

Request for Proposals

The Jane Goodall Institute: Roots & Shoots Program CRM & Community Website

Issue: December 10, 2018

Proposals Due: January 7, 2019 5:00pm (EST)

Overview

The Jane Goodall Institute is currently seeking a vendor or consortium of vendors who can support the development of a CRM and interactive community site for the Jane Goodall Institute's international youth program, Roots & Shoots. Founded in 1991 by Dr. Jane Goodall, Roots & Shoots is a youth service program for young people of all ages. The aim of Roots & Shoots is to foster respect and compassion for all living things, to promote understanding of all cultures and beliefs, and to inspire everyone to take action to make the world a better place for people, other animals, and the environment.

Under a grant-funded initiative, the Institute is currently in the process of re-launching our digital engagement platform for young people. Our objectives with the relaunch are to increase brand exposure and visibility for the program, increase inclusivity and diversity within and among program participants, while improving our access to quality user demographic and activity data. Paired with the launch of a Roots & Shoots marketing website, the CRM and community website should provide opportunities for meaningful interaction among participants and the ability to share their work through reporting and storytelling. Of equal importance is the ability to collect accurate program data and metrics. We are open to exploring a new CRM or updating our current CRM. With a budget of \$90,000 the Institute expects to launch the new community engagement website in the middle of Q3 2019.

For both young people and formal/informal educators who mentor or interact with young people the CRM and community website will need to provide interactive tools that allow participant registration/authentication, moderated user generated content (project creation & multi-user groups), participant interaction and connection, and ability for qualitative participant goal tracking over time with a thoughtful focus on user experience. It should be linked to the Roots & Shoots marketing website that will be completed at the beginning of Q2 2019. It should follow the branding and graphic standards for the Jane Goodall Institute, including the organization's website at janegoodall.org.

Global Context and Digital Security

While this work is funded and managed by JGI-USA, the Roots & Shoots program is global in nature and therefore the site will serve youth around the world. As such any element of the Roots & Shoots digital engagement platform should seek to be compliant with the General Data Protection Regulation.



Deliverables

The Jane Goodall Institute is expecting that vendors will develop and deploy a new CRM and community website for the Roots & Shoots program including, but not limited to the following activities:

- User interface and user experience analysis and recommendations;
- Database architecture, site map, user and content type definitions;
- Visual style guide, wireframes and design mockups;
- Initial installment and configuration;
- Testing of user interface and experience;
- Development, and deployment of content.

RFP Timetable

Event	Date
RFP Issue	December 10, 2018
Vendor's Enquiries & Clarifications	December 17, 2018
JGI's response to Vendor's Enquiries & Clarifications	December 21, 2018
Vendor's Quotation Submission	January 7, 2019 5:00pm (EST)
Vendor Selection	January 15, 2019
Project Commencement	January 21, 2019

Proposal Submission

Vendors will submit any inquiries, clarification requests and submissions related to this RFP to the following JGI contact:

the Jane Goodall Institute (JGI)
Cydney Bunn, Sr. Director, HR, Operations & Contracts
1595 Spring Hill Road, Suite 550
Vienna, VA 22182
Email: cbunn@janegoodall.org

Vendors may not enter into communications with other JGI staff about this RFP without the prior written permission of the individual listed above.

Instructions for Submitting Proposals

1. Vendors must submit RFPs and all supporting documentation by close of business on January 7, 2019.
2. All responses and supporting documentation shall become property of JGI and will not be returned.
3. JGI ultimately reserves the right throughout this process to select the supplier, goods, works and services that best meets its business requirements and to hold discussions with any and all respondents.
4. You must agree to the following conditions if you choose to respond to JGI regarding this RFP:
 - a. Neither issuance of this RFP nor receipt of quotations represents a commitment on the part of JGI.
 - b. JGI will not be responsible for, or in any way liable for, any costs incurred by vendors in the preparation of any responses or presentations relating to this RFP.



About Jane Goodall's Roots & Shoots

Jane Goodall's Roots & Shoots is the global youth leadership program of the Jane Goodall Institute (JGI). Founded in 1991, it is now active in almost 100 countries with hundreds of thousands of young people who are inspired by Dr. Jane Goodall to make the world a better place.

Roots & Shoots develops critical core competencies and compassion in young people, handing them the keys to become catalysts for change. Today, millions of current and former Roots & Shoots members are improving the lives of animals, people, and the environment we all share.

