



To: Website Developers

From: Rowena Yow, Mango Strategies

Date: Oct 22, 2024

Topic: RFP for Charter School Awareness Campaign Website

Introduction

Mississippi First, in collaboration with Mango Strategies, is seeking proposals from qualified website developers to create a dedicated website for a charter school awareness campaign. This campaign aims to provide information, advocate for charter schools, and engage various stakeholders in Mississippi.

Project Overview

The website will serve as a central hub for information on charter schools in Mississippi, including specifics on each charter network, enrollment opportunities, and advocacy efforts. The developer will be responsible for creating a user-friendly, informative, and engaging website that meets the requirements in this RFP.

General Purpose and Goals

The primary goals of the website include:

- Providing comprehensive information about charter schools in Mississippi.
- Serving as a central location for data on each school's status and grades served.
- Dispelling misconceptions about charter schools.
- Offering advocacy and engagement opportunities, such as signing up for newsletters.
- Providing links and information on enrollment procedures for families for charter networks across Mississippi.

Project Timeline

The timeline for the project is as follows:

- **RFP Release:** Oct 22, 2024
- **Proposals Due:** Oct 30, 2024
- **Selected Developer Notification:** Nov 6, 2024
- **Project Kickoff:** Early November, 2024
- **Campaign Launch:** January, 2025

Target Audience

The target audience for the website includes:

- School leaders
- Parent engagement coordinators
- Local community supporters
- Legislators
- Prospective and current charter school families

Branding and Design

- **Tone and Style:** The website should be informative and engaging, striking a balance between professionalism and approachability.
 - The campaign will have its own unique name, logo, and brand, which the website design should reflect.
 - The developer will work in tandem with the campaign's chosen designer or will offer a designer to work with.

Content and Features

- **Key Pages:** The website will include but is not limited to the following key pages:
 - Home
 - About
 - Mississippi Charter Schools and subsequent information pages
 - Note: Individual school pages may be part of a phase 2 of this project, post-launch.
 - Get Involved
 - Contact
- **Elements and Functionality:**
 - Downloadable resources (e.g., one-pagers)
 - Videos
 - Interactive and informational graphics
 - Enrollment links with directions on how and where to enroll
 - Interactive maps
 - Forms

Technical Requirements

- **Preferred CMS:** The website is ideally built on WordPress, but other content management systems may be considered.
- **Accessibility and Mobile Responsiveness:** The site should be mobile-friendly and accessible, particularly for parents, though specific accessibility standards are not mandated.
- **Long-Term Management:** The website should be designed for easy management and updates by future teams.

Proposal Requirements

Interested developers should submit a proposal that includes the following:

1. **Company Overview**
 - Brief introduction to the agency and relevant experience in website development.
2. **Portfolio**
 - Samples of previous websites, particularly related to similar projects and WordPress development.
3. **Approach and Methodology**
 - Outline of how you plan to approach the project, including sitemap building, design processes, collaboration with our team, and a timeline for deliverables.
4. **Budget**
 - A detailed budget estimate, including costs for design, development, and any ongoing support.
5. **Team Members**
 - Identification of the team members who will be working on the project, including their roles and relevant experience.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Quality and creativity of previous website development work
- Understanding of the project goals and objectives
- Proposed timeline and budget
- Relevant experience with similar campaigns and platforms
- Team qualifications and capabilities

Submission Instructions

Please submit your proposal via email to Rowena Yow at ryow@mangostrategies.com by October 30, 2024. For any questions regarding this RFP, please contact Rowena.

Additional Information

- **Budget Constraints:** If applicable, please specify any budget constraints that may affect your proposal.
- **Confidentiality:** All information contained within proposals will be treated as confidential.

- **Selection Process:** Proposals will be reviewed, and finalists may be invited for an interview to further discuss their qualifications and approach.

We look forward to receiving your proposal and working together to create an impactful website that supports the Mississippi charter school awareness campaign.