

Request for Proposals

Leading Change Network Rebranding and Website Development

Project: Leading Change Network Rebranding and Website Development

Client: Leading Change Network (LCN)

Contact: Ana Babovic, LCN Executive Co-Director

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Submission Deadline: Friday, September 29th COB EST

Targeted Launch Date: Mid-December 2017

PROJECT OVERVIEW

Leading Change Network is looking for a creative design and web development company to redesign the visual identity of the Network, as well as to design and develop a highly interactive website for the organization, by December 2017 when the relaunch of the LCN is expected.

ORGANIZATIONAL BACKGROUND/OVERVIEW

Leading Change Network was established in 2012 under the leadership of Professor Marshall Ganz, Senior Lecturer in Public Policy at Harvard University, and the main creator of the unique framework for Community Organizing and Public Narrative, an approach that has proven its effectiveness around the world including the most recent success of the French movement “En Marche”.

LCN today is a global nonprofit registered in USA 501(c)(3), gathering leaders, activists and organizers from all over the world, around shared values rooted in democracy, social justice, human rights, moral courage, resilience, leadership and stewardship.

LCN is a community of organizers, educators and researchers, not a platform disseminating knowledge. Our programs are built and led by our staff and our members alike.

MISSION AND VISION

The mission of the LCN is to bring together those engaged in collective action for social and political change around the world, and create a global community around learning, practicing, and enhancing organizing to achieve resilience and impact. All for justice, rights and stewardship.

What is LCN?

Leading Change Network:

- ❖ is a **community** of those engaged in organizing for social and political change around the world;
- ❖ develops **leadership** and enhances the way collective action is organized;
- ❖ creates **online and offline space** for its members to meet, learn and improve their community organizing practices;
- ❖ keeps track of **new trends, innovations and the latest research**, making them available to its community.

OUR OBJECTIVES

LCN has three main objectives:

- To become a **Home Base for Community Organizing** by introducing it to new people, developing leadership capacity of those practicing it and evolving it from practice;
- To become the widest and strongest **global community** that comes together to learn from each other, achieve impact, and maintain resilience;
- To **develop leadership** in the community necessary for building power, organizing action and creating change.

CURRENT SITUATION

For many years, LCN has been recognized as a global community providing its members (organizers from all over the world) with spaces and tools for support in learning, building moral courage, and resilience. Initiatives were mostly member-driven and, although very successful, there have been periods of lower or no activity. LCN has been dormant for the past two years. However, with the recent events across the political spectrum around the world, the pressure on the LCN to relaunch its activities intensified.

People around the world are recognizing their role in resisting, fighting back, and reclaiming democracy. They are trying to find their communities and gain the necessary power to change the world as we know it today. Majority of these movements are struggling with the lack of leadership, strategizing and structuring skills, as well as building resilience capacity for long-term strategic action and response.

Having the capacity, knowledge, experience, and people, the Leading Change Network made a decision to step up and help address the challenges that the democratic world is facing today.

The LCN Relaunch requires a change in the organizational structure, creation of a new strategy and programs, hiring staff, reengaging old members, as well as scaling up and attracting new members to join. After a thorough listening drive, conducted with members of our community, as well as with representatives of competition or cooperative organizations, the leadership team led by two executive co-directors, came up with the mission, strategy and programs design.

We are now in the process of setting up the entire organization, and we are aware that without making our vision attractive to people inside and outside the organization, our success might be jeopardized. So, we need to rebrand our visual identity and develop a new highly interactive website that will boost the growth of our global online community.

PROJECT SCOPE

The purpose of this project is to rebrand the existing organization, to make it look attractive, creative, and inspirational, so as to attract the target audience to become users and members of the LCN.

To this extent, this project has three specific objectives it wishes to fulfill:

- 1) Rebranding of the LCN;
- 2) Design of the LCN portfolio and visual identity, including paper and online stationary, platforms, Logo, etc;
- 3) Design, development and short-term maintenance of a highly interactive website to reflect the portfolio.

TARGET AUDIENCE

Our primary target audience are people engaged in collective action, especially those focused on organizing, from all over the world. Our secondary audience are those who participated in workshops, training sessions, courses on community organizing or public narrative, through courses provided either at Harvard Kennedy School of Government or by our members, coaches, trainers and affiliates.

BRANDING & COMMUNICATIONS PURPOSE and GOALS:

- Reintroduce LCN to members and potential members in a way that allows them to see LCN membership as an important asset to their professional and career development;
- Position LCN as an exciting, fun, and progressive organization to which to belong;
- Position LCN as a unique, active and cutting-edge organization;
- Position LCN as the premier organization in leadership and organizing;
- Position LCN as the Best Global Peer Network in leadership, collective action and organizing;
- Position LCN as the premier association to belong to if you are an organizer, activist, coach/trainer in community organizing and/or public narrative;
- Position LCN as a community, not a platform;
- Position LCN as international, not American.

