WriterGal Network Website Redesign RFP

1. Intro / Project Overview

The WriterGal Network (WGN), a New Mexico-based organization of women writers and communicators, provides business support, professional development opportunities, and resources to members, while giving back to our community. Our tagline is "New Mexico's Source for Communications Solutions." We consist of independent/freelance New Mexico women writers and communications professionals, affectionately known as the WriterGals.

WGN was founded in 2004. The current website (http://www.writergals.com) was developed over seven years ago. We want to modernize the look, improve the functionality, and make it more sophisticated. We have a new logo and color scheme that we would like to use as the basis of the redesign. The current website is built in Wordpress using MembershipWorks as the membership management system. We are open to using different platforms for both the main website and the membership system. Also, the website is hosted on the web server of a member of our leadership team. We are interested in moving the website to a different web hosting platform.

As we are a largely virtual organization, the website should be a hub that unites us and represents us well. Also, in the current environment, members may be seeing a decrease in work. Improving the website could make it easier for prospective clients to find members.

2. Company Overview

The WriterGal Network is a for-profit professional/business membership and networking organization within the communications industry. Currently we have 35 active members who pay a membership fee of $65 a year.

WGN members must meet the following membership requirements to join the organization:

- Be based in New Mexico.
- Have at least five years of experience in the field.
- Be independent – not employed full time by another company – with the primary source of income from providing communication services.

All WGN members are expected to complete the following as part of their membership:

- Maintain a profile on the WriterGals website.
- Donate 10 hours of time to the group every year.

The WriterGal Network is a largely volunteer-run organization. Decisions about the website and RFP will be made by the five-member WriterGal Network leadership team.

3. Competitor Overview

The WriterGal Network's main local competitors are:

- Public Relations Society of America, New Mexico chapter: www.nmprsa.org.
- American Marketing Association, New Mexico: www.nmama.org.
- Journalism and Women Symposium (JAWS): www.jaws.org.
- New Mexico Press Women: www.newmexicopresswomen.org.

We are different from these organizations because the WGN membership is composed only of women who provide communication services to a broad range of clients and industries within and beyond New Mexico. The majority of our members are wordsmiths – focused on writing and editing. The remaining members provide complementary services such as graphic design, photography, and website design and development.

We believe that prospective clients choose to work with the WriterGals for three main reasons:

- We are a one-stop shop for communication services – clients can work with multiple members, and members can find collaborators easily.
- We are a broad network and have a broad network beyond the WriterGals community.
- We are New Mexico-based. We know the local community and are known by the local community, while also having national expertise.

Individually and collectively, the WriterGals' services solve communication outsourcing needs. Clients hire us to fill in when they don't have the right expertise or capacity in-house.

4. Website Audience

There are three primary WGN website audiences with unique purposes for using the website:

- **Current Members (paid WGN members)** – renewing their membership, updating their profile, accessing member resources, registering for events.
- **Prospective Members (who meet the membership requirements)** – learning about WGN, submitting a request to join, joining.
- **Prospective Clients (organizations or individuals that need communication services [large and small businesses, non-profits, government agencies, etc.])** – learning about WGN, contacting one or more WGN members with potential projects, sending a question or project request through the general website contact form.

5. New Website Objectives

We would like the new website to meet the following objectives:

- Better communicate the WriterGal Network values (professionalism, service to the group and to the community, empowerment, members supporting each other) and overall brand (experienced, talented, independent, and therefore able to respond quickly and with flexibility).
- Incorporate the new logo, color scheme, font, and tagline as the basis of the website redesign.
- Improve the searchable membership directory.
- Enhance the member experience with a robust members-only area.
- Provide a user-friendly administrative interface for website and membership maintenance.

6. Current Website

The current website (http://www.writergals.com) is built on the content management system (CMS) Wordpress version 5.4.1. The website design is a customization of the Bones Development theme. The membership management system is MembershipWorks, which is integrated as a plug-in within the Wordpress CMS and hosted on MembershipWorks servers.

The website is hosted through WGN leadership team member Leila Johnson's company Data-Scribe. The web hosting platform has the following specifications:
- Linux
- Apache version 2.4.43
- PHP version 7.2.31
- MySQL version 5.7.30
- CloudFlare
- SSL certificate
- Registered domains: www.writergals.com, www.writergals.org, www.writergals.net.

The three domains are registered and managed through Data-Scribe. WriterGals.com is the primary domain, and the other two domains are parked on top of it. We would like to maintain the registration this way and would make the necessary DNS configuration changes to point the domains to the new website location once it is ready. We use Cloudflare to enhance security and performance on the WGN website. We are open to discontinuing its use if the new content management system provides similar services.

We are open to switching web hosting platforms, content management systems, membership management systems, and SSL certificate providers as long as they meet our website objectives.

