



Website Redesign RFP

RFP Circulation Date:

Monday, October 19, 2009

Proposal Submission Deadline:

Monday, December 7, 2009

Organizational Background

Men Can Stop Rape, Inc. (MCSR) is an internationally recognized nonprofit whose mission is to mobilize men to use their strength for creating cultures free from violence, especially men's violence against women. Named by the Robert Wood Johnson Foundation as one of the world's most innovative gender-based violence prevention programs, MCSR has reached over 2 million youth and professionals since 1997.

In contrast to traditional efforts that address men as "the problem," MCSR's holistic approach encourages young men to explore the connections between unhealthy masculinity and violence against women; define their own nonviolent vision of masculinity; and create healthy, equitable relationships.

Men Can Stop Rape provides three services: youth development programming ("MOST Club" and "Campus Strength"), public education messaging ("Strength Mediaworks"), and leadership training ("Strength Trainings").

Project Overview

Men Can Stop Rape, Inc. is pleased to announce an open call for submissions to re-design, develop, implement, and providing maintenance for our existing website, www.mencanstoprape.org, as well as a new sub-site (www.ourstrength.org) for the male teens who are members (or potential members) of our youth development programs.

The main website should clearly communicate and market the services that the organization provides as well as serve as a continually updated resource for professionals who would like to utilize or purchase MCSR's products and services.

MCSR's existing internet website contains general organization information as well as separate sections for the youth development program, training services, PSA campaign, and information resources.

Website Objectives

The goal of MCSR's website is to serve as a public communications tool; efficiently market our programs, services, and products; and serve as a community resource for the field of primary prevention of gender violence. The current site structure and design was developed eight

years ago and requires a complete design overhaul to take advantage of the organization's image re-branding as well as emerging social media technologies.

The redesigned sight should have a theme promoting MCSR with a hip yet professional feel.

MCSR's website should provide easy access to information about MCSR's programs, be adaptable to current and emerging technology, provide content management capability for MCSR staff, and serve as a resourceful online community.

Target Audience

The information on MCSR's website should be directed towards prospective customers, prospective donors, current customers, donors, and media.

For our youth-oriented sub-site (www.ourstrength.org), the target audience is primarily members of our Men of Strength (MOST) Club (ages 11-18) and Campus Strength program (ages 18-22). Our secondary audience is non-member teen males ages 11-22.

Websites We Like

MyStrength.org
KnowMoreSayMore.org
Tenement.org
Uncrate.com
One.org
Nature.org
CharityWater.org
SPD.org

Current Site Inclusions/Functionality

- PDF upload
- Feedback forms
- Polls
- Password-protected site maintenance module allowing staff to update site directly
- Calendar

Proposed Site Inclusions/Functionality

- Easily updated, with an open-source content management system (CMS). Authorized MCSR staff should have some ability to perform routine management such as adding new pages, archiving old pages, etc.
- Increased storytelling via visual techniques/multi-media (photos and slideshows, Flash, graphics, video)
- Increased interactivity: e-mail response, forms, quizzes/polls/surveys, blog-style entries from public, comments, community-based calendar
- Interactive (and easily updated) maps that pinpoint our program site locations
- Ability to conduct secure online financial transactions for donations, material sales, and event registration
- Social network "share" links throughout entire site for Facebook and Twitter

- Newsletter sign-up box on every page and “other ways to follow” links to Facebook, Twitter, RSS feeds
- “Printer-friendly” versions of content
- Tracking system
- Blog-style articles
- Site search capability

Proposed Look & Layout

The site should use the colors and look of our Strength Mediaworks branding: black, red, and white.

The youth sub-site should take on a more “hip” feel; it should have a visual look that is appealing to male youth ages 11-22 and should serve as the “go-to” for teen males looking for advice and connecting the dots between identity, masculinity, relationships, violence, and elements in culture (songs, movies, celebrities, etc.).

The main site www.mencanstoprape.org should have three main sections.

- 1) *Public*
 - Should educate the potential funder, donor, program facilitator, educator, parent, and journalist
- 2) *Student (which links to “OurStrength.org”)*
 - Should serve as a “community” and advice resource for current members of our youth programs and also for non-members male teens ages 11-22.
- 3) *Professionals*
 - Should serve as a marketing tool for youth-serving professionals interested in implementing our programs or licensing our public education materials.

1) Layout ideas for *public* section of site

- a) About
(mission /vision, issues we cover, our partners, staff, board, accomplishments)
- b) Issue
(explanation of “primary violence prevention”, connection to masculinity, etc)
- c) Programs
(Youth Programs, Public Education, Training & Technical Assistance)
- d) Action
(donate, request workshop or training, learn how to start a MOST Club/Campus Strength affiliate, download handouts)
- e) News
(press releases, events, informational area for journalists)
- f) Store
(order Strength Mediaworks PSA materials)
- g) Donate (should be embedded on every page)

- 2) The *student* site, OurStrength.org, should have sections devoted to the three different age groups (middle school, high school, and college) that MCSR serves with its MOST Club and Campus Strength program.

Layout ideas for each student section

- a) News spotlight
- b) What is MOST Club/Campus Strength?
(description, photos, maps of locations, calendar/events)
- c) Learn
(quizzes, text from our info sheets)
- d) "Check In"
(similar to Yahoo! answers where teens can ask questions that can be answered by MCSR staff and peers. Also a posting tool to post relevant songs, videos, articles, etc.)
- e) Action
(download social media & informational packets)
- f) Resources
(other helpful organizations & websites)

Budget

\$12-15k for FY 2010

Schedule

Completed by spring 2010

Requested Submissions Include:

Proposal, portfolio, project management/process, timeline, budget, and references

Submit proposal (preferably in PDF format) by **Monday, November 16, 2009 to:**
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Contact Information:

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