CHRIS 180

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Request For Proposals

Website Redesign and Build

Organizational Overview

CHRIS 180 helps children, young adults and families who have experienced trauma change the direction of their lives to become more productive, self-sufficient members of the community. We do this through mental health counseling, training, providing safe housing and real-world skill building.

CHRIS 180’s goal is to help those we serve build resilience to overcome life’s challenges.

Project Overview

CHRIS 180 is initiating a Request for Proposal (RFP) process to find an agency to redesign the CHRIS180.org flagship website.

The partner will have demonstrated capabilities in managing website projects and expertise with best practices around user experience design, visual design, development, and deployment, while focusing on key performance indicators (KPIs) around donation revenue growth and deepening engagement around our content.

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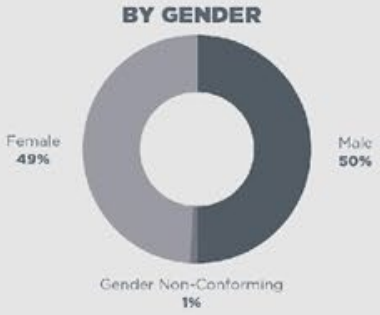
2021 Key Results

20,785

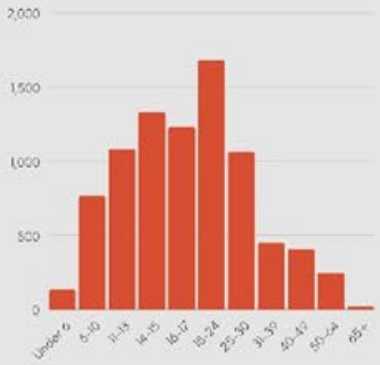
Total served and trained

CLIENT DEMOGRAPHICS

BY GENDER



BY AGE



BY RACE/ETHNICITY

Black: **6201**
White: **1612**
Hispanic: **745**
Other: **201**
Indigenous: **28**
Multi-Racial: **451**

3,508 *served in CHRIS Counseling Centers*

100% *received initial assessment which directed further care*

76% *noted improvements following sessions*

995 *family members were strengthened through wraparound services, rather than experiencing disruptions leading to long-term separations*

1,630 *children served through School-Based Mental Health*

65% *noted school-based therapy services were helpful*

10,457 *clinicians, community professionals, nonprofit and business leaders were trained by the CHRIS Training Institute*

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Project Background

CHRIS 180 has served Metro Atlanta since 1981. Over the years, our name has changed. In 2016 we rebranded CHRIS Kids to be CHRIS 180. In 2019, under the helm of a new marketing team, we've made efforts to further strengthen and build a more cohesive and consistent brand across all platforms.

The current iteration of the CHRIS 180 website was built on WordPress, around 2016. In 2022, the site was rebuilt using the Elementor builder on WordPress to allow for faster load times. We currently work with a contractor for general updates and SEO. The Marketing team oversees and manages updates to the website.

The current site has about 88 published pages. It is not imperative for the redesigned website to have the same number of pages. Information may need to be streamlined and/or consolidated.

The build and navigation were created with an internal organization-centric approach that needs to evolve towards meeting the needs of the end users: our donors, clients, fundraisers, supporters and partners and their experience throughout the site as they read stories, work to get help, watch video content and donate.

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Project Background (Cont’d)

CHRIS180.org received over 77,000 visits in 2022.

The organization currently has separate websites for Adoptions & Foster Care Program (CHRISadoptions.org) and The CHRIStal Ball annual fundraiser (TheCHRIStalBall.org).

