

APANO & APANO Communities United Fund RFP Brand and Website Redesigns

INTRODUCTION

Our two affiliated organizations, APANO and APANO Communities United Fund, are seeking to hire a design agency for the redesign of our brands and websites. We are seeking to update our assets to reflect our brands and their work, and create websites that better help us reach and connect to our communities and furthers the missions of each organization.

APANO, a 501(c)(4) non-profit organization, unites Asians and Pacific Islanders to build power, develop leaders, and advance equity through organizing, advocacy, community development, and cultural work.

APANO Communities United Fund (CUF), a 501(c)(3) tax exempt organization, invests in community organizing with Oregon’s Asian and Pacific Islander communities for social justice.

APANO CUF is affiliated with APANO, a 501(c)(4) tax exempt organization, to promote a broader range of work towards our goal of uniting Asian and Pacific Islanders to achieve social justice.

APANO and APANO CUF want to rebrand and redesign the websites and social media accounts listed below:

Current Name	Current Website	Current Social Media Accounts	New Name Starting 7/01/23
APANO	www.apano.org	Instagram Facebook Twitter YouTube	APANO Action Fund
APANO CUF	www.apanofund.org		APANO

Interested vendors are asked to respond to this request with a proposal to accomplish the task that includes timeline, cost, and deliverables (see Section 9: Submission Instructions).

Proposals received by Wednesday, September 28, 2022 will be prioritized for review. 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.

SEEKING VALUES ALIGNED VENDORS

APANO is seeking applications from vendors who are values aligned and we would like to collaborate with a Black, Indigenous, and People of Color (BIPOC)-owned business on this project. **APANO Values:**

Self Determination: We build the political, social, economic, and cultural power our communities need to thrive. We use our power to shape decisions and pursue intersecting forms of justice in order to create a vibrant, inclusive, and equitable world for all.

Solidarity: We believe relationships are sources of strength, support, and power. We are committed to listening to allies, partners, and communities —especially those who identify as Black, Indigenous, and people of color — in their aspirations and struggles, and working together to cultivate trust and connections.

Integrity: We strive to be true to our values in our work, to be accountable to our communities, and to treat ourselves and each other with dignity and compassion.

Care: We practice care, compassion, and respect for ourselves, each other, and the earth to sustain ourselves and our efforts to uplift our community.

Belonging: We create spaces and communities where we can feel a sense of belonging, where we can be ourselves and be visible, where our stories are amplified, and where our heritage and experiences are recognized.

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1. ORGANIZATION BACKGROUND

Founded in 1996 by a group of grassroots activists and with the help of local non-profit organizations, APANO CUF has been doing work with the Asian and Pacific Islander communities in Oregon for over two decades. In 2016, APANO created a 501(c)(4) non-profit organization to work alongside our 501(c)(3) to better utilize our platform for increasing political power within AAPI communities by allowing us to endorse candidates in local elections. Our history and work in the state posits our organizations as local leaders in the AAPI community and as a trusted voice during local elections. Our organizations create change through Community Development, Cultural Work, Political Work, Advocacy, and Organizing. Our work is guided by our [Mission, Vision, and Values](#) and our Strategic Framework.

Our Strategic Framework includes five priorities:

1. Invest in and cultivate APANO’s organizational culture to ensure it is centered in our values of self determination, solidarity, integrity, care, and belonging.
2. Build a unified organizational identity grounded in our mission, vision, and values.
3. Generate resources and capacity in alignment with our mission, vision, and values to sustain APANO and the movements we support.
4. Develop initiatives, tools, and processes for APANO’s unique and distinct programs to work interdependently for deeper impact.
5. Activate and invest in leaders and communities who share APANO’s vision for political, social, economic, and cultural change.

Organizational staff involved in this project will include:

Name	Title	Email	Project Role
Kim Lepin (she/her)	Co-Executive Director of Culture & Communications	Kim@apano.org	Project Co-Owner & Recipient of Proposal Submissions
Ashley Mumm (she/her)	Communications Director	Ashley.Mumm@apa no.org	Project Co-Owner & Project Manager

Jeanette Li (they/them)	Communications Coordinator	Jeanette@apano.org	Website Expert, Programs Liaison
Lani Felicitas (he/she/they)	Communications Coordinator	Lani@apano.org	Social Media Expert
Marchel Marcos (she/her)	Political Director	Marchel@apano.org	c4 Content Expert
Allie Yee (she/her)	Co-Executive Director of Operations, Finance & Development	Allie@apano.org	c3/c4 Compliance

2. BUDGET

We are budgeting \$50,000 for these website and brand redesigns. This includes the creation of a style guide, logo redesign, asset redesigns, two website redesigns, and social media component redesigns. We expect that the selected vendor will work with us to identify costs based on the services offered.

3. TIMELINE

RFP Release Date: Wednesday, September 7, 2022

Proposal Submission Deadline: Wednesday, September 28, 2022

Vendor Selection: Friday, October 14, 2022

Anticipated Start date of Project Kickoff: Monday, November 14, 2022

Launch Date for Websites & Social Media Accounts: Saturday, July 1, 2023

Vendor Selection

Vendors should expect to be notified of our decision by Friday, October 14, 2022. APANO will follow up to schedule an initial meeting. In addition to RFP submission requirements, our selection process includes the prioritization criteria below, a vendor that is:

- values aligned
- BIPOC-owned
- knowledgeable and experienced in creating an accessible website
- based in Oregon

Project Kickoff and Launch Date

Project work will begin November 7, 2022 or at a date mutually agreed upon by APANO and the selected vendor in order to meet the go-live date of July 1, 2023 with website and brand redesigns.

