



# REQUEST FOR PROPOSALS: ARTIST TRUST WEBSITE REDESIGN

March 30, 2018

## PROJECT OVERVIEW

[Artist Trust](#) is looking for a website developer to redesign and build our new website. The ideal developer will work with the organization to conceptualize and deliver an accessible, intuitive, and engaging website. In addition, we are seeking to work with a developer that is able to provide ongoing technical support, as needed, after the website is launched.

In addition to conveying information about Artist Trust, the primary goal of the new website is to be a source to discover artist support programs and events, resources, and opportunities throughout Washington State.

Additional objectives for the website are:

- To build brand identity and awareness of Artist Trust and its mission;
- To position Artist Trust's website as the online resource for those interested in supporting the arts and cultural community in Washington State, nationally, and globally;
- To promote our [artist grants](#), [professional development curriculum](#), [resources](#), and [opportunities](#);
- To increase interest, engagement, and participation in Artist Trust's programs and events;
- To present content in compelling and dynamic ways;
- To grow our donor base and increase online donations.

The target launch date of the new website is December 2018. We have a budget of up to \$20,000, and we're excited to hear how you can help us reach our targeted goals and objectives.

## ORGANIZATION OVERVIEW

Artist Trust is a not-for-profit organization whose mission is to support and encourage artists working in all disciplines in order to enrich community life throughout Washington State. Artist Trust is recognized as a national model for direct funding and professional development of working artists, and has invested over \$10 million in individual artists throughout the state since its inception in 1986. Artist Trust actively seeks to be equitable, accessible and inclusive in its service to individual artists of all disciplines, ethnicities, and geographies in Washington State.

## EQUITY STATEMENT

Artist Trust commits to addressing historical and structural barriers in access to artist funding, resources, and leadership opportunities for people of color (POC). By working towards racial equity within our organization, funding programs, and services, we are working against systems of racism, engaging in partnership with people of color, and truly fulfilling our mission to support ALL artists in Washington State. [View Artist Trust's Racial Equity Framework](#).

## TARGET AUDIENCE

Our primary audience is artists of all disciplines across Washington. In addition, the site will serve donors, arts patrons, arts organizations, and arts administrators locally and nationally.

## WEBSITE REDESIGN OBJECTIVES

- **A smart, well-designed, accessible look and feel.** Designed in 2010, the [current website](#) is cluttered, boxy, and dated. The new website should be clean, easy to read, navigable, and visually reflect our mission and values: transparent, responsive, forward thinking, and open. Our website should be designed to appeal to our primary audience of artists and arts enthusiasts.
- **Emphasis on Improving the User Experience.** Website should be navigable and incorporate robust search functions. Pages should be logically grouped to increase website traffic and conversion, and to improve the overall experience for our users.
- **Streamlined workshop/event sign up and donor features.** Artist Trust engages thousands of people annually through statewide programming and events. We would like to integrate efficient online registration features and make our online donation process seamless.
- **Mobile compatibility.** Our current website is not compatible with mobile devices. The new site should have all the capabilities of design and function on both desktop and mobile devices.
- **A simple and straightforward back-end.** Artist Trust is a small team with only one part-time communications staff. It is essential that we have a website with a back-end that is intuitive, efficient, and simple enough to maintain by all staff members.
- **Integration of databases.** Our current website has a proprietary CRM. Additionally, we have multiple data repositories and we seek your input about the best back-end that would dovetail organization-wide data collection into one database.

Additional objectives will be discussed in detail with the contracted developer.

## **SCOPE OF WORK & DELIVERABLES**

The developer for this project will be responsible for delivering a new website including migrating existing content identified as relevant by Artist Trust, and adding new content based on an assessment of website navigation, accessible design, and call to actions. The developer selected will also recommend a CMS, as well as select and set up a third-party hosted service for the new website, if necessary.

The Artist Trust Website Redesign project will consist of four phases:

- PHASE I – Discovery
- PHASE II – Design
- PHASE III – Construction
- PHASE IV – Testing & Launch

### **PHASE I – Discovery**

- Analyze website needs and identify an appropriate CMS;
- Draft concept, site map, and timeline in collaboration with Artist Trust staff;
- Confirm audiences, objectives, issues and assumptions, required functionality, phasing, and budgetary constraints.

### **PHASE II – Design**

- Create site architecture, site map, navigation structure, and overall visual look and feel;
- Design homepage and main navigation templates.

### **PHASE III – Construction**

- Build homepage and main navigation templates;
- Create, prepare, and optimize graphic files;
- Integrate social media;
- Migrate existing and relevant content to new website.

### **PHASE IV – Testing & Launch**

- Hold technical and usability testing;
- Deliver final website pages and templates, code, scripts, and graphics;
- Deliver style guide for reference that outlines font, colors, and image requirements;
- Conduct training on website use and maintenance for Artist Trust staff;
- Determine ad hoc agreement for web hosting service as necessary.

All content, code, scripts, and graphics will become the sole property of Artist Trust.

The selected developer will meet periodically during the contract period with members of Artist Trust's staff, whose role is to help conceptualize the look and feel of the website, act as a feedback loop for the developer, and test the site at intervals.

## TECHNICAL REQUIREMENTS

Our current website is built on the obsolete Expression Engine platform. The developer will work with Artist Trust staff to identify a CMS that will support the following technical capabilities:

- Integration with a CRM database to collect constituent information through a variety of forms such as grant applications, surveys, registrations for events and workshops, volunteer opportunities, and financial transactions. Data should be able to flow in both directions to allow users to access account information and pre-filled forms.
- Artist Trust currently uses over a half-dozen different databases including Raiser's Edge, Auction Tracker, Submittable, statistics tracking in Microsoft Excel, and many third-party websites. In tandem with the website redesign and migration, we will also be working to pull together our disparate data streams into one concise catch-all CRM system.
- A robust e-commerce platform that will allow one-time and recurring donations, as well as purchases of memberships, and tickets for workshops and our annual [Benefit Art Auction](#). We currently use Stripe to collect online donations. Ideally, the developer will have familiarity with using Stripe to fulfill these additional needs in order to end our reliance on third-party ticketing platforms.
- User accounts that will allow constituents to submit events and opportunities to our resources page, apply for grants, access online workshops and webinars, register for events, and sign up for volunteer opportunities. The submission of events and opportunities is the only user account function the current website supports. Ideally, users would have the option to create an account on our website with their Facebook or Google account.
- Password-protected pages for Artist Trust Board and Committee members.
- Online program curriculum hosting such as interactive exercises, videos and live webinars, and video or text chat for digital support and feedback to artists.
- Mobile compatibility to ensure the new site has all the capabilities of design and function on both desktop and mobile devices.
- A simple and intuitive back-end that is easy to update and maintain in a Windows environment for Artist Trust staff and interns. Artist Trust currently relies on outsourced technical support to make many changes to the current site.
- CMS that allows Artist Trust to create new pages and quickly manage blog posts; profiles for staff, board members, and grant recipients; opportunity and resource listings; and an events calendar.
- Social media integration. Website content should be easily sharable across social media platforms (Facebook, Instagram, Twitter) and media sharing sites like YouTube and Vimeo.

## WEB HOSTING

Artist Trust's website is currently hosted by Media Temple. Staff will work with the selected developer to determine if the current hosted service is sufficient and if not, to identify and set up a third-party hosted service for the new website.

## ANALYTICS SOFTWARE

Artist Trust currently tracks website activity and visitor behavior using Google Analytics. However, we are open to working with the developer to determine the best way to manage and track inbound visitors and the success of our content. We understand that building and maintaining a website is an on-going process. We envision our website as a dynamic platform and strive to continuously make improvements to enhance the experiences of our website users.

## EXAMPLES

- [Dynamic, clean](#), concise, professional design
- [Intuitive navigation bar and menu](#)
- [Mission, vision, impact on home page](#)
  - Another [example](#) of visualizing impact (scroll to bottom)
- Prominently feature our award recipients, donors, and community members. As an artist serving organization, we want to lead with images of the artists we support.
  - Here is an [example](#) of how we'd like to showcase our award recipients
  - Here is an [example](#) of layout of Artist Profile content
- [One-click access to events and programs, donation options, contact info](#)
- [Organized listings of upcoming workshops](#)
- [Upcoming workshops and funding opportunities on homepage](#)
- [Resources categorized and illustrated with icons](#)
- [Donation options](#)
- [Social media feed embedded](#)
- [Fun redirect prompt for broken links](#)

## THE IDEAL DEVELOPER IS:

- Collaborating, creative, and a prompt communicator;
- Ready to take creative risks to create an accessible, intuitive, and engaging website;
- Understands and acknowledges the importance of Artist Trust's [mission](#) and Racial Equity Framework;
- Knowledgeable of the listed technical requirements;
- Able to provide support after the site is launched;
- Able to explain the technical aspects of the site for the uninitiated;
- Sincere about the feasibility of different ideas, strengths, and limitations of the new site;
- Passionate and experienced in working with arts and cultural organizations.

## **FORMAT AND PROPOSAL TIMELINE**

For your proposal to be considered complete, it must include:

- A description of the developer including number of years in business, scope of services provided, significant accomplishments, etc.;
- A description of your proposed process for completion of this project;
- Names, titles, and bios of team members who will be performing the work in each phase of the project;
- A proposed budget that includes the number of hours anticipated to complete each project's phase and projected costs, and the total overall cost;
- Work samples of three websites designed and built by you;
- References of three organizations whom you have completed web development work for.

Email your completed proposal to Gems, Operations Manager, at [gems@artisttrust.org](mailto:gems@artisttrust.org) by **Monday, April 30, 2018, 5:00 PM PST.**

Artist Trust will review proposal submissions and selected applicants will be contacted for an interview. Interviews will be conducted in spring 2018. No phone calls or inquiries via social media please.