

Request for Qualifications (RFQ)
Website Design & Brand Refresh Services
April 14, 2022



U.S. Green Building Council - Missouri Gateway Chapter (USGBC-MGC) is soliciting a Request for Qualifications for web design and brand refresh services.

- **RFQ Issued:** April 14, 2022
- **Send any questions to:** Emily Andrews, Executive Director – emily.andrews@mobot.org.
- **Responses Due:** Send electronic submission as a PDF by 5 pm on Thursday, May 12, 2022 to Emily Andrews at emily.andrews@mobot.org. See [Appendix A](#) below for proposed timeline.
- **Budget for project:** \$35,000
- **Goal for website launch and brand refresh completion:** end of year 2022

Note: *Website Design & Brand Refresh services can be provided by one firm or a partnership or team. You may submit qualifications for just one project (website design or brand refresh).*

Upon completion website development and brand refresh, USGBC-MGC will assume full responsibility for the web site content and administration. All content, coding and graphics produced for this project will become the sole property of USGBC-MGC.

USGBC-MGC is a 501c3, non-profit in the state of Missouri. Our mission is to initiate, develop and accelerate implementation of green building concepts, technologies and principles that promote environmentally responsible, prosperous and healthy places to live, work and learn. We aim to make every building a green building, because green buildings are better for people, better for the environment, and better for the bottom line. We live, work and learn better in green and healthy spaces.

Our primary audience are our members, educational event attendees and project participants. Members and educational event attendees tend to be individuals working in or starting out in the building industry or as sustainability professionals including architects, engineers, contractors, subcontractors, product reps and manufacturers, marketing professionals, LEED Accredited professionals, facilities managers, etc. The most common project participants are those involved in our K-12 green schools efforts (Green Schools Quest and Missouri Green Schools), which includes K-12 school faculty and administrators and organizations that support green schools work in the St. Louis area and across Missouri. Secondary audiences include government officials, building owners, community organizations, congregations, and the general public with an interest in green building and sustainability.

Our website is critical to the operations of the organization – in particular for membership processing and event registration, donations, and sharing information. The current site has served us well, but we are long overdue for an updated, more modern website that is more mobile friendly and easy for our members and the broader community to access and navigate. When we update the website, we would like to refresh our brand to provide a fresh look and name for the organization.

Website Design Services will include designing and developing a dynamic, flexible, informative and easy to maintain website. The website must be user-friendly and mobile-friendly while reinforcing our role as the go-to place for green building information in our region. The website should have an informative, visually appealing, easy to use and understand home page, a detailed and interactive event calendar, a membership directory, and a blog as well as membership, event and donation processing systems, including payment portals. It should also incorporate accessibility needs and Search Engine Optimization.

New Website Objectives:

- Maintain and increase engagement in our green building community through membership, sponsorship, event attendance, and participation in projects.
- Inform, educate and engage our green building community and position our organization as a thought leader and go-to place for green building information in our region.
- Drive action to advance green buildings and climate action in our region.

Our current website – www.usgbc-mogateway.org – uses a WordPress platform with significant customization. Staff have the ability to access most content –especially dynamic content like events, homepage sliders, and blog. We use Wild Apricot for membership, event registration and donations and PayPal for payment processing. We are not committed to continuing the use of any of these platforms and are actively searching for a new event, membership and donation processing tool that functions more efficiently for users and staff. For example, many users complain about having trouble logging into their membership account and the clunky nature of event registration. For staff, we would like a more integrated Customer Relationship Management system to tie together events, membership, sponsorships and other program participants more efficiently and effectively.

See Draft Table of Contents (current site contains a lot of information – not all will transfer to new site) in [Appendix B](#). and website needs for membership and events below in [Appendix C](#).

Brand Refresh Services will include providing a fresh look for the organization that can inform the website design and assist with overall organizational brand recognition. Expected outputs include a new logo; templates for letterhead, envelopes, business cards, and PowerPoint presentations; icons for each programmatic area of our work; and assistance in establishing any slogans or marks as registered trademarks.

When updating the website, we would like to incorporate a refreshed brand and a re-worked name that links us to our main focus (green buildings), but is less of a mouthful. The leading contender for an updated name is Missouri Gateway Green Building Council (our service area includes both the St. Louis Metro area, including Southern IL, and most of Missouri, excluding the Kansas City area).

For our 15-year anniversary several years ago, we adopted a Green Buildings Are Better campaign (Green Buildings Are Better for Living, Working, Learning and Playing) that we have carried on using as it resonates with our audiences and aligns with our work.

During our recent strategic planning process, we reinforced the urgent need to address climate change and racial equity issues in the built environment, focusing on three pillars: Green Building Leaders of the Future; Buildings as Climate Solutions; and Sustainable Operations (for our organization, i.e. funding, governance, etc.). We also identified the following themes to help us focus our work:

- Building Awareness of the Benefits of Green Building
- Be a Trusted Advisor and Connector
- Expand Our Impact
- Implement Climate Action

Your submission of qualifications should include the following information:

- Brief overview of your company, including experience working with similar clients.
- Your approach to developing a new website and refreshing a brand.
- Brief overview of how you will meet our objectives for a new website and refreshed brand.

