



moving victims of violence from crisis to confidence

Safe Horizon Brand Refresh, Website Design, and Digital Strategy RFP

Issue Date: October 31, 2023

Due Date: December 8, 2023, 5pm ET

Our Vision

Safe Horizon envisions a society free of violence and abuse. We will lead the way by empowering victims and survivors to find safety, support, connection, and hope.

Our Mission

Safe Horizon's mission is to provide support, prevent violence and promote justice for victims of crime and abuse, their families and communities.

Organizational Background

Safe Horizon is the nation's leading victim assistance organization and each year serves more than 250,000 people who have been touched by violence by helping victims of crime and abuse through their crises. Recognized as a leader responding to the changing needs of its clients, Safe Horizon is sought after for its expertise on issues of violence and victimization in the City, the state and across the country. Its programs are woven into the fabric of New York City: in community-based offices; domestic violence shelters; courts; and police precincts. Whether responding to child abuse, domestic violence, sexual assault, trafficking or other violent crimes, Safe Horizon helps victims and their families heal and rebuild their lives. Safe Horizon's \$100 million budget and staff of 900 employees supports a variety of program services including running a 24-hour hotline, providing safe shelter and food, and giving assistance through the legal process. Safe Horizon also provides supportive services such as mental health counseling and case management, as well as advocating on issues dealing with domestic violence and child abuse.

Purpose of Request for Proposals & Qualifications

Safe Horizon is seeking a qualified vendor/s to work with us on two key projects – 1) brand refresh including a new website and 2) digital strategy. Safe Horizon may implement a two-vendor solution that can work simultaneously, collaboratively, or independently. Safe Horizon is nearing the completion of a organization wide strategic planning process, the outcomes of which will underpin much of the Scope of Work. The chosen vendor/s will receive access to the plan as part of our onboarding / discovery process.

Anticipated Scope of Work

Services may include, but are not limited to:

- **Brand Identity and website redevelopment**
 - **Brand identity**
 - Conducting market research / a landscape study including a comprehensive audit and analysis of Safe Horizon's brand identity, audiences, and programs and benchmark perceptions by target audiences
 - Developing a distinctive brand identity – including the look and feel of the brand – and compelling assets to maximize Safe Horizon's unique positioning prioritizing our issue advocacy and fundraising
 - Developing an overarching omnichannel brand identity that reflects Safe Horizon's mission and strategic priorities and increases awareness, engagement, and impact
 - Brand positioning, narrative, and messaging refresh
 - Revitalizing brand voice to engage new audiences
- **Full redesign of the Safe Horizon website**
- Website redesign must include:
 - Researching best-in-class website functionality and user experience
 - Full redesign of the current Safe Horizon site
 - Language translation options / plug ins for future iterations
 - Ability to launch with a limited Spanish site
 - SEO optimization
 - Flexible content entry options
 - CMS Training
 - QA Testing
- Agencies should also include pricing and service options for ongoing updates and maintenance of the new website
- **Digital Strategy / Digital Donor Strategy that supports the Strategic Plan goals**
 - Evaluating current campaign strategy and recommendations
 - Developing year-round, multichannel digital fundraising strategies
 - Developing and launching comprehensive lead and donor acquisition programs
 - Measuring impact in earned, owned, and paid media
 - Recommendations on cadence and type of email communications to donor audiences and other audiences

- Google adwords management

These services may be provided on an as-needed basis to Safe Horizon by agreement described in specific task orders and based on the terms set forth in a master agreement with Safe Horizon.

Agency Qualifications

The Agencies must meet and attest that it meets all the following qualifications to participate in this RFP:

- Experience in, and understanding of, the nonprofit sector, with 3-5 examples of successfully developing and launching brand identity, and go-to-market strategies for public-facing brands
- Experience in using Strategic Planning documents to guide brand and digital strategy
- Experience in working in a collaborative manner with large agencies and building timelines that allow multiple stakeholders, sometimes with divergent perspectives, to be involved
- Demonstrated commitment to DEI/anti-racism efforts in consulting to the non-profit sector, and in the consultants' own organization.
- A seasoned multiracial consultant team

Agencies applying for the brand and website component must have:

- Experience in developing brand identities, marketing strategies, and websites for large, complex human services and advocacy organizations, research and policy institutions, and/or political campaigns, with an emphasis on crisis services, issue advocacy and fundraising, interactive data visualization and tools, and storytelling content

Agencies applying for the digital strategy component must have:

- Experience in developing and launching comprehensive digital fundraising strategies across all channels – advertising, email, mobile, social media, web, etc
- Experience launching and managing acquisition programs to support long-term fundraising and advocacy efforts

Rules Of Participation

As mentioned, Safe Horizon may implement a multi-vendor solution that can work simultaneously, collaboratively, or independently on the two aspects of the RFP. When

applying, agencies should please state which of the two RFP components they are applying for.

1. Questions. Substantive questions regarding the Scope of Work should be saved and asked in the information call. Additional questions after that must be received within one week of the informational call in order to be included in the written FAQ to be sent out. Emails sent to the RFP contacts must include the words “Safe Horizon external communications RFP” in the Subject Line.

2. Information session. Pre-proposal information session call is mandatory and shall be held at the time set forth in the RFP Timeline. RSVP by emailing the RFP contacts.

3. Submission. Proposers shall submit the Proposal Package by the time and date set forth in the RFP Timeline. Proposers must submit a Proposal by email to the RFP contacts listed on the last page of the RFP. Proposal package contents must include:

- Cover Sheet. A cover sheet containing the following information:
 - RFP Title
 - Vendor Name and Address
 - Principal contact person name and contact information
- Executive Summary. Provide a summary of no more than one page describing why your organization is best suited to support Safe Horizon’s brand, website, and/or digital strategy RFP.
- Agency Qualifications. The proposer must attest and provide some description of how they meet qualification criteria.
- Technical Proposal. The Technical Proposal must address all issues in the Scope of Work and include any other information you believe would be relevant, including high level timeline proposal.
- Cost Proposal. If not already addressed in the Technical Proposal, the vendor must set forth a cost proposal.
- Describe your organization’s approach to incorporating Diversity Equity, Inclusion, Belonging (DEIB) priorities into this work
 - Safe Horizon strongly encourages participation of Certified Minority or Women-Owned Business Enterprises (MWBE) as subcontractors but it is not required.
- References. List of three current clients and one former client, including client email addresses and phone numbers.

Selection Criteria

Responses to this RFP will be evaluated according to the following criteria:

- Vendor's commitment to diversity, equity, and inclusion
- Qualifications and Experience
- Project plan and technical approach
- Familiarity with Safe Horizon's issues and initiatives
- Cost and pricing ranges
- Adequacy, clarity, and completeness of response
- References
- Availability and timing

Anticipated RFP Schedule

- Issue Date: October 31, 2023
- Information Session: November 16, 2023, time TBD
- Responses Due Date: December 8, 2023, 5pm ET
- Invitations for Presentation: Week of January 22, 2023
- Presentations: Weeks of January 29 and February 5
- Agency Notification By: Week of February 19

A note on total timeline: We are hoping to begin work in March 2024, with the possibility of launching a new website by the end of the year.

Contact Information

Any questions regarding this RFP should be directed to the below, with "Safe Horizon external communications RFP" in the subject line:

Hannah Collins

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Associate Vice President of External Communications

Safe Horizon

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