At a time when many youth are looking to drive change, we provide the tools they need to take action. Our model guides young people through observing their community needs and empowering them to tackle the problems that they care about most. In the process, they develop the skills they need to solve larger issues in the future and make better choices for our planet.

A study by the University of Mississippi found that participation with Roots & Shoots predicted a passion for civic action, a commitment to community service, strong leadership skills, and deep compassion.

A clear path to action and impact

The Roots & Shoots program gives young people a clear process for taking action and getting results as they:

- Identify challenges for people, animals and the environment in their own communities.
- Collaborate with community leaders and experts to develop a plan to address a specific need.
- Take action through youth-led projects and service campaigns to carry out their plan and address the need they identified.
- Take stock of their impact, celebrate what they accomplished, and apply what they learned to the next issue they decide to take on.

Through this process, young people develop the skills to become compassionate leaders, are engaged in the world around them and develop the behaviors and attitudes to be good stewards of the environment.

Sharing science-based conservation techniques

To help assess local needs, Roots & Shoots participants use community mapping, a hands-on tool used by leaders in chimpanzee-range countries for conservation planning in their own communities. Roots & Shoots groups head outside to explore their surroundings—both built and natural—making observations and identifying where they could make improvements. Based on their observations, they create a map reflecting how they engage with their community. Their Roots & Shoots community map serves them as a guide for developing a community-specific service campaign.

Caitlin Kara

Roots & Shoots Member, 1999-2016

I am who I am today because of Roots & Shoots. It has empowered me with the belief that every individual matters, has a role to play, and makes a difference. I am an advocate for animal rights, a steward of the earth, and a proponent of human rights, specifically the rights of refugees.



Tools and training for educators and mentors

With the guidance of an adult mentor or educator, the Roots & Shoots program model thrives within traditional classrooms, after-school programs, zoos, libraries, faith communities and anywhere else young people have the opportunity to work together.

Roots & Shoots provides support to both young people and their adult facilitators, who are often educators. For educators, we offer online training on service learning and community mapping. Once they are trained, they bring the program into their classrooms and train young people. This is the Roots & Shoots model for scaling the program.

Promoting youth leadership

Roots & Shoots members are becoming the informed generation of compassionate leaders that the world urgently needs. We help them gain the knowledge and confidence to be innovative stewards of the environment and grow into advocates and activists for a sustainable planet. For young people, we provide the model, tools and network to thrive as leaders in their communities and beyond.

Exemplary Roots & Shoots youth who demonstrate strong leadership by making a measurable impact on their communities are invited to join the Roots & Shoots U.S. National Youth Leadership Council (NYLC). Members work as mentors and youth ambassadors to strengthen the Roots & Shoots network and create and lead special projects. NYLC members have been featured in Animal Planet documentaries, developed and implemented global conservation campaigns, participated in international leadership immersion trips to Africa and Central America, and represented Roots & Shoots at the United Nations.



Program Audience Segmentation

Our key audiences, in order of priority for the CRM and community site, are:

1. **Youth:** Young people who are motivated to take action on behalf of people, animals, and the environment should find the following on our site: 1) an easy and exciting way to share the actions they've been taking in their communities, 2) a network of peers that they feel a desire to join and with whom they can communicate about their work, and 3) a record of their actions and their development into a compassionate citizen.
2. **Educators/adult mentors:** Much of the program's resources have been developed to help teachers understand how the program works, and how to implement the program in their classrooms or other environment. Educators/adult mentor should find the following on the site: 1) an easy way to involve their group members/students, 2) an easy and exciting way to share the actions their young people have been taking.
3. **Administrators:** The community engagement site should serve as a data gathering point for staff, and should allow for easy extraction of data to inform program metrics. The data should be searchable and key data should be able to be easily modified by staff as needed.
4. **Partners and Community collaborators:** Organizations looking to partner with Roots & Shoots to help both organizations reach their goals should be able to receive metrics about their program's collective impact through Roots & Shoots.
5. **Donors:** Individuals, decision-makers at foundations and corporate giving programs and others involved in the philanthropic process. This audience, mostly served by janegoodall.org, should be able to understand the strength and credibility of our overall strategy and the logic behind it through reliable and consistent program metrics.