- Your preferred or suggested website platform, CRM system, member & event registration processing, e-mail program (i.e. MailChimp, Constant Contact, etc.) and any other tools that will interact with the website.
- Ideal timeline for completing the work.
- References from two (2) organizations for whom you have provided similar services.
- Cost of your services. Please note, we can accept in-kind donation of services and can recognize donations with a sponsorship level to be determined based upon the amount of the donation.
 - If possible include costs or estimated costs of any tools to be integrated into website, hosting, and any anticipated maintenance costs once the project is completed
- Any additional information that you feel would be useful to your proposal.

We have enclosed the following information to assist in the preparation of your submission:

- Appendix A: Project timeline
- Appendix B: Draft Table of Contents for website
- Appendix C: Website needs for membership & event processing and current systems in use
- Appendix D: Current brand components

Please submit a single electronic PDF of your qualifications by Monday, May 16, 2022 by 5 PM CDT. Please see Appendix A for our timeline and schedule. USGBC-Missouri Gateway Chapter reserves the right to reject any proposals submitted and to make the award where it appears to be in our best interest. Thank you in advance for your interest! If you have any questions or need additional information, please contact our Executive Director, Emily Andrews, at (314) 577-0854 or emily.andrews@mobot.org.

Appendix A

Project Timeline

- April 14, 2022 – Issue Request for Qualifications
- May 12, 2022 – Qualifications due to USGBC-Missouri Gateway Chapter by 5 pm CDT
- May 20, 2022 - USGBC-MGC Website Task Force reviews submissions
- Week of June 6, 2022 – Interviews with candidates
- June 15, 2022 – Notification to winning candidate
- Week of June 20, 2022 – Kick off meeting with winning candidate
- July – September, 2022 – Website, brand re-fresh work
- October 11, 2022 – Member Social – test website and reveal refreshed brand
- December 2022 – website and refreshed brand work completed

Note: Outside of Date RFQ issued (April 14) and date Qualifications are due (May 12), dates may be subject to change.

Appendix B

Draft Website Table of Contents

About Us / Who We Are

- Mission, Vision, Equity & Inclusion
- Board of Directors
- Committees
- Member Directory
- Staff
- Branches
- History

Get Involved

- Membership
- Sponsorship
- Committees
- Volunteer
- Donate
- Green Schools Quest Mentor
- Enroll Your School

Initiatives and Impact

- Green Building Education
- Green Schools
 - Green Schools Quest
 - Missouri Green Schools
 - Green Ribbon Schools
 - Sustainability Educators Institute
- Emerging Professionals
- Advocacy & Policy
- ILFI Collaborative
- Building Energy Exchange St. Louis

Events

- Calendar

News

- e-news
- blog

Resources

- Speakers Bureau
- Link to USGBC / GBCI

Would like Calendar, Donation and Social Media links on all pages (in header or footer) as well as a search function.

Appendix C

Website needs for Membership & Event Processing and Current Systems in Use

Current systems / platforms:

- Website: WordPress
- Membership, Event, Donation Processing: Wild Apricot
- E-mail: Constant Contact
- E-commerce: PayPal
- Sponsors / Green Schools Quest tracking: Salesforce
- Social Media: LinkedIn, Facebook, Twitter, Instagram, YouTube

We are open to other options for these platforms. We have done limited research & sought input from other USGBC chapters on other system for membership & event processing like Give Effect, Neon One, and Salsa.

Membership Processing Function
<i>Member experience / process</i>
Online form to join / renew with current member levels
Online credit card processing at point of joining or renewing - Currently using PayPal, open to other cc processing, but fees need to be competitive and need a mobile option for taking payment
Ability for automatic renewals with cc on file
Ability for staff to update cc on file for automatic renewals, if secure
Ability for members to add a donation of an amount they select in addition to base membership fee
Membership term should be 1 year from join or renew date
Ability for lapsed members to renew after membership has lapsed
Searchable Member Database embedded into website; member login required to access full directory / contact info
Members have ability to update their information in Membership Database, including e-mail
Membership status connects to event registration, allowing free or discounted registration for members
Ability for a variety of fields in membership profile - short text, long text, multiple choice, drop down, radio buttons
Ability to display information only for members that is accessible when members are registering for an event, updating profile, etc. (i.e. current Wild Apricot page that displays details on how to access members-only benefits like a discounted garden membership)
Ability for members to change their own membership levels - right now we let them level up, not level down
<i>Internal Tracking / Reports</i>
Ability to easily download membership data to share with committees, for manipulation, etc.
Shared method among staff to track outreach to members and sponsors that members / sponsors cannot view
Ability to have complimentary members - either delete invoices, or activate membership without invoices (sponsor get complimentary individual members as part of benefits)
Ability to create campaigns around membership (i.e. identify targets that might be interested in membership and schedule / track outreach to them)
<i>Communication</i>
Automatic emails sent to members based on timing of membership, with ability for staff to edit the automatic email template (not necessary to edit individual emails to members)
Ability to "brand" any automatic e-mails
Ability to schedule outreach activities to current and potential members (new member welcome e-mail, six-month check in, renewal reminder)

