

Equality Now Website Brief

Jan 2024

Equality Now is looking for an experienced partner to help us bring our current WordPress website in line with our refreshed brand and digital strategy.

About Equality Now

Founded in 1992, Equality Now is an international human rights organization that works to protect and promote the rights of all women and girls around the world. Our campaigns are centered on four program areas: Legal Equality, End Sexual Violence, End Harmful Practices, and End Sexual Exploitation, with a cross-cutting focus on the unique needs of adolescent girls. Equality Now combines grassroots activism with international, regional, and national legal advocacy to achieve legal and systemic change to benefit all women and girls and works to ensure that governments enact and enforce laws and policies that uphold their rights. Equality Now is a global organization with partners and members all around the world. You'll find our 80+ team across the world in places such as Beirut, London, Geneva, San Jose, New York, Nairobi, Tbilisi, Washington DC among others.

Strategic Direction and Objectives: Future Proofing Equality

After 30 years, Equality Now is in a new phase of its history. In 2022, we launched our new organizational strategy [Future Proofing Equality](#), which details our priorities between 2022 and 2024.

This plan sets out how Equality Now will continue to confront and challenge inequality in every area, from the age-old constructs of religion and tradition to the digital environments and culture of the modern world.

This work will be done in over 75 countries by a global staff body made up of expert lawyers and advocates, represented in 25 countries, speaking dozens of languages. It will also be led by our new Global Executive Director, Mona Sinha.

Responding to Future Proofing Equality as Communications

Resetting our digital strategy to ensure our digital communications infrastructure matches our global operation, programmatic, fundraising, and marketing goals is one of three key projects that the Communications Team is delivering in response to Future Proofing Equality. The digital strategy will be completed in February 2024, and this website refresh is a key part of its implementation.

The digital strategy and website refresh are accompanied by a brand refresh, clarifying our audiences, positioning, and visual identity and mapping this into our internal and external functions.

Refreshing our brand

Who we are now as an organization, in terms of how we operate and what our role is in the world has changed from the last time we considered our brand. In 2016, Equality Now was less global in its staff composition. We worked on “action” cases, using digital activism to advocate for change. There was a focus on constituency building for the purposes of low-level fundraising. Our focus on legal reform and international human rights law was strong, but we had a stronger “activist” persona. We fit with that time in our and the external world’s history. But looking at who we are now, and where we need to be for the next 5-10 years, we need to reflect and evolve our brand.

In consulting and exploring the challenges and opportunities that the new strategy would address, six key issues in relation to our brand stood out:

1. **The premise of how and where we “do” our advocacy work has evolved:** In both the type of work we do to change discriminatory laws that impact women and girls. We have less emphasis on online activism and more work on research, dialogue, and direct high-touch, high-level advocacy.
2. **The geographic spread of our work and networks has broadened and deepened.** We now have long-term work streams in Latin and Central America, South Asia, and Eurasia, and deepened our work in the Middle East and Africa. Additionally, our global campaign and coalition work has increased with work on family laws, digital rights, online sexual exploitation and abuse, and sexual violence. Each of these areas also means we have partners in those spaces.
3. **Audiences have shifted:** Our primary audiences are decision-makers, civil society leaders, politicians, and commentators who want expert, considered, balanced thinking from organizations that value collaboration and seek out diversity. Our work and, therefore, audiences have also expanded in breadth and depth geographically.
4. **Our fundraising priorities have shifted:** Greater focus on major donors and corporates, rather than low dollar value donors, and continue to attract institutional donors.
5. **Transparency, authenticity, balance, expertise, and integrity:** These are our watchwords in how we operate and communicate if we are to continue to efficiently deliver change at the pace and scale that women and girls need.
6. **Impact demonstration is key to sustained success:** The power of our influence and our attractiveness to funders depends on our ability to show impact and progress.

We are currently revisiting our brand, across how we talk about ourselves, our look and feel, messaging and tone of voice, etc.

Our refreshed brand will be delivered in tandem with this project, with assets and core brand copy available and approved by end March 2024. Once appointed, the website agency will join our existing multi supplier working group delivering on the brand refresh, alongside our brand strategists, visual designer and copy writer.

Our refreshed brand proposition

Vision A world in which all women and girls have equal rights under the law and full enjoyment of their human rights	
Mission To achieve legal and systemic change that addresses violence and discrimination against all women and girls around the world	
Role We are active agents of legal change that secures enduring gender justice and equality for all women and girls, to the benefit of all	
Proposition We are (the only) global agents of change who uniquely combine <u>exemplary legal skill and acumen</u> with a <u>proven record and methods for delivering change</u> , and with the <u>long-term commitment of a passionate reformer</u> . Which means that we demand, inform, catalyse, craft and guide effective legal change that paves the way for more equal, sustainable, and prosperous societies; benefiting not just women and girls but all people, their communities and nations.	
Values Integrity Inclusiveness Tenacity Perseverance	Personality Persuasive Optimistic Respectful Thoughtful

Our digital principles

The digital strategy, which will inform the delivery of this website project, has been guided by the following principles. The website project should also be delivered in line with these principles, where relevant:

1. Be broadly accessible to our target audiences (language, channel, relevance, etc.)
2. Allow us to respond quickly to emerging issues (incl. across regions and time zones)
3. Allow us to maximize fundraising opportunities
4. Allow flexibility in our tactics while maintaining consistency across our channel presence
5. Maximize our available organizational resources and platforms
6. Facilitate and amplify expert analysis from our staff and across our network
7. Allow us to ensure continuous improvement through data-driven insights
8. Consider our staff, engaging their potential as advocates and influencers within their network
9. Contribute to fostering a culture of innovation across the organization

Our current digital ecosystem

The current equalitynow.org site is built on WordPress, using Mailchimp for newsletter signups and Fundraise Up for donation processing. We use New Mode for digital activism, but this has become less and less a priority for the website.

