

July 2024

REQUEST FOR PROPOSALS : WEBSITE REDESIGN

Website redesign for www.futureoffood.org

Through this Request for Proposals, the Global Alliance for the Future of Food aims to identify a communications and design agency to build and design our new website.

Founded in 2012, the Global Alliance for the Future of Food is a strategic alliance of philanthropic foundations working collectively on food systems transformation. Our work is grounded in our principles of food systems that are renewable, resilient, equitable, healthy, diverse, inclusive, and interconnected.

With a new website, we aim to position the Global Alliance as a key player in philanthropy and the food systems transformation movement, to better showcase the strength and collective impact of our work and uplift the work of our members and partners. The ideal firm would be one committed to social justice with a portfolio of clients with whom we share concrete synergies.

BUDGET: We are budgeting **USD 50,000** for this work with a possibility to expand this budget based on an explanation for additional costs.

TIMELINE: We will review proposals on a running basis and will close submissions on **15 August 20:00 UTC**. We look forward to contracting an agency by early September and to launch our refreshed website in the first quarter of 2025.

Please see submission instructions below.

SCOPE OF WORK

Will include:

- Website audit (currently built on Wordpress) - performance and user journey;
- Conceptualizing design, new user experience and site architecture;
- Implement good SEO standards into the build and site architecture;
- New layout and architecture developed in consultation with our Director of Communications, Digital Communications Lead, and Executive Director;
- Discussion and plan for applying [WGAC guidelines](#);
- Integration of a translation plug-in (English, Spanish, French);
- Integration Google Analytics tools to track website performance and user behavior;

- Provide a Data Studio dashboard for easy monitoring and reporting
- Integration of the website with existing and new digital products: social media, newsletter, and digital reports

Out of scope:

- No changes to existing logo and logo treatments;
- No changes to current font and font treatments;
- Keep current icons;
- Work with the existing primary color palette, though potentially update the palette of colors depending on the design;
- Image provision (work with the Global Alliance team to source compelling new images);
- No original copywriting required (the agency will liaise with a writer contracted by the Global Alliance).

Submission responses should include:

- Project management approach, methodology, and timeline.
- Relevant recent work samples, that resonate with what you understand to be the Global Alliance's scope of work, and two recent client references/testimonials.
- Team qualifications and profiles, location, and timezone of your work hours.
- Frequency and number of feedback and approval processes.
- Ability to work within the budget and explanation for any additional costs.
- What would you propose as key success metrics for this project?
- Any other factors that you think are important to consider or wish to expand on in the scope of work above.

Contact & Submission Instructions:

We will review proposals on a running basis. Submissions close on 15 August 20:00 UTC.

Please send your proposals to: Dharini Parthasarathy ddharini@futureoffood.org with the

subject line: Website RFP 2024-Global Alliance + [Name of Your Agency].

If shortlisted, you will hear back from us to schedule an interview mid-end August.

We look forward to contracting a firm by the end of August/early September and to launch our refreshed website **early 2025**. We will prioritize proposal timelines that reflect what it would take to reach this goal.

Consultancy Policy - Conflict of Interest

We will prioritize agencies that have a policy—that is put into practice— to not accept fossil fuel companies and Big Polluters as clients. We see this as contrary to our mission and not aligned with our principles and values.