The Training Department uses Teachable.com and Dochebo as online teaching platforms

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Project Background (Cont'd)

PROJECT OVERVIEW

Current Platform

- Registered through GoDaddy.com
- Hosted through GoDaddy.com
- Managed Wordpress platform
- Builder: Elementor
- Classy for donation pages
- Mailchimp email platform (Sign-up link included on website)
- Google Analytics installed

Current Website Challenges and Gaps

- Was originally designed as a static, informational website
- A clear need has evolved for CHRIS180.org to function more dynamically. To date, these updates have been made in-house:
  - Regularly published blog posts and news stories
  - Portal for multimedia/video content about CHRIS 180's work
  - Event registration (tours, fundraising and awareness events) - Some of these are housed on external sites
  - Rotating sliders or hero images to direct users to the latest, news, and priority/featured content
  - Registration for trainings (housed on external site)
  - Changes made to support ongoing SEO / paid media efforts (contracted)
- Menu is over-crowded / hard to click on some areas in the main navigation
- More intentional calls to action: Someone should be able to get an idea of what the organization is about when they first visit the home page
- Needs to be easier to access desired information on the programmatic area or services one is seeking information on
- Opportunity for improvement on connecting users to clinical information accurately and fast
- Unified branding across the entire website; Some older pages need to look more like the newer pages (Ongoing work)
- Mobile-readiness of design could be improved

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Key Audiences

Donors and Prospective Donors (Wants to see stories about CHRIS 180's work and be motivated to give / volunteer / advocate / participate in events)

Professional Community (Professionals in helping professions who seek out training and development opportunities and/or resources from CHRIS 180's CHRIS Training Institute)

Clients and Prospective Clients (People seeking counseling services, trauma-informed care, adoptions, foster care, etc.)

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Social Media Reach: 215,000 users across platforms in 2022

Email Reach: 3,000+ opted-in email subscribers

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Project Key Performance Indicators (KPIs)

Project Success

This project must help CHRIS 180 achieve the following results, with specific growth results to be discussed with our chosen agency partner:

Quantitative KPIs

1. Increase number of site visitors from 77,983 to 90,000
2. Revenue growth
3. Users connected to counseling, training, and other key programmatic areas.
4. Conversion of visitors to donors, registrants; Improved bounce rate performance

Qualitative KPIs

1. Improved user experience and presentation of content

    a. Improve aesthetic look and feel with consistent fonts and graphics throughout the website

    b. Templates that provide structure, but some flexibility

2. Easy to administer CMS

    a. Team to be trained in administering the site before website is launched

3. Staging platform to test content before going live

4. Ability to use plug-ins if needed, but not be overly plug-in reliant or clunky (impacts speed/ load-time performance)

5. Mobile-first design

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Website Analytics

Online Marketing Analytics

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Website Traffic

77,983 visitors to site in 2022

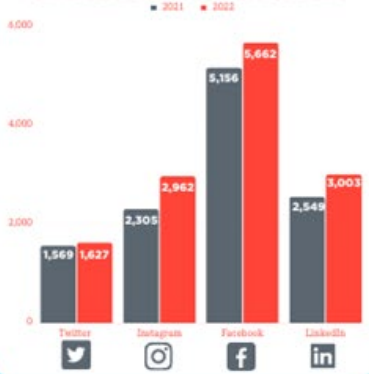
< 9.93% (86,577 visitors in 2021)*

*Due to decline in direct traffic (people manually typing URL into search bar). Organc, paid search, and social media referrals to the website all improved.

Most Visited Pages

1. Careers
2. Counseling Centers
3. Donate
4. Leadership Team
5. Mission, Vision & Values

Social Media Growth



2022 Website Upgrades

- Website updated using WordPress platform which enabled us to:
  - Cut down on redundant plugins
  - More easily optimize for Google's Core Web Vitals
  - This resulted in a improvement from a C to an A on site speed
- SEO/SEM Improvement
  - 6.32% increase in users from organic traffic
    - (37,810 vs 35,562 in 2021)
    - 11.77% increase in sessions
    - 102% increase in paid traffic via Google Adwords Grant

2023 Focus

- Website overhaul and redesign
  (RFP Launching February 2023,
  Estimated Completion: December 2023)
- Paid Google Adwords Account
- Decreasing bounce rate of visitors leaving site without viewing additional pages

