

Californians for the Arts & California Arts Advocates
Request for Proposals: Website Design + Brand Identity

Scope / Purpose

We are two arts advocacy organizations: Californians for the Arts (501c3) and California Arts Advocates (501c4) run by a small remote team. Collectively, we are growing the reach of both organizations at a critical moment. The pandemic has devastated arts and culture venues across the state, and ambiguous state guidelines and slow audience returns to the arts have created barriers for artists and the arts economy.

- Californians for the Arts builds public will for and awareness of the value of the arts, culture and creative sector to influence public policy and support sustainability for the creative industries.
- California Arts Advocates develops and lobbies for policy that supports arts, culture and creativity. We are working to change perspectives about the role of art in our society and the value of artists to our state economy, community health and to advancing justice.

The current websites and graphic identities of both organizations do not properly reflect the work that we do. One website is practically defunct, the other is hard to manage and its architecture isn't dynamic enough to support the content we produce, nor the vision we have for growth. It's often hard for constituents to tell the difference between the work of the two organizations. Further, our logos are long and do not support different orientations or placements; we have no style guide. We seek a partner to help re-architect both websites, refresh our identities, and help us better communicate our work to our audiences.

Californians for the Arts and California Arts Advocates will prioritize working with individuals/companies that are BIPOC-led, mission-aligned, and/or have a history of working to increase diversity, equity, and inclusion in their projects.

Main Contacts

Julie Baker, CEO
julie@californiansforthearts.org | 916-296-1838

Eduardo Robles, Manager of Communications and Field Engagement
eduardo@californiansforthearts.org | 916-520-6049

Timeframe

| | |
|--------------------------|--------------------|
| RFP Release Date | August 2, 2022 |
| RFP Deadline | August 22, 2022 |
| Initial Vendor Selection | Sep 2, 2022 |
| Final Vendor Selection | September 16, 2022 |

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|----------------------------|--------------------|
| Project Kickoff | September 22, 2022 |
| Desired Project Conclusion | May 1, 2023 |

Budget

\$65,000.00

In proposals, we'd prefer to see itemized costs per deliverable (Website, Branding, Digital Strategy) and technical requirements. Please include any nonprofit rates if applicable.

Current Site(s)

| Website | Hosting | CMS |
|---|---------------------|-------------|
| https://www.californiansforthearts.org/ | Homestead/Wordpress | Squarespace |
| https://californiaartsadvocates.org/ | Homestead/Wordpress | Wordpress |

Current metrics (Jan 1 - July 28, 2022): 60,533 page visits.

Top Californians for the Arts Page Views:

- Home: 12,588
- ACCM 2022: 5,420
- ACCM Showcase: 3,079
- NPPA page: 2,967
- Programs: 2,662
- CA Relief Grant: 1,587
- AB-5 and AB-2257: 1,528
- Staff and Board: 1,335

Integrations:

Our site currently interfaces primarily with EveryAction (our CRM) where we manage donations, memberships, host sign up forms, and manage email marketing. We also frequently host materials on google drive and link out there from our site. We also use Zoom to host webinars and events (which also interfaces with EveryAction). As a team, we currently do most of our content management/planning using Google Drive and Trello.

Objectives / Goals

Our primary goals for redesigning both of our site's are:

1. Streamline both websites to same CMS, improving navigation design and user experience through better content prioritization, visual appeal and navigation of offerings;
2. New and intuitive pages that support our content production (blog, aggregated research, graphics and videos) with multiple opportunities to access or direct to this content;
3. Improved relationship and navigation between both sites and branding that supports this.
4. Keep our anti-racist values and accessibility considerations at the forefront of the redesign and rebrand.

Addressing these goals will ideally achieve our overall objective of making our website content more accessible to visitors and engaging them so that they return to use the websites as their primary information resource for arts and cultural advocacy resources, policy updates, and cross-sector opportunities. A concurrent objective is increased clarity about the work of each of our organizations; how they partner and how they differ.

Audiences:

Our audience is primarily located in California and is comprised of non-profit organization leaders and workers; individuals actively engaged in arts advocacy; arts & culture affiliated individuals looking for resources on funding and policy; artists engaged in community planning and community organizing; arts integration leaders involved in creative youth development; community leaders representing social justice organizations; thought leaders influencing arts policy; government officials who support the arts; arts funders interested in arts policy development; and culture bearers who champion traditional arts.

Scope of Services:

- Develop new site architecture for both websites (includes proposing best CMS for sites); including user experience and user journey mapping development
- Oversee migration of content both websites including archival content; improve ability to embed forms from EveryAction
- Develop branding and graphic design elements for sites with key deliverables being logo refresh and style guide as well as custom CSS template for our EveryAction forms and emails that matches with new site branding/graphics/style guide
- Develop content and editorial strategies for communications and website marketing
- Develop digital strategy to increase engagement with target audiences
- Sites/design adheres to web accessibility standards as much as possible
- Wishlist:
 - Ability to have website pages into other languages
 - Site searchability function including within PDFs/materials
 - Members only portal with ability to host peer-to-peer discussion and resource sharing
 - Ability for users to submit content to certain areas of the website

Proposal Requirements

1. A short background narrative about the firm's history, principals, primary services, client base and areas of special expertise. If the proposal is jointly submitted by more than one firm, provide the information requested above for all firms and indicate which firm is the primary respondent. CFTA reserves the right to select a primary firm for the contract with all other companies engaged as subcontractors.
2. A brief summary describing the firm's overall approach, including strategies for accomplishing the Scope of Services and rationale for your approach.
3. Three work samples of the firm's prior projects and successes, including visual identities adopted by past clients, website and other material examples (e.g. style guide, outline of editorial strategy, digital strategy and outcomes, etc.)
4. A timeline for fulfillment of each project component detailed in the Scope of Services.
5. A proposed budget with calculations and rates for establishing the budget. In particular, differentiate the cost for each project component listed in the Scope of Services. Please also indicate any nonprofit discount.
6. Name of the primary contact who will oversee the fulfillment of the Scope of Service and a summary of his/her/their credentials and experience. If the Proposal is jointly submitted by more than one firm, indicate who will be the principal representative from each firm and how they will collaborate to ensure completion of the Scope of Service
7. Reference contact information (name, telephone number and email) for three other clients for whom the primary contact assigned to this project has completed comparable work. If the Proposal is submitted by more than one firm, provide two client references for projects led by the principals from the secondary firms.

Proposal Submission

Concise proposals are encouraged. Proposals must be received by 11:59 PM PST on August 22, 2022. Email entries are preferred and should be submitted to julie@californiansforthearts.org.

Questions about Californians for the Arts & California Arts Advocates or this RFP should be directed to Eduardo Robles, Manager of Communications and Field Engagement at Californians for the Arts: eduardo@californiansforthearts.org.

Thank you!