



## **National Voter Registration Day** *RFP: Website Development*

### **Project Overview**

On September 22nd, 2015, volunteers, election administrators, and organizations will hit the streets for the fourth annual National Voter Registration Day (NVRD). This single day of coordinated volunteer, technology and media efforts will create widespread awareness of voter registration opportunities.

### **Project Background**

NationalVoterRegistrationDay.org both provides support for our partners across the country and provides online voter registration services. It is where people can find guides for how to register voters out in the field, best practices on communications, and sample social media posts and press releases. The website also features a sign-up page for partners and online tools where people can register to vote.

The current NVRD website was built for the 2014 general election. We are looking for a refreshed site to improve the user experience, allowing partners to better access resources and everyday voters access the voter registration tool.

This contract will be for work on this project in 2015 with potential for renewal in 2016 and beyond.

### **Target Audience**

The audiences for NationalVoterRegistrationDay.org are:

- ▶ potential and committed business, nonprofit, and election administrator partners, including entities managed by individuals with disabilities;
- ▶ potential and committed individual, foundation, and business donors and sponsors;
- ▶ potential and actual volunteers, including individuals with disabilities;
- ▶ interested registrants, including language minorities and individuals with disabilities.

### **Goals**

NationalVoterRegistrationDay.org should provide:

- ▶ accessible online voter registration tool or tools;
- ▶ easy access to resources and guides to support local field voter registration efforts across the country (in some cases, this will require allowing individuals to access state-specific information);
- ▶ easy access to social media designs and other materials to support promotion of online voter registration activity across the country (this may include state-specific designs or materials);
- ▶ signup and reporting systems for partner organizations and local events;

---

Millions of Americans miss elections because they don't know how to register or they miss a deadline.  
National Voter Registration Day makes sure no one gets left behind!

[www.nationalvoterregistrationday.org](http://www.nationalvoterregistrationday.org)



## **National Voter Registration Day** *RFP: Website Development*

- ▶ publicly viewable reports 1) listing participating organizations and 2) documenting the aggregated reported impact of all activities;
- ▶ basic informational web pages about the coalition behind National Voter Registration Day, the history of the holiday, and how individuals can take part;
- ▶ integration with the holiday's social media presence on Tumblr, Twitter, Facebook and any other relevant platforms;

The current design includes all these elements and can be used for 2015 but needs a refresh in the content and updates detailed below. We are planning a full revamp of the website for 2016.

### **Required elements**

- ▶ Responsive Web Design: Our website needs to be mobile and tablet friendly. There is already a design in place that is sufficient but this may need updates to make it easier to access materials and feature certain things more prominently. A revised information architecture to adapt the design to make the primary tasks as easy as possible for our audience to accomplish. Adapting Drupal for multilingual sites.
- ▶ Simple CMS: We are looking to migrate our site from Drupal to a simpler and more accessible CMS. Allow staff unfamiliar with HTML to easily edit most pages and staff with basic HTML/CSS skills to handle most other necessary work through the year.
- ▶ Hosting: The website should be prepared for very high traffic loads with little warning. It needs a CDN in place to deliver assets or a scalable cloud provider be used.
- ▶ Expand brand to other channels: Using existing styles, help us expand the NVRD brand to our other digital communications channels, such as email newsletters and event management pages. These tools will require CSS and HTML to match NVRD.org branding.
- ▶ ADA Compliance: Our website is currently mostly ADA accessible but it needs updates to have our users who have disabilities have the most convenient experience.
- ▶ Analytics & Testing: Integrating Google Analytics and building on platform that will allow A/B testing of content on NVRD.org

### **Associated Databases**

Action Network

### **Timeframe**

Proposals due: 5/15/15

Decision date: 5/30/15

Deadlines:

1st soft relaunch 6/15/15



## **National Voter Registration Day** *RFP: Website Development*

2nd soft relaunch 6/25/15

Full relaunch is set for 6/30/15

Mobile optimization completion 6/30/15

Adapting CMS for multilingual sites by 6/15/15

Translations of main page and register to vote page by 7/2/15

Load testing component completed by 8/1/15

### **Budget**

Up to 10k

including costs for hosting to be able to handle high traffic loads

### **Proposal Instructions**

Please include the following:

- ▶ Sample project plan
- ▶ Itemized labor estimate
- ▶ Summary of website development experience, including experience with ADA and language accessibility
- ▶ Existing client references
- ▶ Experience or plan to handle scaling to a capacity exceeding 500 requests per minute. Plan should include real-time monitoring of site performance and contingency measures for outages and associated slowness of connected services.
- ▶ Proposed team, roles, and qualifications

Decisions will be made based on the following:

- ▶ Commitment and alignment to our project values - promoting civic participation and education, and mass engagement of citizens in democracy through voter registration
- ▶ Capability of delivering a product based on experience of language accessibility and ADA compliance
- ▶ Familiarity with responsive web design
- ▶ Ability to meet our budget and timeline

**Please send proposals to Fiona Yau-Luu at [fiona@busfederation.com](mailto:fiona@busfederation.com)**