<i>Payment related</i>
Not necessary to login to renew membership or update credit card info
Ability to make payments via mobile device / phone
Ability to accept and log payment that occurs outside of website. For example, people mail in checks now, we log payment and send receipt through Wild Apricot
Ability for members to pay for renewal and event fees in one invoice
Ability for staff to start renewal process for members and email invoice that could be paid without logging in
Event Registration
<i>Process</i>
Event registration form with fields that are easily editable by staff - these vary by event, but could include a variety of question types - short/long text responses, multiple choice questions, etc. Event details (location, date, cost, description) easily editable by staff. Would be nice to have ability to edit multiple events at once.
Event registration connects with membership status
Ability to set up multiple registration types/levels within each event (member/nonmember at different pricing)
Member discounts / free for evening programs
Tracking registration and payment online
Onsite payment option at events
Event Discount Codes
Easy link between website event calendar, event postings and registration
Ability to search event calendar by event type (i.e. green schools, energy, member event)
Ability to switch between Calendar View and List View (w event details, brief abstract and link to full page event info)
Streamlined event registration process - Right now this process is very clunky and complained about! Would be nice to also provide a calendar download so people can save event in their Outlook, Google, etc. calendars and also the ability to share to personal social media once individual registers
Automatic emails sending invoices for unpaid event registration, receipts and confirmation emails for paid events
Ability to edit confirmation emails for event registration with unique info (thinking of the webinars that include login details in the automatic confirmation email)
Ability to display logo/images in event details/descriptions
Ability to "copy" previous events to easily replicate past registration settings
Ability for staff to add registrants to events - members, non-members, and volunteers who may have their fee waived
Ability to delete outstanding invoices for people that register for, then don't attend event
Ability to add an optional donation in varying amounts to event registrations
<i>Internal Tracking / Reports</i>
Ability to easily download spreadsheet of attendees day of event and collect annual attendance numbers in one place.
Ability to easily download payment information for bookkeeping purposes (monthly)
Track events that individuals attend - especially non-member event attendees to help target non-member event attendees for membership pitch and provide option for automatic campaign based on registrant information
Automatically add non-member registrants/attendees to our 'friends' contact lists for email announcements
Ability to add areas of interest for members and nonmembers - to target marketing of events that might be of interest
Sponsorship
Ability to process sponsorship registration and payment - similar to membership needs above, including ability for sponsor to upload company logo
Ability to connect individual memberships and company sponsorships, including tracking complimentary sponsorships

Appendix D

Current Brand Components

Chapter Logos:



Green Buildings Are Better Campaign:



Project / Initiative Logos:

Green Schools Quest:



Missouri Green Schools (Program Co-Delivered with Missouri Environmental Education Association):



Better Buildings Through Benchmarking:



Green Shadow:



Membership Promotion Piece:



Sponsorship Badge:



Building Energy Exchange St. Louis (initiative under USGBC, co-branded with original Building Energy Exchange in New York and Building Energy Exchange Kansas City):



Mission: To initiate, develop and accelerate implementation of green building concepts, technologies and principles that promote environmentally responsible, prosperous and healthy places to live, work, and learn.

Vision: To create and restore buildings and communities that will regenerate and sustain the health and vitality of all life within a generation.

Taglines:

- Buildings as Climate Solutions
- Green Buildings Are Better . . . for living, working, learning and playing.
- Green Buildings Are Better . . . for our health, for the environment and for the bottom line.
- Transforming the Built Environment
- USGBC-MGC aims to make every building a green building through education, outreach and advocacy.

Equity & Inclusion Statement:

In supporting healthy and efficient built environments within our community, the US Green Building Council-Missouri Gateway Chapter is actively working towards an environmentally just future for all through: equitable, inclusive and accessible programming and educational opportunities.

We recognize that we are a predominately white organization – our staff, our leadership, and our membership. As an organization, we recognize that we have unintentionally contributed to the status quo of injustice and systems that are racist. We know that environmental degradation and climate change disproportionately affect communities of color. We know that many people in our community lack access to safe, healthy and green homes, workplaces, schools and communities. And we know that we need to do more to change this. We are working to do our part to address and breakdown systemic and institutional racism while understanding our own implicit biases.

Equity and Inclusion Initiatives

- Foster educational programs that focus on equity
- Continuously build an inclusive environment
- Build a diverse board that fully represents the St. Louis community
- Engage all ages in the area of environmental sustainability within the built environment
- Build and create partnership opportunities to work with the most vulnerable groups impacted by climate change