4. CHALLENGES

For many years, our organizational name, orange logo, and branding of “APANO” has been closely linked with both APANO Communities United Fund, a 501(c)(3) entity, and APANO Statewide, a 501(c)(4) entity that does business as APANO. While the organizations work closely together, we need to clarify the unique work of each entity. To do this, we are changing the names of each entity, and rebranding and updating each entity’s websites and social media accounts.

Currently, our [APANO](#) and [APANO CUF](#) websites have a simple and clean design, and our news banner works well to redirect people to our blog to keep up with our current events. However, it is hard to decipher from the front page what our organization does and to navigate to our program work and other resources. The information is currently not organized in a way that promotes ease of use to the navigator.

Additionally, our current websites and brand identities have not been refreshed in over 6 years. In that time, our organizations have grown considerably in program offerings, staff size, and complexity. We engage a wide array of audiences through our various programs and want to help people navigate to the most relevant information and get involved. Our c3 and c4 work have both grown and we want to differentiate between the two. We are seeking to strike a balance between maintaining the unique identities of each of our program areas while also having an overall unified identity.

5. GOALS

Our primary goals are:

1. To increase member buy-in, confidence, and identification with our distinct c3 and c4 brands.
2. Create a brand presence that more accurately reflects the changes in both organizations and the growth of our work and leadership over the years.
3. Strengthen the engagement and tools to improve accessibility and allow our members to actively participate and interact with our organizations.

6. AUDIENCE

The audience we will be targeting with our updated websites and social media platforms include:

- APANO Members (those actively involved in our work and programs)
- AAPI Communities located in Oregon
- BIPOC Communities and peers
- Voters in Oregon
- Non-English speaking AAPI communities
- APANO Funders
- Local politicians and government officials

7. REQUIREMENTS

- A. **Improved clarity:** All users should be able to quickly comprehend the work that our organization does from visiting the website's home page.
- B. **Improved navigation and accessibility:** Vendor should have an understanding of digital accessibility features and be able to guide APANO in the creation and use of these tools on our websites. All users should be able to navigate through our programs and resources with ease and the websites should allow people to fulfill their goals without getting lost. Accessibility includes, but is not limited to: language accessibility (Chinese, Chuukese, Hmong, Japanese, Korean, Marshallese, Vietnamese), and

accessibility options for visually impaired, hearing impaired, and/or neurodivergent visitors.

C. **More targeted use of SEO:** Currently, our social media is strongly linked with our website engagement. Vendor should consider how to deepen website and social media engagement. Additionally, the vendor should include keywords and tags on pages so that our search functionality should be exceptional, and should allow our site visitors to complete their goals.

- Increase engagement
- Clear path for interaction
- Data collection improvement
- News sharing
- Original content platform
- Resource hub
- Archive for print publications
- Embed EveryAction forms

Desired Updates Across Both Websites:

- Brand identity - Updated Style Guide and Logos
- Compliance with 501(c)(3) and 501(c)(4) requirements
- Site architecture - Organization Mission, Vision, Values, Program Work, Opportunities for Engagement (such as eblast signup and volunteer signup) need to be re-organized and revamped
 - Including ability to share various multimedia products
- Content strategy - Guidance to meet goals in Section 5
- User-friendly content management
- SEO Keyword Analysis - Analyze what keywords we are showing up in search results
- User experience testing - Validate our assumptions with a test audience
- Homepage interaction
- Everyaction integration
- Analytics integrations - should be standard, example: Google Analytics, Google Search Console, etc.
- Social media accounts and engagement
- Blog integration

- Ensure websites and social media accounts include accessibility features
- Security - SSL
- Website training (if needed) - APANO plans to update and manage the website with the help of our website team.

8. WEBSITE EXAMPLES

Example websites that we have identified, include:

- <https://www.oregonfoodbank.org/>
- <https://www.safestrongoregon.org/>
- <https://www.seedingjustice.org/>
- <https://www.prochoiceoregon.org/>
- <https://www.advancingjustice-aaajc.org/>

9. SUBMISSION INSTRUCTIONS

Please send completed proposals in PDF format to: kim@apano.org with “Proposal Submission” in the subject line.

Proposals received by Wednesday, September 28, 2022 will be prioritized for review.

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

- Name, address, email, phone, website
- Organizational mission, vision and values
- Number of years in operation
- 4-6 client references
- Project scope of work
- Number of hours and timeline from start to completion (approx.)
- Budget
- # of individuals (approx.) that will work on the website project, their roles & responsibilities
- Team size, bios, years of experience for each, their role, certifications
- Any additional resources required for support (ex: sub-contractors)
- Project management approach

- General overview of website build process end-to-end
- 3-5 top relevant projects, who worked on each project, link to case study or website URL
- Please provide answers to the questions below:
 - Is your organization BIPOC led or run?
 - How does your organization's primary mission, services, and/or practices explicitly and specifically reflect and designed to serve one or more communities that self-identify as BIPOC? BIPOC identities include, but are not limited to:
 - Asian, South Asian, or Asian American
 - Black, African, or a part of Africa's Global Diaspora
 - Brazilian or Cape Verdean
 - Latino/a, Latine/x, Hispanic or Afro-Latino/a
 - Multi-racial, multi-ethnic, bi-racial, or mixed
 - Native American, American Indian, or Indigenous
 - Pacific Islander, Samoan, or Hawaiian Native
 - Persian, Arab, Middle Eastern, or North African
 - Please briefly describe an example of how your organizational values are reflected in your organization's services and/or practices.

Please contact Kim Lepin at kim@apano.org with any questions.