Here are the organizations/programs among which the Roots & Shoots program operates:

Peers:

- DoSomething.org
- [Green Schools Alliance](http://GreenSchoolsAlliance.org)
- [National Youth Leadership Council](http://NationalYouthLeadershipCouncil.org)
- [Points of Light](http://PointsOfLight.org)
- [TakingITGlobal](http://TakingITGlobal.org)
- WE.org
- [Youth Service America](http://YouthServiceAmerica.org)

Collaborators:

- [Alliance For Climate Education](http://AllianceForClimateEducation.org)
- [Earth Protect](http://EarthProtect.org)
- [Educators 4 Excellence](http://Educators4Excellence.org)
- [Generation Earth](http://GenerationEarth.org)
- [generationOn](http://generationOn.org)
- [Greening Forward](http://GreeningForward.org)
- [Tree People](http://TreePeople.org)



What We Want Out of Our Roots & Shoots Community Engagement Site

JGI envisions the Roots & Shoots community engagement site as one element of a larger digital engagement platform, which includes a marketing site that weaves together the stories of our members with the results of their actions, while providing valuable tools and resources to accomplish these actions. We desire for the CRM and community site to provide fun, interactive, and innovative methods for members to engage more deeply with the platform and with each other. Our members desire to connect with one another, whether to collectively plan a local event, or to ask a group leader across the country how they completed their project. We would like for members to be able to do this securely and efficiently. They should also be able to share inspiring stories about the actions they are taking in their communities through visual and narrative storytelling that also provides valuable program data.

The Roots & Shoots program is grounded in the grassroots nature of its origin. But our approach, is based in a model that focuses on developing compassionate citizens and best practices in service learning and community action. When thinking of Roots & Shoots, many people think about the achievements young people involved in the program accomplish. It is also equally important to showcase how they develop into compassionate citizens through the Roots & Shoots 4-step model for service learning and through the tools and resources that the Roots & Shoots platform offers. The community engagement site should clearly and plainly provide them with the methods to demonstrate their community impact while also measuring their [compassionate decision-making competencies](#).

Our goals for the community engagement site, in order of priority, are:

- To create an engaging and interactive experience that increases the total number of active Roots & Shoots youth sharing the actions they are taking in ways that include visual and narrative storytelling.
- To enable members to see and share their journey towards developing compassionate decision-making competencies.
- To measure and track members' impacts in their communities and their development of compassionate decision-making competencies. Example data requirements are included below.
- To allow members to interact and communicate with one another online to share ideas, success stories, and lessons learned.
- To showcase member's impacts through the use of an Esri powered digital map and other dynamically populated infographics and dashboards

The community engagement site should reflect a clear alignment with the front-facing marketing site in its look and feel and seamlessly integrate user data between the two.

The site should meet W3C accessibility standards to ensure that it is inclusive to users of all abilities. The site should also be made ready to integrate with other third party platforms including MyEmma, Guide by Cell, and other marketing and engagement tools.

Our Data Requirements

The Roots & Shoots program has undergone several program modifications in the past ten years, which has increasingly led to data that does not align or cannot be trusted. Valid data to inform program metrics is of vital importance to the program's future. We are seeking an innovative way to acquire the data we need while not inundating our members with standard surveys and forms to fill out. Our data needs and the program's member structure will help inform the architecture of the community engagement site, migration of existing data into the new architecture is not a must if it adds excessive complications or cost. Some of our data needs include, but are not limited to the following:

- Numbers of new members, groups and projects.
- Number of active members/groups.
- Project metrics - number of people impacted, number of volunteer hours, etc.
- Member & group demographics - group type, member type, age, gender, race/ethnicity, socioeconomic information, etc.
- Compassionate and critical skills development over time.
- Assessment of [compassionate decision-making competencies](#) over time.
- Understanding of core the Roots & Shoots message.



What We Seek From a Vendor

The Jane Goodall Institute is a scrappy organization. We are a committed, hardworking and passionate. We all wear multiple hats. Consequently, we seek a vendor who is forward-thinking, protective of our interests and brand, and innovative in designing and developing a community engagement site that is relatable, inspiring and motivating for all young people.

Our values are detailed below, and we look to work with a vendor who shares the same direction:

- We strive to respect, nourish and protect all living things; people, animals and the environment are all interconnected
- We believe that knowledge leads to understanding, and that understanding will encourage us to take action
- We believe that every individual has the ability to make a positive difference
- We believe that flexibility and open-mindedness are essential to enable us to respond to a changing world
- We require integrity and compassion in all that we do and say