



Website Redesign Request for Proposals

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Company Name: **Beat The Streets Chicago**
Websites URL: btschicago.org

Contact Name:	Cathy Yen	Justin Hames
	Sponsor	Project Leader
Phone Number:	708-205-4766	331-216-9004
Email:	cyen@btschicago.org	jhames@btschicago.org

RFP Release Date: February 21, 2024
Bids Due: March 22, 2024
Vendor Selection: April 5, 2024

Introduction

Beat The Streets Chicago is a City-based youth-development nonprofit that uses wrestling as a vehicle to build character & change the lives of Chicago youth. Our year-round wrestling & enrichment programming serves over 3,000 kids annually. Through the unique coach-athlete lens we give agency and opportunity to wrestlers wanting to become their best selves and donors wanting to secure a prosperous future for young people and Chicago. We embrace a can-do spirit; we are strong, gritty, decisive, resolute, determined and action-oriented. Our style is bold, clear and direct. We celebrate the epic battle of the underdog triumphing over adversity after a long journey of hard work and sacrifice. We guarantee to invest in every youth who invests in him/herself.

Our website serves a variety of purposes. It is a “one-stop-shop,” targeted to wrestlers who use it to register, supporters who use it to donate and community members who use it for information about the organization. We are in search of a company who can create a functional website that accomplishes all these tasks while being easy to navigate & integrates a



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sleek/modern look. Each of the three target communities should be able to easily find what they need.

We use BlueHost for hosting & Wordpress for design, but are open to change. Our email goes through Google Workspace.

Beat The Streets Chicago wants to redesign its website currently found here:

btschicago.org

You have been selected as a vendor to respond to this request and would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.



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1. COMPANY BACKGROUND

Beat The Streets Chicago is a sports-based-youth-development non-for-profit organization that uses wrestling as a vehicle for the personal growth of youth across the City. Wrestling is used to teach youth to confront adversity and power through it, ultimately preparing them to succeed in life. Wrestlers are hard-wired to do hard things; we use that to help our wrestlers become the best versions of themselves. For Chicago youth and those committed to Chicago who want to secure a bright future for themselves and the City, BTSC is a proven wrestling and enrichment program that uses a critical coach-athlete relationship teaching youth to wrestle through life's challenges and become successful life champions. Unlike other youth programs, we go beyond safe spaces, tutoring and after-school fun to teach all wrestlers the skills they need to succeed in life.

We closely identify with Chicago: City of Big Shoulders, City that works, pride, hard-working, tough, gritty, genuine, midwestern but world-class, diverse and punctuated by ethnic influences. We lean on Chicago's colors and stars. Further, our organization maintains a \$2.2 million budget that is received largely through granters & major donors.

[Brand Study](#)



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2. Project Staff

Name	Title	Email	Phone	Project Role
Cathy Yen	Director of Strategy & Finance	cyen@btschicago.org	708-205-4766	Project Sponsor
Justin Hames	Marketing Coordinator	jhames@btschicago.org	331-216-9004	Project Leader, Content & Design aid
Mike Powell	Executive Director	mpowell@btschicago.org	773-715-9952	Final Approval

3. Budget

Being new to the market, we do not have a clear sense of cost. We are looking for a quote on a project that will successfully create the vision outlined in the rest of this document. We are confident that we have adequate resources for the project, but will be good stewards of the organization's funds and choose a vendor whose costs are reasonable, likely to drive a measurable return on investment and clearly delineated in the proposal.

We seek website design services only; we are not considering new platforms for CRM, fundraising, event management or registration. Similarly, we are not looking for brand or logo redesign. Our existing brand assets include logo, color palette(s), photography/videography,



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fonts, & most copy. We will be maintaining the same URL. Many of our pages, including registration & donation, will redirect to third party providers. We have a strong brand identity and seek a vendor who will work within that brand identity rather than seek to change it, although we are interested in how we can amplify our brand in the context of web design. ([Brand Study](#)).

4. Timeline

RFP Release Date: Feb 21, 2024

Response Deadline: Mar 22, 2024

Vendor Selection: Apr 5, 2024

Project Kickoff: Apr 10, 2024

Desired Launch Goal Date: Jun 10, 2024

5. Challenges

1. **Brand Forward:** Landing page needs to have our mission & purpose upfront, allowing the viewer to understand our brand & what we do, while still making it easy for the user to navigate for their desired purpose. Our annual impact report has a lot of statistics that speak to our brand & reflect what we do. [Impact Report](#)
2. **Improved Navigation:** We need clear functions that allow wrestlers to register for our various programs, donors to donate, and for new visitors to learn who we are. It is essential we get a more functional drop down menu to manage our variety of pages.
3. **Modern & Sleek Design:** The feel should be clean, uncluttered and current, consistent with modern trends incorporating copy, graphics, video, & statistics.
4. **Cohesiveness & Simplicity:** All pages should have a similar feel even though many pages will serve different purposes and different audiences.
5. **Imagery & Colors:** Our color scheme mirrors the Chicago flag & every page should be able to seamlessly incorporate photos/videos of the youth that make up our

organization. Incorporate enough imagery to tell our story without distracting from the site's functions.

