



## REQUEST FOR PROPOSAL FOR BRAND & WEBSITE DEVELOPMENT

**RELEASE DATE: December 16, 2020**

**PRIORITY DEADLINE FOR PROPOSALS: 8 a.m. MST on January 5, 2021**

**FINAL DEADLINE FOR PROPOSALS: 8 a.m. MST on January 11, 2021**

### HISTORY

WINGS Foundation Inc. (WINGS) is a nonprofit 501(c)(3) agency 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 immense barriers 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 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.

**Commitment to Trauma Informed Care (TIC):** WINGS' mission and this project will also center principles of trauma-informed care, 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

*Interested vendors should demonstrate a commitment to and competency in serving clients who prioritize DEI and TIC.*



## BACKGROUND

WINGS' flagship programming currently consists of:

1. The **CSA Survivor-Focused Outreach & Education Program** brings awareness to community constituents and service providers about the long-term consequences of childhood sexual abuse (CSA) and the ways this trauma impacts adults and opportunities for healing.
2. The **Services for Survivors Program** has three components for primary/secondary victims/survivors:
  - Phone consultations
  - Referrals to qualified therapists and agencies
  - Therapist-facilitated support groups guided by the WINGS' comprehensive handbook, *Survivors' and Loved Ones' Guide to Healing*. WINGS support groups are a valuable complement to qualified, individual therapy for adults who were sexually abused as children.
3. The **Clinical Training Program** offers opportunities for master's-level students studying counseling or psychology, as well as licensed clinicians, to receive training to serve as therapist facilitators of WINGS support groups.
4. A new **CSA Survivor Multi-Disciplinary Team (MDT) Response** is being convened by WINGS, designed to increase access for this underserved population to comprehensive services they need to heal and thrive. WINGS is co-designing this MDT response in partnership with peer providers and will create **Provider Trainings** on how to screen for this trauma, provide appropriate referrals, and provide CSA-Trauma Informed Care for direct therapeutic intervention.

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 the 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 for greater ease of use for adult CSA survivors and their loved ones from the early realization stage to advanced stages of healing. The website will also include relevant training opportunities for providers. 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 (as appropriate for each service line) the US. WINGS seeks support in creating and implementing this expanded menu of offerings.



## NEED

WINGS is growing from an organization who primarily serves the Front Range of Colorado to one with a variety of education, advocacy and support options that will reach much wider audiences. We plan to enhance our online resources and trainings to support survivors, loved ones, providers and communities throughout the US and beyond. We have two major needs:

### 1) **Brand Development to ensure our brand reflects our organization as we grow**

As WINGS expands our online presence and services, we need to ensure our messaging and visual identity resonates with CSA survivors, loved ones and providers from all backgrounds and social positions. We want to explore and update our brand strategy, key messages and visual identity before launching our new website, updated Guide to Healing, online trainings and more.

### 2) **Website Development to build a web presence that increases our impact in two ways:**

- a. **Serve more CSA survivors and loved ones:** Due to stigma, many survivors search for services to heal CSA trauma online. Enhanced online services will include a learning management system (LMS) to facilitate 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.
- b. **Provide a “go-to” site for professional training for those wishing to serve CSA survivors:** WINGS will also be creating online training options for professionals. We want to utilize a system that is both highly functional and aesthetically pleasing to provide opportunities for more professionals to gain skills and competence to serve CSA survivors.

WINGS seeks an agency to guide both the brand and website projects simultaneously. The selected agency will work with the Executive Director, Director of Programs and Survivor Services, and Communications Project Manager to create a successful and long-term brand and website strategy. Additional WINGS stakeholders will also be available to support and provide input into this work.

### 1) **Brand Development: Overview and Project Timeline**

All elements completed in a timeframe to support a September 1 website launch:

Brand Discovery and Strategy

Key Messages and Visual Identity

Guidance in creation of key collateral and templates for Guide to Healing, trainings, website, presentations and other necessary materials

### 2) **Website Development (including LMS): Overview and Project Timeline**

There will be three phases to website development:

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

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

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

*\*Phase One was completed by an agency in Dec 2020 to help us define the scope of our larger project. The research, analysis and final brief from this process will be shared to inform the full website development.*

### **Website launch date: September 1, 2021**

September is Childhood Sexual Abuse Survivor Awareness Month (CSA-SAM) in Colorado. We would love to launch the new website in conjunction with the beginning of this month.



## **PROJECT SCOPE**

**Budget: \$60,000 - \$75,000**

This level of brand and website development is a significant step for WINGS in a pivotal time in its organizational history. Preference will be given to agencies who show strong alignment with our mission, guiding principles and high aspirations for serving adult survivors of childhood sexual abuse as a human rights and social justice issue. WINGS seeks a creative partner committed to maximizing our investment in survivor healing by bringing pro-bono support to this project budget and key deliverables.

**Anticipated Contract Date: January 18, 2020 – September 30, 2021\***

*\*Includes a 1-month buffer after website launch date of September 1, 2021*

### **Deliverables and responsibilities will include:**

#### **Brand Development**

- Lead comprehensive brand discovery process utilizing (but not limited to) interviews, surveys, focus groups, and other qualitative and quantitative data to understand WINGS values and create a cohesive brand strategy
- Work with WINGS team to build key messages for overall organization and individual program elements and initiatives
- Refresh current visual identity to reflect updated brand values and strategy
- Creation of key collateral and templates for WINGS to use throughout updated website, marketing materials, materials for group member, trainings, etc.

#### **Website Development**

- Site map and navigation design centered on the needs of CSA survivors while including clear pathways for loved ones, providers and community members
- Visual design and wireframes with several feedback rounds to establish a look and feel aligned with our brand and audience needs
- Support WINGS team in content strategy and editing
- Website design and development through a collaborative process that integrates feedback from key WINGS stakeholders throughout the process
- Mobile capabilities, either through a highly responsive design or creation of an app based on recommendations from Phase 1 discovery brief
- Ensure compliance with WCAG Level 2.1 AA ADA
- Integration with Salsa engage for email sign up, event registration, donations
- Successful integration of Learning Management System (LMS) to meet our needs
- Lead beta testing, training, and website launch



## **SUBMISSION CRITERIA**

WINGS welcomes proposals from all interested, qualified agencies. Proposals should be no more than 10 pages (excluding supplemental documents) and cover the following:

- 1) Statement of Qualifications – detailing your capacity and experience to address the project scope, including 1-2 case study examples
- 2) Project Plan & Timeline – to execute outcomes for the project scope by September 1, 2021
- 3) Detailed Budget – line item and narrative of resources needed to meet project plan and timeline
- 4) References – contact information for at least 3 organizations who would speak about your work if contacted by WINGS
- 5) Contract shell – please provide your contract shell

Please send questions and RFP submissions to Julia Gatten, Communications Project Manager, via email at [julia.gatten@wingsfound.org](mailto:julia.gatten@wingsfound.org) with subject line “Brand and Website Development Proposal - [name].”

Priority submission deadline: 8 a.m. MST on January 5, 2021

Final submission deadline: 8 a.m. MST on January 11, 2021

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](http://www.wingsfound.org). Thank you for your interest in the WINGS Branding and Website Development Project.