



RIGHT TO PLAY
PROTECT. EDUCATE. EMPOWER.

Right To Play International

Request for Proposals for Web Development Contract

March-April 2022

1. Summary and Scope of Work

Right To Play International is seeking to hire an experienced web development agency on a maintenance and development contract to fulfill the scope of following work:

- Provide regular and timely website maintenance support on website updates and changes, e.g. bug fixes, slight adjustments at the code/CMS levels, in a reliable and timely fashion. Examples of tasks are provided below.
- Complete larger-scale changes to the website, such as the development of new page layouts, setting up third party integrations, etc. at a set hourly rate, with quotes provided for each project. Note that an annual plan will be discussed at the beginning of each year, in order to properly schedule and budget the larger projects. Examples of such projects are provided below.

The website is coded in Python, on the Django web framework, and uses the Wagtail CMS. Python and Django experience is required. Wagtail experience is preferred.

2. About Right To Play

Right To Play is a global organization that protects, educates and empowers children to rise. We work with children in some of the most difficult and dangerous places on earth, helping them to stay in school and graduate, to resist exploitation and overcome prejudice, to prevent disease and to heal from war and abuse.

For more than 20 years, we have delivered programs with impact in both development and humanitarian contexts. As pioneers in a unique approach to learning, both inside and outside of the classroom, we harness play, one of the most fundamental forces in a child's life, to help children dismantle barriers and embrace opportunities. We are the only global development organization focused exclusively on using the power of play to transform children's lives.

In Canada, this means children rising above inter-generational trauma, the ongoing legacy of colonialism and the residential school system.

Internationally, this means children rising above poverty, illiteracy, war, disease and gendered violence.

We reach 2.3 million children each year in 15 countries around the world. By collaborating with teachers, governments, communities and parents, we unlock children's potential, enabling them to make positive and healthy choices and to create better futures for themselves, their families and their societies.

For more information, visit www.righttoplay.com. Watch our [brand anthem](#) to learn more about us.

3. Contract Terms

Right To Play will enter into a contract with the selected agency for ongoing website maintenance at a pre-determined rate based on estimated hours needed.

The agency must have the capacity to support both the maintenance contract and additional development work, and be able to complete the work in a timely and efficient manner.

The contract will be for one year, followed by an ongoing annual renewal. We are seeking a long-term partnership with the selected agency. The maintenance contract can be invoiced monthly or quarterly.

Budget

We estimate website maintenance needs at 15-20 hours per quarter, and development hours at roughly 80 – 120 hours per year. The number of hours needed each year will fluctuate based on needs and budget.

Note that alternative contract structures can be accepted and evaluated.

4. Website Background

Website Structure

Our website was built and launched in 2018 to serve the needs of Right To Play International, as well as seven fundraising offices in, Canada, Germany, Netherlands, Norway, Switzerland, the United Kingdom, and the United States.

The website is programmed in Python, on the Django web framework, and Wagtail CMS. Wagtail was chosen due to its strength supporting multilingual sites. Each of our offices has their own language settings in the back end, with Canada and Switzerland having multi-lingual capabilities.

The website homepage, www.righttoplay.com redirects users in any of those countries to the local domain for that office. For example, a user in Germany visiting righttoplay.com will be redirected to righttoplay.de and on the German site, in the German language. A user in Ghana visiting righttoplay.com will remain on the international domain.

The website is hosted on Microsoft Azure.

5. Website Needs

Current Needs

This is a sample of our current website needs:

- Pagination and/or other loading and performance improvements on Stories and News pages
 - <https://www.righttoplay.com/en/stories/>
 - <https://www.righttoplay.com/en/news/>

- Create option to remove social sharing buttons on article pages within Stories and News sections above
- Improved ordering and filtering on Careers page: <https://www.righttoplay.com/en/national-offices/national-office-global/careers/>
- Improved iframe embedding
- Facebook pixel override – Adding the ability to override the current Facebook pixel with one from a different Facebook page of one of our National Offices, on certain landing pages and/or local domains

Future Needs

This is a sample of our anticipated needs in the near future, but that are larger-scale projects:

- Data acquisition forms
 - Redesign (example of current design at the bottom of this page: <https://www.righttoplay.com/en/stories/how-anitha-went-back-to-school/>)
 - Creation of a floating form embed function (form scrolls along the page as the user does)
 - Improved data syncing with Mailchimp
 - Improved backend permissions access for form managers
- New page templates
 - Instagram link in bio landing page
 - Landing page focused on donation CTA to highlight multiple campaigns/issues to support
- Alert button
 - Ability to add an alert popup that is domain specific, to promote calls-to-action during specific emergency or urgent campaigns
- SEO
 - SEO sitemap
 - Other SEO improvements as-needed (recommendations welcome)
- Site speed and performance improvement
 - Support with migration to caching service, such as Cloudflare

Out of Scope

- Right To Play is able to provide designs in image format, as needed. Agency strategic, practical and creative insight is appreciated, but design creation is not necessary. We are prioritizing the implementation of provided designs, and changes made at the code/CMS levels

