



Request for Proposal
Strategic Web Design & Development

Overview

TimeSlips Creative Storytelling is seeking proposals from experienced web designers and developers to make substantive changes to its website (www.timeslips.org). The goal of the project is to create a web platform in better alignment with the organization's newly adopted impact and operational scaling strategy to grow through a membership and partnership model. Through growing memberships and partnerships, TimeSlips will be able to successfully scale its unique, award winning, and research-proven creative engagement technique for use in eldercare relationships and services.

About TimeSlips

Founded by MacArthur and Ashoka Fellow Anne Basting in 1996, TimeSlips' mission is to bring meaning and purpose into the lives of elders through creative engagement. We have a staff of six full and part-time employees, all of whom work remotely and operate currently on a \$750,000 budget. TimeSlips began with one volunteer in 1998. We became an independent non-profit in 2013, and now train and certify individuals and organizations across the world. There are currently 900+ Certified Facilitators, and 48 Creative Communities of Care. Certified Facilitators are located in multiple countries.

Situation

In 2021, as the organization was beginning to emerge from its response to the pandemic, a few projects were undertaken simultaneously. First, the website was migrated from a Ruby on Rails platform, which was difficult and costly to maintain, to an out of the box WordPress platform. At the same time, we introduced the membership program, which was launched in January 2022. The updated system integrates WordPress, LearnDash Learning Management System (LMS), Salesforce CRM, and MemberMouse as the membership management platform. As this was a major investment, we are not inclined to revisit this structure.

Simultaneously, through a grant funder, the organization undertook a business model strategy project that resulted in its committing to the membership program and adding a partnership program to address the needs of large organizations and systems in eldercare through custom relationships where TimeSlips creative engagement training and tools would be integrated into partners' ecosystems.

Scope

The structure of TimeSlips' website is a holdover from when TimeSlips was operating as a more traditional nonprofit reliant on contributions. With the new membership and operational model, in five years the organization will be primarily reliant on earned income (80%) and will be

serving 10,000 community members, 1250 individual members, 500 organization members and at least 10 system partners.

We must more quickly and clearly communicate TimeSlips' value proposition to any and all web visitors with the goal of at a minimum converting all to community members who can then be led through a customer journey resulting in the purchase of a membership or the development of a partnership. Some specific additional thoughts include:

- Homepage: Call to Action. A giant section on top with an appealing image and a tagline with a “Join Now” button. Click “Join Now” and it takes the user to the membership page. Membership info is also below on the homepage along with our offerings - recent news, events, webinars, member highlights. Have multiple pathways to the membership page.
- Membership Page: There is a list of benefits and then a choice between Individual or Organizational memberships at the bottom. Click on either and it takes the user to the pricing/details/purchasing page.
- Individual membership page: Includes easy to see pricing, membership types, and a simple way to “add to cart”. Make paying as easy as possible.
- Organizational membership page: Side to side comparison of 2 types of membership and contact us for more info. This would be similar to what we have now but instead of categorizing orgs by type, have just one simple org membership page with membership info.
- Renewals: Members with current membership go to a portal to pay. This could be our “Dashboard”.
- Members-Only Area: In addition to the Dashboard, have a web page shared by just members. It can include things such as job boards, industry trends, members-only events.

As a response to this RFP, TimeSlips is looking for partners to present a vision of how to transform the platform - from a UI and UX perspective - to support the membership and partnership model. We expect that this project would cover research, design and planning - possibly including wireframes - and then we will seek further funding through our capacity campaign for the actual platform changes proposed.

Reference Sites

Staff has taken the time to look at some other sites we feel do a good job with a similar scaling and operational model. None are so good as to be replicated but they do offer some structure and features we appreciate.

<https://emc2learning.com/>

<https://www.cicaworld.com/>

<https://amachicago.org/>

<https://newsela.com/>

<https://ncheteach.org/>

<https://skillcrush.com/>
<https://generalassemb.ly/>
<https://mgma.com/membership>
<https://www.snpo.org/join/membershipapplication.php>
<https://members.urbanlibraries.org/>
<https://umtia.org/>

Timeline

RFP Released	June 7, 2022
Answer email questions from vendors	Until proposal deadline
Proposal deadline	July 18, 2022
Meetings with selected vendors	August 1 - 15, 2022
Final selection	September 2, 2022
Final deliverable completion date	October 31, 2022

Budget

All vendors must provide a breakdown of costs related to their Website Design Consulting Services. Costs should be broken down into research, design and development, and support phases and should include, but are not limited to, fixed pricing & deliverables, billable hours (time & materials-based pricing), travel expenses, etc.

All proposals must include project schedule & work breakdown structure, which identifies timelines, key milestones, project phases & other project details.

Contact

Please send all questions and responses to:

Mary Schuler

Operations and Project Manager

TimeSlips Creative Storytelling

mary@timeslips.org