

Request for Proposals

The Jane Goodall Institute: Roots & Shoots Marketing Website

Issue: November 12, 2018

Proposals Due: December 7, 2018 5:00pm (ET)

Overview

The Jane Goodall Institute is currently seeking a vendor or consortium of vendors who can support the development of a front-end marketing 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 relaunching our digital engagement platform for young people with a focus on increasing inclusivity and diversity within the program. Paired with the launch of a new interim message platform for the program, the new marketing website should serve as a central hub for information and initial engagement as our youth audiences are getting started with the Roots & Shoots program. With a budget of \$55,000 the Institute expects to launch the new marketing website in late Q1/early Q2 2019.

For both young people and formal/informal educators who mentor or interact with young people the new marketing website will need to provide messaging about how to get involved and how to connect with existing projects in the network, dynamic content promoting the program's model and approach, and means for capturing initial engagement through email/SMS signups and social media follows. It should be built on Wordpress and have the capability of connecting with other sites and applications in the future. The site should follow the branding and graphic standards for the Jane Goodall Institute, including the organization's website at janegoodall.org.

Our current site at rootsandshoots.org is powered by Drupal. It will become community.rootsandshoots.org and serve as a back-end community site for users who have become invested in the program and are actively completing projects. The marketing website will sit in front of the community site.

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 the marketing site, and any element of the Roots & Shoots digital engagement platform should seek to be compliant with the General Data Protection Regulation and the California Consumer Privacy Act.

Deliverables

The Jane Goodall Institute is expecting that vendors will develop and deploy a new marketing website for the Roots & Shoots program including initial creative and technical overview, site map, wireframes and design, initial installment and configuration of Wordpress, development and deployment of content.



RFP Timetable

Event	Date
RFP issued	November 12, 2018
Vendor Inquiries & Clarifications	November 19, 2018
JGI's response to Vendor's Enquiries & Clarifications	November 26, 2018
Vendor's Quotation Submission	December 7, 2018 5:00pm (ET)
Shortlisted Candidates Notified	December 10, 2018
Vendor Selection	December 17, 2018
Project Commencement	January 2, 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 December 7, 2018. Please, submit a proposal including the team likely to work on the project as well as example work cases.
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 of all the ways their community could be improved. 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 young people, we provide the model, tools and network to thrive as leaders in their communities and beyond. For their adult mentors, we offer online training on service learning and community mapping. We can also support educators' service learning campaigns and help them receive mini-grants from JGI.

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.

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, 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) inspirational and encouraging stories about other youth with whom they can identify who are making a difference, 2) instructions for how they can join a group/campaign or start a group/campaign, 3) a network of peers that they feel a desire to join and with whom they can communicate about their work.
2. **Educators/adult mentors (brand ambassadors):** Teachers and adult mentors serve as brand ambassadors for Roots & Shoots. Much of the program's resources have been developed to 1) help teachers understand how the program works, 2) how to implement the program in their classrooms or other environment. 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.
3. **Partners and Community collaborators:** Organizations looking to partner with Roots & Shoots to help both organizations reach their goals should find information on the site about how the program works and how they can collaborate with Roots & Shoots program staff and groups/members.
4. **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 while providing a sufficient level of specificity about specific projects to inspire them to give. This audience will be greatly served by receiving regular (and automated) updates about the program's activities and impacts.
5. **Administrators:** The Web platform should serve as a reference point for staff and an easy-to-use resource for staff to share when explaining our work. This audience will also be greatly served by receiving regular (and automated) updates about the program's activities and impacts.

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

Peers:

- DoSomething.org
- Green Schools Alliance
- National Youth Leadership Council
- Points of Light
- TakingITGlobal
- WE.org
- Youth Service America

Collaborators:

- Alliance For Climate Education
- Earth Protect
- Educators 4 Excellence
- Generation Earth
- generationOn
- Greening Forward
- Tree People

What We Want Out of Our Roots & Shoots Marketing Site

JGI envisions the Roots & Shoots marketing site as one element of a larger digital engagement platform, which includes a vital suite of tools for inspiring and empowering young people to take action for people, animals and the environment we share, from any device or social media platform where they are already engaged, especially mobile. We are anxious for the marketing site to help grow the program's brand visibility and reach, to increase the number of young people initially participating in the program and to share and showcase the efforts they are leading through visual and narrative storytelling.

The platform should weave together the stories of our members with the results of their actions. 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 engagement platform offers. The marketing site should help make this connection, inspire new users to want to get involved, clearly and plainly show them how and to give them the tools to do so.

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

- To create externally facing marketing that conveys how to get involved as well as the diversity and inclusivity of the program.
- To communicate briefly, clearly and plainly how to get involved in the program and to provide an entry point for searching and connecting with other members or groups.
- To create an interactive user experience that prompts young people to initially engage through multiple integrated channels including social media, SMS texting, email, blogs, and influencers.
- To increase the total number of active, Roots & Shoots youth and the number of actions they take and share, along with increasing their engagement with one another and with our brand.

The new marketing site should be run by Wordpress, preferably using the same theme (Joyn) as the main JGI website uses. It should feel clean and modern. We want a look and feel that demonstrates the large reach of the Roots & Shoots program, the breadth of diversity of young people that represent the program and the depth of each individual member's impact in their community.

The site should meet W3C accessibility standards to ensure that it is inclusive to users of all abilities as possible. 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.



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 proactive in taking our messaging to a more relatable, inspiring and motivating level for all young people but in particular, 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