



REQUEST FOR PROPOSAL FOR WEBSITE DISCOVERY

RELEASE DATE: October 28, 2020

DEADLINE FOR PROPOSALS: 8 a.m. on November 9, 2020

HISTORY

WINGS Foundation Inc. (WINGS) is a nonprofit 501(c)(3) founded in Denver, Colorado with a mission to break the cycle and heal the wounds of childhood sexual abuse by providing education, advocacy and support to adult survivors, loved ones, providers and communities. WINGS was founded by and for female survivors of child sexual abuse (CSA) and incest (intra-familial abuse) out of their need to overcome the immense barriers they faced in accessing healing services. Since 1982, WINGS has evolved in innovative and inclusive ways across the Front Range of Colorado (from Boulder to Colorado Springs) and assisted thousands of CSA survivors of all genders through a highly successful support group model that shows measurable effectiveness in assisting adult survivors of CSA and their loved ones.

Today, demand for WINGS' services continues to rise. Emerging research on the neurobiology of trauma, including the Adverse Childhood Experiences Study (ACE Study), reinforces both the need for and benefit of specialized programs that support CSA survivors in their healing journey. WINGS now has the opportunity and responsibility to refine and scale its successful services to reach CSA survivors throughout Colorado and beyond. Part of this growth will include enhancing capacity to serve through online outreach and education strategies that remove barriers of stigma and access.

Guiding Principles: Inclusivity | Confidentiality | Empowerment | Resilience | Voice | Self-care | Accountability | Advocacy

Commitment to Diversity, Equity & Inclusion (DEI): WINGS is committed to being an anti-racist organization, grounded in intersectional principles, and fostering a culture of respect and inclusion for all. We are actively engaged in a transformational process to build these principles into all aspects of our staff and volunteer leadership, policies, practices and programming to better serve all survivors of childhood sexual abuse.

All consultant work for this project should follow trauma-informed care principles, guided by SAMHSA (Substance Abuse & Mental Health Services Administration):

1. Safety
2. Trustworthiness & transparency
3. Peer support
4. Collaboration & mutuality
5. Empowerment, voice & choice
6. Cultural, historical & gender issues



BACKGROUND

WINGS' flagship program is a network of therapist-facilitated support groups designed to reduce isolation and shame, increase empowerment, and model healthy relationships for individuals who have already received an adequate level of individual therapy. In addition, WINGS provides phone consultations, therapist and community service referrals, a handbook on childhood sexual abuse recovery, education and training for clinicians, and community education and training. Over the past three years, the organization has begun actively moving towards refining and scaling its program model and is utilizing data-based decision making to inform all strategic and operational decisions.

In 2016, WINGS aligned with the Colorado School of Public Health and community partners to conduct a community needs assessment to measure access to care issues and opportunities for CSA Survivors to strengthen the systems-wide response provided to them. Among many outcomes, the needs assessment revealed that CSA survivors and providers alike identified stigma as the number one barrier preventing CSA survivors from reaching out for services and that when they begin to do so, many CSA survivors utilize the internet to seek support.

In order to respond to these identified needs of survivors, WINGS is planning to overhaul its existing website to incorporate new online learning strategies to reach more CSA survivors and providers with the information and tools they need to approach and navigate their healing journey. WINGS anticipates these components will include a learning management system and mobile device capabilities (either through a highly responsive website or separate mobile app) as part of its on-going digital strategy.

WINGS desires to increase the sophistication of its website allowing greater ease of use for adult CSA survivors and their loved ones from the early realization stage to advanced stages of healing. The end goal is to create online options that provide support and education for every level of healing for CSA survivors and loved ones, clinicians, WINGS facilitators, and community providers across Colorado and the US. WINGS seeks to better understand key considerations to inform this expanded menu of offerings.

