



## **Request for Proposals: Web Design, Development and Management Services**

Issue date: August 28 2024

**Submissions Due: November 1, 2024**

### **BACKGROUND**

**Evergreen is leading the fight to put bold climate action at the top of America's agenda. We're building the ambitious, actionable policy roadmap for an all-out mobilization to defeat climate change—and to create millions of jobs in a thriving, just, and inclusive clean energy future.**

Evergreen Action and our c3 sister organization Evergreen Collaborative were founded in 2020. Since then, we have successfully influenced the national climate policy landscape. The Biden administration has adopted significant pieces of the Evergreen Action Plan and we played a pivotal role in the passage of the Inflation Reduction Act (IRA) and many other climate actions at the federal and state levels.

We pair **bold policy products** with **campaign-style communications** and shrewd advocacy tactics. We seek to galvanize an all-of-government mobilization to solve the climate crisis and build a just and thriving clean energy economy by raising standards, catalyzing investment, and centering justice.

We marry **movement partnerships** with **direct engagement with decision makers** to deliver the greatest positive impact, as fast as possible. In the months and years ahead, we are carrying our proven theory of change forward to ensure continued climate leadership through effective implementation of the IRA, passing legislation at the state and federal level, and additional executive action to fully meet our climate, economic, and environmental justice goals.

## PROJECT OVERVIEW

Evergreen seeks a committed, proactive, and experienced partner to migrate, design, and launch a new and improved website for both our C3 and C4 work. We're at a critical moment—as both an organization moving from startup into maturity, as well as entering a new presidential administration. We are also simultaneously increasing our engagement with governors and advocates in key states, each with their own unique policy and political dynamics.

Moreover, our site is getting more traffic than ever, with 1.1 million pageviews in 2023—a 600 percent increase from 2020 when we launched. We want to make the most of that attention and use it to continue pushing for a thriving and just clean energy future.

We're looking for a vendor that:

- Foremost, will build an effective website at this critical moment;
- Adheres to digital best practices, but also thinks beyond the status quo;
- Is proactive about sharing ideas, expertise, and feedback even when it's uncomfortable or challenging;
- Anticipates problems and gets ahead of them;
- Sets clear expectations and deadlines—and meets them; and
- Matches our progressive values

**Importantly, Evergreen's site is currently on a proprietary CMS and this partner will need to fully migrate the content on our existing site to a new CMS.** We are not interested in any other proprietary content management systems. This new site should be on Wordpress, Drupal, or something similar.

We will be migrating over all content from our current site: blogs, memos, and policy reports on both c3 and c4 properties; our homepage; standard pages like who we are, our mission, jobs listings, etc.

## OUR EXISTING SITE

There were key areas for improvement that came up in our internal qualitative and quantitative assessment of our current site from the team. Compared to our previous site, we want:

- It to be easier and more intuitive to find what we have published – either a specific product or everything we’ve written on a particular topic.
- A more flexible, reliable CMS that is straightforward to use and allows for custom, interactive content.
- A site that better reflects our evolving identity, products, and the changing internet landscape.
- A site that inspires more user engagement – for example, staying on our site longer, going deeper into our content, and converting to our email list.
- A site that is super accessible and mobile responsive.

## OUR FUTURE SITE

In addition to the above, our new website should broadly meet certain objectives:

- Be purposeful and align with our specific, measurable goals;
- Establish Evergreen as a reputable, serious organization key state and federal policymakers, political leaders and advocates want to align themselves with;
- Deliver a superb user experience—fast load times, intuitive to navigate, inspires meaningful engagement, accessible and inclusive, etc.;
- Deliver a superb user interface—interactive, have a strong brand and beautiful, unique visual aesthetic in line with our brand image, etc.
- Optimized for search and for mobile responsiveness;
- Works seamlessly with opt-in and action forms built in Engaging Networks and helps convert users to our email list;
- Allows us to regularly build and publish high-quality pages quickly and efficiently;
- Allows built-in flexibility and customizability so the site can grow with our organizational needs;
- Built and updated with the most current web security features

## PRIMARY AUDIENCES

In order of prioritization:

- Grasstops climate leaders in the United States

- Such as members of Congress and their staff; federal and state government officials and policymakers; clean energy professionals; and the leadership and staff of other climate and environmental NGOs
- National and state journalists and media
- Current and prospective funders and donors
- Grassroots climate activists

## BUDGET

\$250,000 - \$350,000

## CRITERIA FOR SELECTION

To help us select the best partner for this project, please make sure to include the following information in your proposal:

- Examples of projects similar in scale;
- Client references;
- Project timeline with major tasks and milestones;
- Anticipated budget encompassing all potential costs;
- Plan for accessibility, as well as mobile/responsive design;
- A proposed maintenance or handover plan

## TIMELINE FOR SELECTION

RFP posted	August 28
Deadline for vendor questions (rolling)	October 18
Close proposal submissions	November 1
Evaluate proposals and interview top vendor applicants	November 4 - 18
Select vendor	November 19
Go live date	Early summer 2025

## FORMAT & PROPOSAL DETAILS

Please submit your full proposal in PDF format by Friday, November 1 at 11:59 pm ET to [website@evergreenaction.com](mailto:website@evergreenaction.com). We will contact a shortlist for further interviews via Zoom to be held between November 6 and 15

In the meantime, please feel free to send questions to the same email address through October 18. We suggest gathering questions instead of sending them one-by-one, as is possible. We are open to meeting with vendors before they submit their proposals.