BRANDING REQUIREMENTS:

- Develop a brand strategy that specifies the LCN's primary audiences, brand values, personality, value proposition, brand positioning and brand promise;
- Create a new tagline for the organization;
- Establish a new visual identity (including Logo) for the organization and create a visual identity standards manual or brand book that governs the use of the identity (including fonts, brand assets, other graphic elements, and color palettes for a host);
- Develop print collateral (brochures, letterhead, business cards, PowerPoint template, annual report, case for support, email signature, view book);
- Develop a Guidance on brand launch, and brand guidance for Video, Print, Digital, Broadcast.

WEBSITE REQUIREMENTS:

CMS

- ◆ Developed and maintained in WordPress
- ◆ User friendly – allows easy use by members
- ◆ Website must be integrated with
 - Google Analytics
 - Social Media (Facebook, Twitter, Instagram, LinkedIn, Youtube)
 - Database (we currently use Every Action but it might change)

The Website Design should be:

- ◆ In line with the proposed branding
- ◆ Simple, attractive, modern and has creative solutions

- ◆ Responsiveness: the website fits and looks good on all standard screen sizes and displays (incl. retina), and both orientations (e.g. low number of resource-heavy animations and resizing breakpoints)
- ◆ Performance: site loading and execution speeds, as well as bandwidth usage, are taken into account for end-users
- ◆ Developed with future iterations/customization in mind.

Content and features:

1. Static pages:
 - a. About LCN;
 - b. Page for each program: Home Base for organizing, LCN Communities in action, LCN Forum, Global Gathering;
 - c. Page for membership;
 - d. Page for Faces of LCN.
2. Option to register for the event/course on the following pages: Home Base for organizing, LCN Forum and Global Gathering.
3. Page **Home base for organizing** should allow for each course to have a separate course page. Each course page should allow only users registered for the course to access the page. Page should contain course materials (syllabus, articles, videos, etc). Page should also contain a chat space and possibility for users to upload assignments (PDF or Word).
4. Page for Membership should allow users to apply (fill in the application form) to become members (data from the application form should be integrated with the database).
5. Membership scheme - Each member should have their profile (with options to update, add keywords, interests.... – integrated with the database).
6. Option for users' interactions with website content, e.g. nominate a campaign/tactic etc. for the spotlight; Suggest a session; Suggest a talk.
7. Donate button and Online payments (PayPal and credit card).
8. Logged-in space and members feature, including but not limited to:
 - a. Matchmaking tools – (only for members, subject to login), profiles-database, searchable by tag-keywords, option of opting out for privacy reasons.
 - b. Space for members to start and participate in a discussion
9. Interactive map, with geographic location and issue areas for public, and upon login connection to the matchmaking platform
10. Active pages (Latest from the field - campaigns/news, Latest from the academia - research, books, articles, cases, etc/news; Announcements - events, celebrations, coming etc. for members & non-members)
11. Teaching Resource center - subject to a login (videos, written materials)
12. Website allows for integration of interactive calendars by google and other programs
13. Capacity for videos on all pages (integration with YouTube, Vimeo, etc.)
14. Integrate and interface the database (We currently use EveryAction, but could change in future)

PITCH REQUIREMENTS

Please send your proposal to info@leadingchangenetwork.org no later than **September 29th COB EST.**

TO BE CONSIDERED, PLEASE PROVIDE:

- 1) Company portfolio with links to the websites that were designed and developed by the company;
- 2) A presentation that best illustrates the direction in which you would take this project. (We have here deliberately left freedom to best express intent. What is important to us is that your intent is absolutely concise and clear);
- 3) Proposed timeline of the project (including timeline for launching, testing phase, final edition after the trial phase and short-term maintenance);
- 4) Financial quote for the whole project scope (with a breakdown of each service or phase where possible).

NEXT STEPS

- We will go through the submitted proposals and make a short list within 1 week after the pitch deadline.
- At that point, you will be informed of our decision and, should you be short-listed, will be given the opportunity to present your proposal to us via video call.
- After that, a final decision will be made and we will contract the selected agency.

If, at any point, you have any questions, please contact us by sending an email to info@leadingchangenetwork.org or directly to ana.babovic@leadingchangenetwork.org

Many thanks for your time and consideration. We look forward to your proposal!

Leading Change Network