The current site was built in 2021, and was a first step toward shifting the focus of the website away from online activism and toward prioritising our expertise and knowledge base.

We have 60k users per month on the site from across the world, some with low bandwidth connections and some needing to access content in other languages apart from English.

Project Brief and Deliverables

Equality Now is looking for an experienced web agency to deliver a refreshed website in line with our new brand identity to launch in June/July 2024.

The new site will be an improved version of the current site, with user journeys revolving around clear personas with funnels and conversion points satisfying user and organizational requirements in line with the new digital strategy.

That will result in better on-page SEO, refreshed and relevant content delivered at the right time, improved customer experience leading to conversions that deliver good quality scores that support improved SERPs.

We hope to see:

- more of our target audience segments who are currently cold to our cause learning about why the law matters for gender equality,
- more donors supporting our cause financially,
- more of our peers and policy professionals using the resources and research on our site, believing us to be thought leaders in gender equality in the law, particularly on ending sexual violence, harmful practices, and sexual exploitation,
- more activists around the world with the information on international standards in human rights law that they need to change laws and practices in their own countries.

The new site must be:

- **Responsive** - working equally well on desktop, tablet, and mobile
- **Accessible** - conforming to at least AA WCAG 2.2 guidelines across multiple languages
- **Multi-language** - delivering content across multiple languages, namely French, Spanish, Arabic and Russian where relevant using WordPress Multi Language or equivalent.

- **Sustainable** - minimising the energy consumption of the site, across hosting, code, etc.

Website content

As part of the brand refresh existing core content will be refreshed in line with our new tone of voice and brand messaging, and other content restructured in line with a new site map and page structures. While brief does not cover copywriting across the website, which will be delivered separately mainly by Equality Now staff, content frameworks for pages in line with UX should be considered.

Images

We have a strong image library, but also often rely on stock imagery to meet our needs. New imagery will be delivered alongside the brand refresh.

Audiences

These are the two key audiences within our brand refresh:

Group	Description	EN Objective	What they are looking for
Professionals	<p>High level decision makers in multilateral governing bodies (UN, AU, EU, OAS, etc.) and heads of states with a weighting to countries such as Brazil, Kenya, Jordan, Lebanon, Georgia India, Indonesia, South Africa</p> <p>Professionals working in women's/human rights including: Women's' Rights Activists International Bodies such as IMF and World Economic Forum Policy Advisors Civil Society Judiciary and Law Enforcement Academic INGO</p>	Support and adoption of recommendations	<p>Demonstrate expertise & depth of knowledge</p> <p>Be well-respected, recognised, command respect of other organisations</p> <p>Use straightforward, understandable language (but not too simple!) and visuals</p> <p>Demonstrate globalness of EN and representation of local organisations</p>
Funders	<p>Institutional Funders Corporate CEOs/CSR representatives Major Donors</p>	Significant, sustained funding into our work	As above but allow a level of being contemporary

Across the website more broadly, these are the audience groups our website needs to serve:

Audience	Desired Action 1	Desired Action 2	Desired Action 3
Decision-makers / advocacy professional targets (political or policy – regional and international)	Believe the organization is credible	View it as a thought leader	Read and use our research
Women's rights activists/CSOs/Gender equality professionals	Easily access information about gender equality, how their country matches up to international standards, and how we work to make equality reality.	Believe Equality Now is a credible thought-leader on gender equality in the law	Feel empowered with information on how to access human rights mechanisms, including CEDAW submissions, UPRs, etc, and international/regional courts.
Trusts and foundations	Get an overview of our work, history, finances, and other funders	Engage favorably with grant applications because we look credible and professional	
Corporates (CSR, CEO)	Know what this charity does. Learn what opportunities there are for our partnership and add it to my 'shopping basket'	Believe that our organizational values align / Get a feel for the team	Feel inspired -like this partnership will deliver competitive advantage – request contact
Media/journalists - (national, regional and international)	Believe that the organization is credible	Access our training/resources for journalists to improve their gender-sensitive reporting	Get in touch to request comments/interviews
US/UK public supporters (including all levels of donors)	Learn more about the cause – belief in the organization's ability to fix it	Feel moved to donate/fundraise and be able to easily do so	Sign up to receive communications
Potential employees	Believe the organization is credible and values match	Apply for a job via JazzHR	

Website functionality / integration requirements

This will be verified during the refinement of the UX, but at the moment the site needs to:

- Integrate with Fundrase Up and Beacon, our donation platforms
- Integrate with Mailchimp
- Customizable landing pages - not requiring high levels of coding/website experience to use.
- Easy social/WhatsApp/email sharing of pages and actions
- Display multi language content using Wordpress Multi Language

Budget

Up to \$40,000

Ideal timeline

- Feb - Appoint agency and begin discovery
- March - User journeys, site map and wireframes

[Brand assets delivered in March/April - we envisage the graphic designer working on the brand will deliver website design concepts as part of the deliverables of the brand project, these will be informed by the wireframes developed within this project]

- April - Integrate brand assets into web design + development
- May - Development
- June - Testing & Ideal Launch **June/July**

Response required

Please send an initial deck detailing relevant case studies, including confirming that you can meet our budget a timeline for delivery to Katherine Payne, Global Head of Digital and Production (kpayne@equalitynow.org) by Feb 14th, with pitches to our team scheduled for w/c 19th February.

If you have any questions, please do not hesitate to get in touch.