NEED

Due to stigma, many survivors report searching for services to heal CSA trauma via the internet; thus, WINGS is enhancing its website and online outreach strategies. This will include an online learning management system to facilitate CSA survivor outreach and education along with CSA survivor-centered videos, grounding techniques and other trauma-informed resources. We envision an online system that can be accessed directly through computers or mobile devices, especially for those in the 'early realization' stage, who are just beginning to come to terms with their history of CSA.

There will be three phases to this project:

Phase One - Discovery, Audit and Strategy (Nov – Dec 2020*)

Phase Two – Website development (Jan 2021 – July 2021)

Phase Three – Beta testing and launching (July – Aug 2021)

WINGS currently seeks a vendor for Phase One – Discovery, Audit and Strategy, only.

The website strategy developed as part of Phase One will inform Phases Two and Three. WINGS will release an RFP in December 2020 for Phases Two and Three which will begin in early 2021. WINGS was awarded grant funding for a website enhancement project to begin in 2020 and run through September



of 2021. The completed website, mobile capabilities and learning management system will be completed by September 2021.

PROJECT SCOPE

Phase One – Discovery, Audit and Strategy

Budget: \$10,000

Contract Date: November 16, 2020 – December 31, 2020*

*potential to extend some aspects of work into early January 2021

WINGS seeks an individual or agency to perform an in-depth and detailed discovery to understand and define overall organizational and program goals, identify areas of opportunity and challenges, and document technical requirements for desired online services. These services include: 1) website development, 2) mobile device capabilities, and 3) online learning management system.

The selected individual or agency will work in partnership with the Executive Director, the Director of Programs and Survivor Services, and the Communications Project Manager along with additional WINGS staff, support group facilitators, adult CSA survivors, loved ones, clinicians, and the WINGS Board of Directors to create a successful and long-term website strategy.

Deliverables and responsibilities will include:

Facilitated Discovery & Comprehensive Digital Audit

- Conduct a comprehensive website audit utilizing (but not limited to) stakeholder interviews, focus groups, google and site analytics, SEO analysis, and any other qualitative and quantitative data currently available (i.e. program evaluations, surveys, etc.).
- Review current audience based on Google Analytics (and other applicable tools) and create personas based on this data with input from WINGS to understand target audience and their needs and preferences
- Assess current technology platforms to determine if existing functionality can support established goals and workflow, and if not, provide a recommendation for alternate solution(s).
- Analyze peer websites, apps and learning management systems

Technical Consulting

- Provide guidance on the benefits and drawbacks of creating a separate mobile app vs. a highly responsive website that functions like an app when viewed on your phone
- Build a list of considerations and recommendations related to learning management systems
- Research and share options for providing language accessibility
- Specify accessibility considerations and recommendations to meet WCAG compliance standards
- Provide guidance on the graphic design/content component of a website enhancement as visual aspects will be a critical component for Phases Two and Three.

Online Services Brief and Requirements Documentation

- Develop a comprehensive website strategy that incorporates a learning management system and mobile device capabilities within the ideal WINGS website, defining options for existing site versus a new site build.
- Assist WINGS in ideal approaches for Phases Two and Three of this work.



SUBMISSION CRITERIA

WINGS welcomes proposals from all interested, qualified individuals and agencies. Proposals should be no more than 4 pages (excluding supplemental documents) and cover the following:

- Statement of Qualifications – detailing your capacity and experience to address the project scope
- Personal and/or Organizational Bio
- Project Plan and Timeline – to execute desired outcomes for the project scope by December 31, 2020
- Detailed Budget – line item and narrative of resources needed to meet project plan and timeline
- References – contact information for at least 3 organizations, who would speak about your work if contacted by WINGS
- Contract shell – please provide your contract shell

Please send questions and RFP submission to Julia Gatten, Communications Project Manager, via email at julia.gatten@wingsfound.org with subject line “Website Discovery Proposal - [name].”

The submission deadline is on November 9 at 8 a.m., 2020.

Upon review, WINGS will schedule follow-up meetings with the top candidates before making a final decision. Please feel free to visit our website at www.wingsfound.org. Thank you for your interest in the WINGS Website Project – Phase One.