



REQUEST FOR PROPOSALS (RFP)
Website Redesign January 2018

www.fctc.org

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OVERVIEW

The Framework Convention Alliance (FCA) would like to invite bids to redesign its current website, www.fctc.org and develop a membership database. Bids are to be submitted to the Communications Manager (dossoumonm@fctc.org) by **January 23, 2018**.

The new multilingual website and membership database will be an online resource centre for global public health advocates working toward a world free from the devastating health, social, economic and environmental consequences of tobacco and tobacco use.

Most content of the new website will come from the current FCA website, which will remain available on a sub-domain until the new website is fully functional. In addition to the new website, we will develop a new membership database, currently available at www.fctc.org/about-fca/membership/membership-directory.

We aim to create a knowledge hub making it easy to:

- Find news releases, factsheets, policy briefs, publications, etc.
- Be involved in activities, events or projects at local and global levels.
- Search a membership database.
- Track member profiles and activity updates.

FCA's target audience includes:

- **Members.** FCA brings together nearly 500 non-governmental organizations from over 100 countries, who work toward a world free of the devastating consequences of tobacco and tobacco use.
- **Government officials.** Decision-makers and influencers are the primary FCA advocacy target.
- **The public.** FCA cultivates public goodwill toward its work and the need to free the world from tobacco harms.

ACTIVITIES AND OBJECTIVES

Visitors will engage in the following activities, listed in order of importance:

- a. Read releases and download resources such as advocacy kits.
- b. Subscribe to our newsletters and RSS feed.
- c. Engage with social media channels (Twitter, Facebook, and LinkedIn).

In addition, FCA members will engage in the following activities:

- a. Complete an annual membership survey
- b. Add events to the FCA Calendar
- c. Contribute to the Blog and the Resource Center

These activities tie in with our major website objectives:

- a. Build a repository for resources on tobacco control
- b. Engage an online community of individuals and organisations who share a common interest in tobacco control
- c. Build an accessible, credible and trusted brand.

NAVIGATION STRUCTURE

- **Home**
- **About**
 - Who we are
 - Mission and Vision
 - History
 - Board and Staff
 - What we do
 - FAQ
 - Annual Reports
 - Partners
 - Why FCTC
 - What is FCTC?
 - Why is it important?
- **News & Events**
 - News
 - Press Releases
 - Statements
 - Events
 - Blog
 - Media Room
 - Press Kit
 - FCA in the Media
 - Media Contacts
- **Resources**
 - Advocacy Documents
 - Policy Briefings
 - Fact Sheets
 - Toolkits
 - Resource Library
 - Reports
 - Fact Sheets
 - Newsletters
 - Multimedia
- **Get Involved**
 - FCA Membership
 - World No Tobacco Day
 - Conference of the Parties
 - Donate Online
- **Contact Us**

FEATURES AND PROJECT MANAGEMENT

At launch, the supplier will include the following features:

- Multilingual (English, French, Spanish)
- Newsletter subscription (Mailchimp)
- Blog with comments and RSS feed
- Image and video slider on the homepage
- Donation form with ability to pay via Paypal and credit card
- Resource center (publications / documents / multimedia library)
- Events calendar (highlights dates and toggles between months)
- Keyword search
- SEO with keyword-friendly page titles and alt tags on images
- Google Analytics to track key metrics including document downloads
- Automated backup function
- Documentation about the site's configuration and any custom features

The membership database should contain the following features:

- Member information, which can be filtered, updated, segmented and shared with key FCA staff
- Ability to create custom surveys
- Bare-bones event management

Project Management

The Communications Manager will be the main contact for the selected supplier. He will sign-off on design, website architecture, graphic look and feel, user navigation, homepage, main navigation templates, development solutions, etc.

The supplier will test the website on the latest versions of popular browsers, as well as on an Android phone, an iPhone and tablets.

The selected supplier may collaborate with FCA's web host for changes, updates and with FCA's graphic designer for the visual elements. This project does not include a rebranding component.

WEBSITES FOR REFERENCE

Here is a list of websites that are worth referencing. We like the homepage photo sliders, the interactivity and the extensive use of multimedia. We also like the clean designs, navigation structure and general ease of use.

- Action on Smoking & Health – <https://ash.org/>
- NCD Alliance – <https://ncdalliance.org/>
- Vital Strategies – <https://www.vitalstrategies.org/>
- The Union – <https://www.theunion.org/>

For more information on the World Health Organization Framework Convention on Tobacco Control (WHO FCTC), visit <http://www.who.int/fctc/en>.