter;
- an easy-to-update blog featured prominently on the homepage;
- a navigable Resources section that is visually appealing, SEO optimized, and still allows for easy downloading;
- a streamlined volunteer signup page that connects individuals or groups with the proper volunteer site (e.g. questions that direct visitors to the correct form to fill out for the kind of volunteering they want to do);
- social media integration – sharing buttons as well as updates of the organization's Facebook, Twitter and Instagram feeds;

- Contact Us form with options for individuals to self-select what kind of question or information they have, which will direct the Form to the proper staff member at Grow Pittsburgh;
- prominent featuring and integration of the Urban Garden Map.
- a more intuitive site map with easy breadcrumbs and navigation on internal pages; and
- is consistent with the established Grow Pittsburgh branding and cohesive with the Edible Schoolyard Pittsburgh website (currently [www.edibleschoolyardpittsburgh.org](http://www.edibleschoolyardpittsburgh.org)).

We would also like to see possibilities for secure (free from spam) message boards where gardeners can speak to each other or to Grow Pittsburgh staff about questions or concerns. Please itemize this request separately.

#### *RFP Timeline*

RFP Issued: July 13th

Proposals Due: August 5th

Shortlist Interview Period: Week of August 22nd

Selection Announced: by September 2nd

#### *Submission Process*

Proposals should be sent electronically to Maggie Graham at [Maggie@growpittsburgh.org](mailto:Maggie@growpittsburgh.org) by August 5th. Questions should also be directed to Maggie Graham at [maggie@growpittsburgh.org](mailto:maggie@growpittsburgh.org).

#### **BUDGET**

The total budget for this project is \$12,000.

#### **PROPOSAL REQUIREMENTS**

Proposals should include a list of at least 3 former clients for reference. The proposal should also include links to samples of your work. Proposals should include itemized fees.