

**Contact:**

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**The Washington Center for Equitable Growth**

The Washington Center for Equitable Growth is a nonprofit research and grantmaking organization dedicated to advancing evidence-backed ideas and policies that promote strong, stable, and broad-based economic growth. Our fundamental purpose is to determine the channels through which rising economic inequality affects economic growth and stability in the United States.

Equitable Growth answers these questions by building a bridge between the academic and policy communities to research and analyze the effects of inequality, mobility, racial and gender inequities, and persistent institutional racism on U.S. economic growth and present those findings to policymakers, so they can create a more inclusive economy through evidence-based policy.

**Our commitment to diversity, equity, and inclusion**

Equitable Growth commits to use our power as an economic and grantmaking organization to fund more research based on the lived experience and legacy of structural racism, support more Black, Indigenous, Latino, and other underrepresented scholars seeking answers to these often-overlooked experiences, elevate those ideas to the policymaking community, and ensure the voices and experiences of Black, Indigenous, Latino and other underrepresented economists, policymakers, and staff members are reflected in the work we do. Specifically, as part of this commitment to our union employees at Equitable Growth represented by [NPEU-IFPTE Local 70](#), we have published the demographic characteristics of our grantees, leadership, and staff.

**Request for proposal**

Proposal due date: Friday, January 17, 2025  
Decision date: Friday, February 7, 2025  
Project Kick-off: February 18, 2025  
Timeline: Approximately four to six months

**Purpose:**

Execute a refresh of Equitable Growth's branding/logo and website to modernize our aesthetic; improve user flows/navigation; improve backend workflow; create more flexible content types; and enhance the discoverability of our site, our work, and our network.

**Budget range:**

\$90,000 - \$150,000

**Requirements:**

*\*NOTE – all proposals must include a suggested scope of work and all relative expenses and fees for the scope of work outlined upfront. Equitable Growth understands that if the scope of work changes then the prices may change as well.*

- Conduct a full audit of Equitable Growth's website to determine necessary changes and updates
- Create benchmarks to evaluate the impact of the website refresh as well as ways to measure impact
  - Conduct any user testing during the redesign to evaluate the impact of the redesign (e.g. surveys, focus groups, usability testing)

- Refresh the visual aesthetic of the website to bring the Equitable Growth brand up to date with a new logo, and potentially new colors and fonts
- Rework the website's information architecture to create distinct and easily identifiable user flows to address the unique needs of each primary audience
  - Primary audiences are policymakers, press, academics, other non-profit organizations, and funders
- Audit current content types for functionality and flexibility and suggest/execute changes for increased functionality and flexibility
- Review and catalog the current content on the website and work with Equitable Growth to archive outdated/irrelevant content and provide more digestible summaries of older, relevant content
- Perform any necessary migration of site content
- Create options for showcasing additional multi-media content (e.g., video)
- Improve content discoverability by enhancing search results and better leveraging taxonomy to surface related content
- Provide an account of SEO best practices and implement any necessary updates
- Execute technical enhancements as needed during the scope of work
- Work collaboratively with Equitable Growth stakeholders to ensure there is alignment on audiences and strategic goals throughout the process
- Bolster the website as an integrated component of an overall ecosystem for digital outreach by incorporating and maintaining functionality with other platforms (e.g. Salesforce, Google Analytics, social media outlets, email marketing)
- Create and implement a URL redirect plan for any pages that have been archived or recreated in new content types, or pages that have been renamed
- Execute all updates in a staging environment, and provide QA testing to ensure functionality of the refreshed site
- Oversee the launch and provide testing and bug remediation on the site post-launch
  - Design a post-launch maintenance and enhancement plan
- Create a user manual outlining major processes for website workflows and updates, as well as host a training session if needed

This RFP reflects our minimum requirements for this project. Equitable Growth embraces new technology and ideas about how to move forward and remain relevant in an everchanging digital world.

Proposals must include company description, recommended approach to tackling the above requirements, suggested timeline, work samples, and references.

*"This Request for Proposal (RFP) is not binding on the Washington Center for Equitable Growth, nor does it constitute a contractual offer. Without limiting the foregoing, the Washington Center for Equitable Growth reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall the Washington Center for Equitable Growth be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP."*