7. New Website Design & Content

The WriterGal Network leadership team refined the WGN vision, mission, purpose, and tagline. All of these were submitted to the WGN membership for feedback. The final product is what has been included in this RFP. Also, the WGN leadership team worked with HiHo Designs, one of their graphic design members, to create a new WGN brand. She created a new logo and color scheme as well as selected appropriate fonts. The brand was submitted to the WGN membership for feedback. The final product is represented on this page.
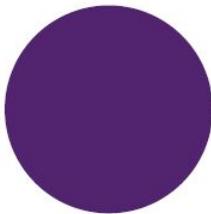
FONTS

Kaushan Script:

W Gal

VITO MEDIUM:

WRITER NETWORK

WRITER
N E T W O R K

VITO CONDENSED MEDIUM:

NEW MEXICO'S SOURCE FOR COMMUNICATIONS SOLUTIONS

NEW MEXICO'S SOURCE FOR
COMMUNICATIONS SOLUTIONS

COLORS
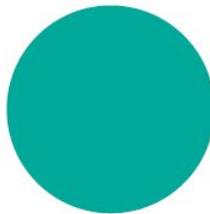
PANTONE P 94-15 C
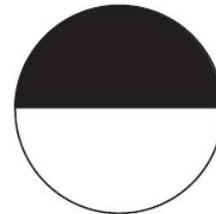
C 68
M 91
Y 0
K 33

R 82
G 38
B 111

HEX: #52266F

PANTONE P 127-8 C

C 100
M 0
Y 53
K 0

R 0
G 169
B 152

HEX: #00A998

100%
BLACK

WHITE

We envision the new website homepage having the following elements:
- A fairly large WGN logo on the top left.
- A pinned menu bar (e.g., Find the Gals or Meet the Gals, News/Upcoming Events, Blog, Resources, About Us/Contact Us, etc.) and a Members button.
- Call to action icons linked to key pages.
- Rotating gallery of some of the members' work or rotating spotlight of member profiles to give us some imagery on the homepage.
- The most recent blog post (or the beginning of it) displayed prominently with a link to read more.

We want to avoid large imagery that makes it difficult to get to menus and content. Also, we want to avoid navigation/page layouts that make it difficult to get to the Contact Us page or to contact WriterGals directly.

We've selected websites that have similar missions or serve a similar purpose and have identified elements of them we would like to include in the new WGN website:
- [National Association of Postal Supervisors](https://naps.org/) (https://naps.org/) – has a simple, clean look and a pinned menu bar at the top.
- [Elementary Teachers of Toronto](https://ett.ca/) (https://ett.ca/) – has a Members button that makes access easy.
- [National Writers Union](https://nwu.org/) (https://nwu.org/) – has a large image with functional membership links at the top, prominent "Join Now" button and link to Who Can Join, call to action icons underneath (we would want to ensure that these button links are represented elsewhere when not on the homepage).

The WriterGal Network leadership team would review, write, and rewrite website copy as needed to fit within the new website. We also would provide photography from past events that could be incorporated into the website.

The WGN leadership team would maintain the website content and manage membership after the website redesign is complete. In addition, search engine optimization and online marketing would be handled by one or more WriterGal Network members.

8. New Website Functionality

We would like to have the following functionality on the new website. Some of these features exist on the current website, and we would welcome suggestions from the web developer on ways to improve them:

- Vibrant homepage with current information on events and other news.
- Responsive, mobile-friendly theme/website design.
- A page for prospective clients to post job leads.
- Blog with subscription option and possibly educational content about writing/communications for members and the public.
- Social media feeds/icons.
- Calendar.

- Contact Us with a leadership role listing and descriptions.
- About Us with information on how we operate, LLC structure, etc.
- Members-only section with robust resources for members:

  - A user-friendly, updatable membership profile with the same fields as the current profiles plus additional ones.
  - Require members to complete their profile before it goes live and before their membership is approved.
  - Ability to renew WriterGals membership; pay online via credit card and receive instructions for paying offline via check.
  - Event registration with the ability to see who has RSVPed.
  - Ability to email individual WriterGals or the entire WriterGals membership.
  - Job leads that auto-populate from submissions on the public website.
  - A categorized resources page where members can submit recommendations for other businesses and professionals (e.g. attorneys, accountants, etc.).
  - Possible integration with Google Groups (for example, showing past email threads so that members can search for resources).
  - Track volunteer hours for each member. Allow self-reporting.

- Ability to join the WriterGal Network; pay online via credit card and receive instructions for paying offline via check.
- Online membership profiles and searchable directory:

  - A visually appealing membership profile.
  - Eliminate categories and instead use tags to identify member skills and services. (Current categories lump skills together in a way that doesn't work.)
  - Ability to search on more fields in member profiles. For example, ability to search specifically for a writer in Santa Fe.

- E-commerce for digital products and public events.
- Ability to have multiple administrative users on the content management system.
- SSL certificate.
- Website analytics.

We would expect technical support either from the web company or the content management system and membership management system platform for work that is beyond our expertise (e.g., functionality enhancements, customization, software upgrades, website issues).

9. Website Budget Details

The WriterGal Network has under $5,000 available for this website redesign project. We would expect the web developer to take advantage of configuration options within the content management system, membership management system, and web design templates in order to minimize custom web development.

10. Proposal Requirements

Submit your proposal for the WriterGal Network Website Redesign RFP addressing the following elements by Aug. 3, 2020, to Programs Manager Tania Soussan-Watt at writergalsnm@gmail.com:

- Company profile or overview (in narrative or one-pager format).
- Content management systems with which you have expertise.
- Membership management systems with which you have expertise.
- Design and functionality recommendations for the new WriterGal Network website.
- Estimated project time frame.
- Estimated project budget.
- Three examples of website redesigns completed for similar organizations along with client reference contact information.

Submit questions about the RFP or the organization to Programs Manager Tania Soussan-Watt at writergalsnm@gmail.com by July 10. 2020. A summary of all questions and responses will be submitted to RFP respondents by July 20, 2020.

Please note that the WriterGal Network is a largely volunteer-run organization. Decisions about the website and RFP will be made by the five-member WriterGal Network leadership team.