6. Proposal Requirements

Proposals should include the following:

- A brief background on your company (years in business, staff size, philosophy, goals, methodology, etc.)
- A summary of your approach to web development and vision for what may be needed in the medium-long term for a website to grow and be successful, as well as an outline of your work process.
- A summary of your experience with Python programming, Django, and the Wagtail CMS. Wagtail experience is not a requirement, but is preferable.
- A sample of websites you have worked on in Python, preferably Django/Wagtail, with specifics on the work that was performed by your agency. We are particularly interested in seeing any work you have done with nonprofits, charities, and/or international organizations.
- An estimate of the time needed to familiarize the team with our website structure and code, prior to working on deliverables.
- An estimate of time needed to deliver on the “Current Needs” listed above, in section 6. Any insight you can provide on the projects listed in the “Future Needs” section would be appreciated.
- An hourly rate and any other requirements or changes to the contract terms outlined above.
- A summary of the team members who will be assigned to this contract, with a short description of their role and experience. Please specify if these individuals are staff members or subcontractors.
- Three references who can speak to the services requested in this RFP, including contact information and a brief description of work done for those clients. It is preferable if one of the references is in the not-for-profit sector.
- Section 9 below, Agency Certification, completed and signed
- Additional information, such as any past or present litigation or regulatory actions against your firm, any timing requirements or conflicts, etc.
- Please specify if you are able to offer a charitable discount.

All proposals must be received by April 11th, 2022.

Proposals and/or questions should be submitted to Right To Play’s Digital Marketing Manager, Jeff Braunstein, at jbrownstein@righttoplay.com.

7. Method of Award

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and enterprise. The purpose of this RFP is to identify those agencies that have the interest, experience, creativity, and capability to partner with Right To Play on their website development in an ongoing basis.

Evaluation Criteria

1. Capability of agency to meet or exceed requirements
2. Affordability of services
3. Ability to respond and implement changes in a timely manner
4. Quality and clarity of presentation materials

Selection and Notification

Agencies determined by Right To Play to proceed to the final step of the selection process will be notified by email, at which point a 1-hour video conference will be scheduled.

Once all video conferences have been completed, Right To Play will make a final selection and a contract will be prepared.

8. Terms of Award

This document is a request for proposals only, and in no way obligates Right To Play (RTP) or its donor to make any award. Please be advised that under a fixed price contract the work must be completed within the specified total price. Any expenses incurred in excess of the agreed upon amount in the sub-contract will be the responsibility of the sub-contractor and not that of RTP or its donor. Therefore, the offeror is duly advised to provide its most competitive and realistic proposal to cover all foreseeable expenses related to provide requested goods/services. All deliverables produced under the future award/ sub-contract shall be considered the property of RTP. RTP may choose to award a PO/ sub-contract for part of the activities in the RFP. RTP may choose to award a PO/ sub-contract to more than one offeror for specific parts of the activities in the RFP. The Offeror's technical and cost proposals must remain valid for not less than 120 calendar days after the deadline specified above. Proposals must be signed by an official authorized to bind the offeror to its provisions.

Language

The proposal, as well as correspondence and related documents should be in English.

Negotiations

The offeror's most competitive proposal is requested. It is anticipated that any award issued will be made solely on the basis of an offeror's proposal. However, RTP reserves the right to request responses to additional technical, management and cost questions, as well as negotiate any necessary changes.

In the event that an agreement cannot be reached with an offeror, RTP will enter into negotiations with alternate offerors, without any obligation to previously considered offerors.

Rejection of proposals

RTP reserves the right to reject any and all proposals received, or to negotiate separately with any and all competing offerors, without explanation. Right To Play is not liable for any cost incurred by offerors during preparation, submission, or negotiation of an award for this RFP. The costs are solely the responsibility of the offeror.

Modifications

RTP reserves the right, in its sole discretion, to modify the request, to alter the selection process, to modify or amend the specifications and scope of work specified in this RFP.

Cancellations

RTP may cancel this RFP without any cost or obligation at any time until issuance of the award. Right To Play is a child-centered organization. Our recruitment and selection procedures reflect our commitment to the safety and protection of children in our programs.

9. Agency Certification

Please fill out the form below and email back to jbrownstein@righttoplay.com

This certification attests to the agency's awareness and agreement to the content of this RFP and all provisions contained herein. The agency must ensure that the following certificate is duly completed and correctly executed by an authorized officer of your company.

The undersigned, a duly authorized officer, hereby certifies that:

(Agency Name)

agrees to be bound by the content of this proposal and agrees to comply with the RFP and any addenda thereto in the event of an award. The proposal shall remain in effect for a period of 90 calendar days as of the RFP Due Date.

The undersigned agree to notify Right To Play of any change in your organizational status, should one occur, until such time as an award has been made under this procurement action.

Person(s) authorized to negotiate on behalf of this firm for the purposes of this RFP are:

Name:

Title:

Signature:

Date:

Name:

Title:

Signature:

Date:

Signature of Authorized Officer:

Name:

Title:

Signature:

Date:
