

REQUEST FOR INFORMATION

DISCOVERY, DESIGN, DEVELOPMENT & DEPLOYMENT OF NEW JANE GOODALL WEB PLATFORM

OVERVIEW & NEEDS

The Jane Goodall Institute USA is seeking information to guide discovery, design, development and deployment of a new digital storytelling and engagement platform to advance and reinforce brand visibility for Dr. Jane Goodall, DBE, founder of the Jane Goodall Institute & UN Messenger of Peace, and her global outreach and advocacy, along with the mission and programs of the Jane Goodall Institute USA.

The new digital storytelling and engagement platform will:

- Reinforce Dr. Goodall and the Jane Goodall Institute's legacy and current use of science and technology, wildlife conservation and animal welfare advocacy, community-driven conservation, policy on key mission issues, and youth empowerment;
- Highlight and leverage Dr. Goodall's powerful global advocacy on critical and topical issues, including climate change, deforestation, wildlife trafficking, unsustainable consumerism and more;
- Be driven by dynamic storytelling which empowers and encourages constituents to become engaged with and involved in supporting Dr. Goodall and JGI USA's efforts;
- Create a whole and complete engagement experience with constituents so they feel their contributions and involvement is acknowledged and appreciated;
- Seek to establish long-term and renewing relationships with constituents encouraging ongoing engagement, higher levels of engagement/donation, and recurring support;
- Provide functionality to convey key science data and information with integrations tied to other platforms like ArcGIS;
- Optimize interactions to drive lead generation and engagement with policy actions;
- Replace the current JGI USA website at janegoodall.org, as well as Good for All News at news.janegoodall.org, and knowledge and information sharing website wiki.janegoodall.org; and
- Inform and guide design and user experience with online fundraising for and ecommerce with JGI USA at my.janegoodall.org at shop.janegoodall.org.

The launch of this new Web platform comes at a time when Dr. Goodall's global visibility has never been higher, when the world needs her message of hope more than any other time in history, and Dr. Goodall's namesake organization, the Jane Goodall Institute is at an important inflection point in its work to progress, communicate, and scale science-driven and community-led conservation, great ape and non-human animal welfare, as well as youth empowerment.

Further timeliness for this project is both a global rebrand and CRM evolution that the organization will undergo in 2021 as well. Both efforts will inform and affect aspects of the design and user interface of the new digital Web platform.

This project will be supported by a team of communications and marketing staff at the Jane Goodall Institute who will provide general oversight and guidance, storytelling support, copywriting and imagery. Vendor will be responsible for all other aspects – discovery, design, development & deployment - of the Web platform buildout.

ABOUT DR. JANE GOODALL

Dr. Jane Goodall, Dame of the British Empire and U.N. Messenger of Peace is a leading global advocate for protecting people, other animals and nature. She delivers her passionate message of empowerment and hope to literally billions of people. Dr. Goodall leads a movement of conservation for the common good – one that inspires hope through action and builds on our connections to each other, our fellow species and the natural world.

In 1960, equipped with little more than a notebook, binoculars, and her fascination with wildlife, Jane Goodall arrived in Gombe, Tanzania and began field research that would give the world a remarkable window into humankind’s closest living relatives, chimpanzees. Her groundbreaking discoveries, including that chimpanzees fashion and use tools, redefined our understanding of the relationship of humans to other animals and the environment.

In 1986, Jane attended conservation workshop at a chimpanzee research conference. Following that workshop Jane noted, “I came as a scientist and I left as an activist.” Since then she has tirelessly advocated on a range of issues related to the health of people, other animals and the environment. For decades this involved travelling up to 300 days a year and in recent years leveraging social media. Through her work Dr. Goodall has not only shown us the urgent need to protect chimpanzees from extinction; she has redefined species conservation to include the needs of local people and the environment.

Her eloquent ability to raise public awareness and understanding has become instrumental in her work to save chimpanzees from extinction. In her speeches and books, she emphasizes the interconnectedness of all living things and the collective power of individual action, urging her audiences to recognize their personal responsibility and ability to effect change. "Every individual has a role to play," she says. "Every individual makes a difference."

Dr. Goodall also reaches billions of people through both traditional and social media. On average she is interviewed two to four times a week by major media outlets around the globe. She contributes op-eds on key issues. She regularly appears as a guest on podcasts. And Jane’s own engagements on social media, including live streams and posting such videos, reach millions.

ABOUT THE JANE GOODALL INSTITUTE

One of 24 chapters around the world, the Jane Goodall Institute USA (JGI) is a multi-national, community-centered conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall. We aim to understand and protect chimpanzees, other apes and their habitats, and empower people to be compassionate citizens in order to inspire conservation of the natural world we all share. JGI uses research, collaboration with local communities, best-in-class animal welfare standards, and the innovative use of science and technology to inspire hope and transform it into action for the common good. Through our Roots & Shoots program for young people of all ages, now active in over 60 countries around the world, JGI is creating an informed and compassionate critical mass of people who will help to create a better world for people, other animals, and our shared environment.

INFORMATION REQUESTED

Responses to this RFI should discuss:

- A vision for storytelling/content management, design and user experience/engagement which meets the criteria set forth above;
- Recommended approach for discovery, design and development of this new Web platform;
- Case studies with similar needs (as outlined above) that illustrate potential partner's vision, recommended approach and core competencies; and
- Resources (budget) required to fully implement the proposed vision for the Web platform (multi-stage/a la cart pricing is helpful, if possible).

Responses to this RFI should not exceed four pages. Portfolios and other supplementary company information should be embedded in responses as hyperlinks. Please, do not submit multiple files.

QUALIFICATIONS

Submissions are welcomed from potential partners who have:

- Demonstrated experience designing and developing integrated digital storytelling and engagement platforms;
- Experience working with US-headquartered multi-national nonprofit organizations with major endowments (founder-led organization experience is a bonus);
- Expertise in design thinking, empathetic approaches to user journeys and user experience optimization;
- Data-driven evidence of high performance innovative and efficient digital properties; and
- High client satisfaction with on-time and on-budget delivery of project outcomes;
- Adequate staff and expertise to carry out all stages of such a Web platform project.

The Jane Goodall Institute's procurement process follows equal opportunity practices while embracing diversity, equity and inclusion. BIPOC are strongly encouraged to consider this business opportunity.

REVIEW PROCESS

A panel of marketing and communications experts at the Jane Goodall Institute USA will review and evaluate request for information responses based on demonstrated understanding of the need, understanding of Dr. Goodall's global visibility and the mission/programs of the Jane Goodall Institute, completeness (the degree to which all of the information requested is covered), qualifications, and quality and performance of previous work.

Vendors with the highest rated responses according to the criteria outlined above will be invited to submit a full proposal.

TIMELINE

RFI responses are due by October 16, 2020. Vendors chosen to submit a full proposal will be notified by October 30, with full proposals due before November 20. JGI will seek to contract a potential vendor before December 18 with work on the new Web platform commencing in January 2021.

CONTACT INFORMATION

Interested potential partners may contact Shawn Sweeney at ssweeney@janegoodall.org to setup a time to discuss this opportunity further, or to ask questions or seek clarification.

Responses to this RFI should be submitted through rfps@janegoodall.org.