EESTI RAHVUSKOMITEE ÜHENDRIIKIDES
ESTONIAN AMERICAN NATIONAL COUNCIL, INC.
www.estosite.org

EANC Website Design and Development
Request for Proposal
July 2017

1. Project Overview

This project involves creating a new website for the Estonian American National Council (EANC), a nonprofit organization, which aims to provide a fresh, welcoming, and easy to navigate point of connection for the Estonian community in America, that can be used to keep up with news, events and opportunities, and serve as a portal to "all things Estonian."

2. Organization Overview

Since 1952, the Estonian American National Council has been the central organization of the Estonian immigrant community in the United States. It is the only organization that represents the interests of all Estonian Americans. With the fall of the Soviet Union in 1991, Estonia regained its independence, and later secured EU and NATO membership. EANC is today focused on the continued security and independence of Estonia, representing the interests of Estonian Americans through outreach to Congress and the Administration, and by working with organizations sharing similar goals. As important, EANC supports and provides grants to projects that preserve Estonian culture, language, and history in the United States, including the only Estonian language newspaper in the U.S.

The EANC is a 501(c) 3 organization. It has a paid staff of two, supported by an all-volunteer board. Funding comes entirely from individual charitable contributions.

In the past 25 years, the largely post-World War II Estonian political refugees, and their children, have been augmented by new emigres from Estonia who have come to the U.S. for economic, educational or other opportunities. The Estonian American community today include both the earlier and newer arrivals, and interested non-Estonian extended family and friends, business and academic colleagues, and "Estophiles" -- those who simply love some aspect of Estonian culture.

3. Current website

The current website can be viewed at: www.estosite.org. It was created in Squarespace Version 5. This version is no longer actively supported by Squarespace, and it is increasingly difficult to make modifications due to technical glitches. The site must be re-created either in a newer version of Squarespace, or some other website-creation program such as WordPress. (EANC has not definitely decided which to use.) Either way, this provides the opportunity to design the site to better serve EANC's needs and those of current and potential website users (see Section 5 "New Website Objectives").

EANC is also considering changing the domain name from "estosite.org" to a name that better reflects the site content (e.g., "estonianamerican.org.")

EANC has surveyed its own council members on their use and feedback on the current site, as well as two outside "focus groups," the results of which inform this RFP.

4. Website Audience

The website currently has approximately 600 visits per month, which includes visits by EANC members (who used the site about 2 times a month, usually looking for information they are accustomed to looking for).

In addition to current users, the target audience for the new website includes recent immigres, younger people, "Estophiles" (non Estonians who have a special interest in Estonia), as well as Estonian Americans seeking to re-connect and become more active with the broader Estonian community in the U.S. Website users may be looking to find information about Estonia, resources for political activism, resources for learning the Estonian language, contacts for local Estonians or Estonian organizations, events and celebrations, ways to get involved in Estonian activities, or sources of funding for projects related to Estonian-Americans.

While a part of the website audience is bilingual, a significant portion of users has either no or minimal knowledge of the Estonian language.

Our potential audience as a summary list is:
- Estonian-Americans descended from previous generations of immigrants
- Estonians-Americans/Estonians recently immigrated (or temporarily migrated)
- Next generations
- Estophiles
- Estonian-American organizations
- U.S. and Estonian government entities and representatives

5. (New) Website Objectives

Our overall goals are: 1) present the EANC as an "umbrella organization" for Estonians in America, worthy of following and supporting, 2) provide a first point of connection for the Estonian community in America, be used to keep up with news, events, and opportunities, and serve as a portal to "all things Estonian," and 3) foster the community of Estonian Americans.

Among our specific objectives:

a) present a fresh, welcoming, and up-to-date image of the EANC
b) be easy to navigate and engage with, both for current EANC members/supporters and new audiences
c) have an inclusive and "big tent" feel, with content that appeals to both our current and potential audiences
d) feel action-oriented, i.e. encourage and stimulate interest in volunteering, making donations, attending and organizing educational and cultural activities, as well as political activism
e) Make better use of and better integrate social media; use social media to increase site traffic
f) Use analytics to understand how the site is working and improve it
g) Bi-lingual solutions

(We can provide examples of other organizations' websites that we like and which might serve as models.)

6. **Project Scope**
   a) Design: Our preference is to upload already available themes from web sources and customize to our needs.
      - Enhance "brand" identity through selection of theme and website design
      - Easy to navigate
      - Visually stimulating and attractive, incorporating current design best practices
      - Design should incorporate more images

   b) Functionality: Our preference is to use available plug-ins to configure functionality.
      Essential functions would be:
      - Mobile friendly
      - Easy to update
      - Content management system that can be updated by users with different permissions
      - Blog pages
      - Newsletter access/links
      - Ability to search efficiently within the website
      - Ability to process payments and donations
      - Ability to sign up for mailing list, blog or newsletter
      - Events calendar
      - Search engine optimization techniques to increase site traffic/tools to analyze traffic
      - Social media integration, particularly FB, Twitter, Instagram, LinkedIn
      - Ability to transition information on current website to the new, and to continue archiving blogposts

   c) Content:
      EANC will provide all content, but the project will include consultation on organization and navigation of content, with a focus on actions and activities. We anticipate a significant reorganization of the existing content. For example, top level of organization might be:

      - *News and Events: Stay Informed*
      - *About EANC: The many ways to get involved*
      - *Washington Update: Make your voice count*
      - *Estonian American Organizations: Find your community*
      - *Estonia, and its language and culture: Discover your heritage*
      - *The Estonian American Experience: Keep your story alive*

   d) Technical
      - Use of a widely available website-creation program such as, but not limited to, WordPress or SquareSpace.
      - Use of a commercially available hosting solution.
      - Ability to use existing domain name and to redirect existing domain name to new name
      - Compatibility with Chrome, Firefox, Safari, IE.

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- Strong security features
- Rapid load times
- Accommodates Estonian-language special characters (ä,ü,õ,ö)
- Compliant with ADA and disability best practices

Optional features.   Our "wish list" for anticipated growth includes:
- Ability to incorporate video and audio
- Ability to create online web forms (e.g. for user feedback, for volunteers)
- Integrate spatial information, for example, through use of Google maps.

e) Ongoing maintenance: the project should include sufficient communication and training of EANC staff so that assistance with ongoing updates, revisions, and maintenance is minimal.

f) Summary of Deliverables:
- Fully functional website
- Instruction document for EANC webmaster, and training session
- Initial period of troubleshooting

7. Timeline
a) Deadline for responses – **responses are requested by Friday, August 18, 2017**
b) Selection – within two weeks of submission deadline
c) Project kickoff – project will start with a conference call on or about September 1, 2017
d) Website launch target date – test version requested in time for EANC annual meeting in early November.

8. Proposal Requirements
a) Contact information
b) Project team member(s)
c) Description of website design and development strategy
d) Description of proposed training
e) Experience with WordPress, Squarespace and/or other recommended website development program
f) List of recently executed similar projects, with website addresses
g) Timeline for project completion, with key dates
h) Proposed comprehensive budget and pricing information, including any terms and conditions

All proposals should be sent electronically to erku@estosite.org.   Please include "Proposal for EANC website development" in the subject line.