Request for Proposals
Communications Agency/Consultancy

Development Gateway (DG) is an international nonprofit that develops technology and conducts applied research to further international development goals. Headquartered in Washington, DC, and with staff around the globe, we value hard work, innovative thinking, and a good sense of humor.

DG is seeking an agency or communications consultancy to develop and launch a new website. DG expects a transition away from Drupal and migration of parts of our archive. DG has conducted a survey of staff, board, and partners to generate findings around communications needs related to branding and web presence. This analysis should feed into key messaging and content. While more information may be gathered, additional phases of analysis are not expected.

For more information about the RFP, the organization, or DG’s web development priorities, see our FAQ, which will be updated as needed throughout the process.

Deadline: February 19th, 2020

Scope of Work

Planning and implementing a full update of the developmentgateway.org website to reflect DG’s current mission, strategy and identity through design, content and structure. The main deliverables will include:

- development of a new website using a CMS, including streamlined content structure, information architecture, and a new visual design
- migration of designated existing content from Drupal 8 to new platform (500 blog posts approximately, library, selected internal pages, etc.)
- improved user experience, with accessible content, based on key user types to be identified with DG
- recommendations for core language, website content, and organization
- improved strategy and presentation of DG’s publications, reports and blog
- initial training, quality assurance, and any necessary written guides for maintenance

Optional deliverables include, but are not limited to:
- Branding/logo update (slightly modified logo, updated tagline, etc.)
- Assistance defining target audience and website engagement goals
- Mini-site for DG’s 20th Anniversary
• Graphic design support to reflect new design on social media and other platforms

The selected agency or consultancy will report to DG’s Director, Engagement & Partnerships and work closely with DG’s CEO, Communications Specialist, and Business Development Associate to scope, refine, and execute the activities described above.

Deliverables and Timeline
• Questions due – February 14th
  - Any firms requesting calls (maximum 30 minutes) should have the call scheduled by February 11th
• Proposal – 8:00AM, February 19
• Proposal Review & Follow-Up – February 19th to March 17th
• Final Selection – March 19th
• Discovery & Final Workplan – April 1st
• Website Wireframes & Design Proposal – April 15th
• Website Relaunch – June 22nd

Budget

The budget for this project ranges from $40,000 to $60,000, depending on the agreed upon deliverables.

Experience Required

The selected agency or consultancy should have demonstrated understanding of international development, international NGOs, writing for policy audiences, strategic communications, and branding or public relations. The selected agency or consultancy should have experience developing audience-driven websites with functional, user-friendly CMS back-ends. The selected agency should also be experienced in shepherding an organization through all steps of the redesign process from ideation to launch.

How to Respond to the RFP

In addition to a technical response, DG is requesting a financial proposal that includes a menu of options. DG reserves the right to contract for individual elements within the scope of work. However, DG will only hire one consulting firm to implement this work. Please send questions and proposals to Sarah Orton-Vipond, Director, Engagement & Partnerships (sortonvipond@developmentgateway.org) and cc Lindsey Fincham, Communications Specialist (lfincham@developmentgateway.org).

Development Gateway Mission and Background
Development Gateway delivers data and digital solutions for international development. We envision a world where institutions listen and respond to the needs of their constituents; are accountable; and are efficient in delivering services that improve lives.

Building upon nearly two decades of technical expertise, DG develops tools, processes, and custom analyses to help partners achieve results. Our clients and partners are key players in the data and international development space.

DG takes a decision-driven approach to the use of data and evidence. In each area of focus, we use a combination of methods to provide digital tools, advisory services for data use, and applied research. We work to document our impact, capture lessons learned, and translate those lessons into relevant inputs to global policy discussions.

DG has recently implemented a new multi-year strategy to: create tools that help institutions collect and analyze information; strengthen institutional capability to use data; and explore what incentives, structures, and processes are needed to enable evidence-based decisions.

Following the launch of its current strategy, DG partnered with 3 Bridges to conduct a listening-driven survey of partners, leaders, board members and staff, to assess perceptions of DG—including expertise, areas of focus, recent evolution, strategic communications and areas of opportunity. The results of this listening exercise have informed the drafting of this request for proposals and will be available to the selected partner as a sources of potential guidance.

Organizational Priorities

To meet our mission statement, we have identified four key organizational objectives, supported by three programmatic pillars:

I. Increase the use of data and evidence by partner country governments and development agencies for policy and programming.

II. Increase investment in – and the effectiveness of – government administrative data systems.

III. Increase the transparency, equity, and accountability of getting and using public financial resources.

IV. Increase the responsiveness of international data communities to on-the-ground realities of government, civil society, and private sector actors.

International data communities typically seek feedback or engagement from country governments, but often face a number of barriers. Costs of government participation (travel, staff time, and resources), inability to identify the right working level or technical government staff, capacity to engage in technical (IT and data) discussions, language barriers, and internet stability for videoconferencing each play a role in limiting government input. As a close partner to country governments – often working embedded in government
institutions – DG helps amplify the policy, process, and practical priorities of governments, ensuring that "the data revolution" benefits from country-level learning, and that data interventions are relevant and sensitive to country contexts and constraints.

Strategic Direction

Over the past 10 years, DG has evolved from an emphasis on government information systems to a wider focus on the management and use of data for policy and decision-making. While it maintains a core competency partnering with researchers to bridge academic-policy and global-local divides it has increasingly sought to explore how and why data was – or was not – being used. By combining research methods from academic partners with years of practical technology implementation experience, we have established a foundation of deep trust with country partners in order to learn about, and try to remedy, barriers to data uptake.

This iterative approach – continually incorporating new techniques to drive actual data use in each project – sets DG apart from other purely technical providers. It has allowed us to develop an applied research portfolio and prioritize bigger picture thinking, with the goal of translating on-the-ground learnings into policy-relevant messages on data use and strategies, supporting key actors at the global, national, and local level.