6. Goals

This project will be successful if we achieve the following:

1. **Better Brand Awareness** - our website needs to build our brand by hitting the reader upfront with who we are, what we do, mission, photos, etc.
2. **Make it easy to register, donate, and engage** - another priority is to get viewers to not just view but interact & hopefully join us.
3. **Functionality** - With lots of different functions, it is essential that users can access what they want with a limited number of clicks. Every page needs to be easily accessible.
4. **Modern presentation** - same brand, same look, just improved. New interface should be clean and simple, yet stand out.
5. **Easy to update** - going forward we should be able to update pages, links, photos and videos easily in-house.

7. Audience

Three Target Market(s):

- All youth and their families (especially BIPOC)
- Donors
- Community members and people looking for information on the organization

Our primary focus is youth and donors. Although these are different markets, we believe we solve the same lack of autonomy our primary markets seek, just in different contexts.

- Our youth seek the autonomy to take control of their lives & acquire the skills to create a better future for themselves. Youth come to us to be challenged, receive guidance, and

find mentors that can point them in the right direction for whatever positive path they choose.

- Donors seek the autonomy to build their community, being Chicago. They are rooted in our City and feel their donation is contributing to a greater Chicago. They see our organization as someone who transforms Chicago youth into the next generation of individuals who create a better future for our City, preserving it and building upon it.

Our third market, community members and people looking for information, is secondary in terms of webs design and navigation. However, those looking for information, such as news sites, should be able to easily find our press releases, board information, public filings, etc.

8. Current Website Evaluation

Current website and web presence: pros/cons

- *Pros*
 - Easy to register & donate, once you reach the page
 - Ability to display photos that tell our narrative.
 - Ability to easily share news
 - Easy to update in-house
- *Cons*
 - Too many clicks to get to certain pages
 - No drop down menus
 - Look is slightly outdated
 - Donors complain about challenges finding the donate page
 - Very difficult to find information on board, compliance, etc
 - Lots of unused pages from the past 6 years that are still live

9. Wish List

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1. Brand identity - our story and impact clearly depicted on the homepage using stats & copy
2. Suggested Navigation menu architecture (this sketch is offered to help with creating the proposal; during the project, you will work with Justin Hames to confirm, adjust and implement the navigation menus)



3. SEO - Potential SEO Keywords
 - o Wrestling
 - o Enrichment
 - o Sports based youth development nonprofit
 - o Youth Wrestling club
 - o Youth development
 - o Youth programs
 - o After school tutoring
 - o Chicago organizations
 - o Girls wrestling
 - o IKWF

-
- o youth
 - o Chicago
 - o mentoring
- 4.** 301 re-directs not needed, our main url btschicago.org will remain the same as well as:
- a. btschicago.org/register
 - b. btschicago.org/donate
 - c. btschicago.org/volunteer
 - d. btschicago.org/cpsscore
 - e. btschicago.org/gala
- 5.** Integration of Google Analytics
- 6.** Contact information (address, phone, email) displayed in footer
- 7.** Additional features we want to consider:
- o Photo gallery
 - o Videos embedded
 - o Downloadable documents
 - o Embedded calendar (currently we use Google calendar)
 - o Header image for every page that have a placeholder for page title
 - o Logo slider to thank our sponsors
 - o Subscribe to our mailing list option in footer
 - o Widget highlighting athlete & parent testimonials
 - o Icons linked to our social media
 - LinkedIn embedded on our donate page
 - Instagram embedded on home screen (TBD)
 - o Recent donations widget on donate page (TBD)
 - o Widget showing upcoming events (TBD)
 - o Widget showing recent news/blog posts (TBD)
 - o Program/location map

- o Links to news features
 - o Incorporate lots of call to action
8. Security - all standard security measures should be inserted. Website training: BTSC staff will be updating & creating pages regularly, so training on how to do so is needed.
 9. Website maintenance: BTSC staff will run updates in-house.

10. Website Examples

We are interested in the web designer's point of view and suggestions. In the meantime, here are some notes on websites we like with notes on the features we appreciate.

1. <https://metrosquash.org> - Their navigation menu, display of Impact data, & overall layout is direct & easy to navigate.
2. <https://www.btsny.org/> - They have lots of bold & easily seen call to action buttons & a nice footer.
3. <https://www.girlsinthegame.org/> - Their accessible display of their calendar, newsletter, & times featured in the news demonstrate credibility & publicity.
4. <https://btsne.org/> - The way they feature their locations is awesome as well as their use of wrestler testimonials.
5. <https://www.buildchicago.org/> - Overall layout is a solid framework that could be built upon.

11. Submission Instructions



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Please send completed proposals in PDF format to:

cyen@btschicago.org and jhames@btschicago.org

All proposals should include the following details on company background and project estimates:

- Name, address, email, phone, website
- # of years in operation
- Top clients and when (date) they partnered
- 2-3 client references
- 4-6 relevant completed projects, including project description, how long it took, number of individuals (approx.) that will work on the website project, their roles & responsibilities
- Team size, bios, years of experience for each, their role, awards/ certifications
- Any additional resources required for support (ex: sub-contractors)
- # of hours and general timeline from start to completion (approx.)
- Estimated cost for project and billing timeline
- Project management approach
- General overview of website build process end-to-end

If questions on the proposal, contact Justin Hames

jhames@btschicago.org

331-216-9004