

# **REQUEST FOR PROPOSAL**

## **Website redesign and Drupal migration**

### **North American Congress on Latin America (NACLA)**

#### **About NACLA**

The North American Congress on Latin America is an independent, nonprofit organization founded in 1966. Our mission has always been to publish historically and politically informed narratives and analysis on Latin American and the Caribbean and the region's complex and changing relationship with the United States. In our fifth decade of work, we work to continue to support education, advocacy, and political struggle by publishing online at [nacla.org](http://nacla.org) and in our award-winning quarterly print magazine, *NACLA Report on the Americas*.

#### **Project overview**

We seek to partner with a vendor to rebuild and redesign our website, [nacla.org](http://nacla.org), and migrate from Drupal 7 to WordPress (or other system that meets our needs). In addition to Drupal 7 reaching end of life, our current website was built with many customizations that we no longer need. Our website also no longer adequately reflects our most visible work, which has evolved to include more regular web-only reporting and analysis, and it needs improvements to solicit donations and subscriptions effectively and consistently.

We seek to create a more responsive, visually unified website that better showcases and makes accessible our existing archives and new content; is efficient for staff and engaging, compelling, and easily navigable for users; and efficiently integrates donation and subscription messaging across our content.

NACLA's audience is a broad, non-academic, left-identified public with an interest in Latin America, progressive politics, and international issues. Users include students, scholars, journalists, solidarity activists, and general readers.

#### **Core goals**

The core functions we seek to achieve with our website are to:

- Teach who we are (committed, rigorous, connected to organizing, history)
- Provide access to web-only content
- Provide access to magazine subscriptions and content
- Provide access to archives
- Present resources for educators and activists

- Support community building
- Announce events and organizing
- Raise money

## Project scope

With our website rebuild, we seek to achieve the following:

- Migrate from Drupal 7 to WordPress (or other system that meets our needs)
- Present our content and information in a way that is visually engaging, unified, well-organized, and easily navigable
- Maximize engagement (keep users on the site)
- Maximize shareability of content on social media
- Ensure visually appealing integration of features from third party CRM software (we use Salsa Labs), namely embedding our donation/fundraising pages and magazine subscription page
- Increase opportunities for users to donate, subscribe, and otherwise engage and interact with NACLA while on the website
- Create user login area for digital access to the NACLA *Report* for magazine subscribers
- Communicate with multimedia and interactive components where users can engage with materials

## Desired content/functionality/core features:

- A CMS and website that is easy for staff to use, update, and maintain
- Visually engaging **homepage** that displays latest news, print magazine banner/callout, and relevant widgets (newsletter sign up, donate button, etc.)
- **Banner** and/or callout features on homepage to highlight and cluster content from verticals, trending topics, breaking news etc., as well as “pin” content in prominent display
- Visually engaging news **story layout** with easy-to-use features to add visually appealing pull quotes, related news items, and donate and subscribe widgets within stories
- Well-organized **taxonomy** that makes content accessible and searchable by country/geography, issue, theme, etc.
- Strong organization to place content into easily navigable **verticals**, as well as accessible and well-organized content **archives**
- **Author pages** that automatically list all articles by a given author (including pieces coauthored with other authors), together with a brief author bio; tags for authors by country/region
- **About us** page with information about mission, history, staff, board members
- **Magazine archive** section displaying past issues of the NACLA *Report*
- **Events** page/feed to display upcoming events in an engaging way
- Function to feature a **donation callout** at the bottom of articles

- Site-wide banner option to highlight donation appeals, new magazine issue, etc.
- Strong **multimedia** functionality, including visually appealing and varied image display options within news stories
- Pages/categories for “reading list” packages highlighting curated selections of prior coverage
- Password-protected **user login area** where magazine subscribers can access digital subscription (via trusted proxy server from our publisher)
- Option to **schedule** to post content
- Character support in **multiple languages**: Spanish, Portuguese, and French
- Effective, accurate website **search** function
- Integrated Google **Analytics** for useful and reliable analytic data
- **Visually unified presence**
- **Mobile compatibility**

### **Desired vendor profile**

- Experience working with nonprofits
- Experience with Drupal to WordPress migration
- Proven ability to build effective, user-friendly websites that meet client needs

**Please send proposals to managing editor Heather Gies at [hgies@nacla.org](mailto:hgies@nacla.org). For full consideration, please submit your proposal by February 9, 2022. We will review proposals received after that date if possible.**

**In the proposal, please include a budget, estimated state date, project timeline, and at least two examples of similar projects (screenshots and/or URLs).**

Criteria for selecting a proposal will be cost, timeline, and vendor experience.