Social Media - By the Numbers

1,200 posts
215,000 Users Reached
372,000 Impressions
7.1% Engagement (up from 4.99%)
1200 New Followers (-51 from '21)

2023 Focus: Instagram Growth

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Project Goals

1. Decrease bounce rate of visitors leaving the site without viewing additional pages

2. Streamline/integrate and eliminate the need for more third-party site platforms

3. Transform website from a static website to a dynamic site that provides information to donors, clients and prospects in an efficient and timely manner

4. Maximize organic search performance / ensure site designed for optimal rankings on Google, etc.

PROJECT OBJECTIVES & REVENUE GENERATING AREAS

Objective 1 – Giving

Convert visitors to donors

Objective 2 - Training

Make it easy for prospective clients to register for trainings/ book our facilities

Objective 3 -Counseling

Make it easy for clients to connect for counseling/care/talk to someone

Objective 4 - Jobs

Make it easy for potential employees to connect to jobs

Objective 5 – Engagement

Engage visitors and encourage return visitors via storytelling

Channels for engagement: website, blog, video (hosted on YouTube), social media, email, PR, corporate and media partnerships

Note about DEI - Imagery used should reflect the diversity of the organization and the communities we service

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Requirements

- Updated website architecture and user-centered design
- Responsive design and infrastructure for mobile and tablets
- Strong drive to engage the user/acquire visitors to the website
- Social media integration at the page level (Facebook, Twitter, LinkedIn, YouTube)
- Knowledge of linking website build with Classy, Zapier, Blackbaud, Mailchimp, calendars, etc.
- Incorporation of usability/accessibility testing
- Adherence to and awareness of ADA compliance issues
- Search Engine Optimization –
  site must be built in a way that maximizes any SEO opportunities
- Traffic reporting installed through Google Analytics through the CMS
- Easy-to-navigate site map
- Functional search
- Intuitive navigation, easy to use for multiple generations of users
- Book appointments or link to Care Team (More emphasis on Counseling services)

Future Scalability

- A chatbot feature to help visitors to the site get help with finding a counseling center location or resource. Either populated with automated messages (pre-approved) or staffed by a trained CHRIS 180 representative (i.e, resource navigator)
- Able to reel in outlying satellite sites (i.e., event pages, training registrations, etc.)

Forms

- Would like forms to submit information to staff emails without the use of an embedded Google or Microsoft form

Style Guide

- CHRIS 180 will provide a copy of our current brand standards and guidelines. We are open to recommendations on web-safe colors and fonts depending on design direction.
- An online brand standard document that includes specs for visuals is a plus

Site Copy

- Needs to work for visitors of varying education levels
- The Marketing team would play a hand in developing copy for the site. Open to recommendations for brevity and SEO-optimization. If copywriting is a part of your proposal, please include an itemized list of services and budget.
- Content scheduled to be migrated to new site will need to be reviewed for keywords/SEO best practices.
- Online copy standard document that includes character counts, word counts, and specs for content areas

Budget details

- Our projected budget is between $20,000 - $50,000
- Proposals should include itemized projected budget
- Monthly retainer or hourly rates for ongoing maintenance
- CHRIS 180 staff needs to be able to maintain/ make on edits as needed

Timeline & Submission Details

Site launch within Q4 of 2023

- Site must be fully functional, including QA, testing and bug fixes by December 31, 2023

Deadline for Consideration

- March 31, 2023

Meetings & Final Decision

- April 31, 2023

Submission Details

As part of your proposal, please address the following:

- Sample project plan and timeline
- Itemized project budget
- Summary of your website development experience and approach to website design
- Details regarding your website project management process
- Existing client references that went through a similar redesign and build
- Percentage of management and employee base considered in DEI, including active DEI initiatives within your organization (?)
- Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

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Questions?

Please direct any questions and submit proposals to:

Christopher Jones, Visual Communications Manager

CHRIS 180 Marketing & Communications Department

Christopher.Jones@CHRIS180.org

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