

**Education Through Music  
Nonprofit Org Website Relaunch**

*Request for Proposals*

November 15, 2015

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## Project Summary

Education Through Music currently has a Drupal-based website, [www.ETMonline.org](http://www.ETMonline.org), which will be redesigned and reorganized to improve navigation, communication about our work, and develop mobile capabilities. Education Through Music has developed (1) user personas, (2) an FFA, and (3) wireframes for the new site, which are available for review. We seek the design and development of a new site using the work we have already completed. We also have an affiliate, ETM-LA, which has their own website, [www.etmla.org](http://www.etmla.org). Utilizing the changes to the new [www.ETMonline.org](http://www.ETMonline.org), we will also seek to launch a new ETM-LA website which matches the design and navigation of the new [www.ETMonline.org](http://www.ETMonline.org) utilizing the same components, but will allow our LA affiliate to customize their site.

## Organizational Information:

### About Education Through Music

Education Through Music was founded to promote the integration of music into the curricula of disadvantaged schools in order to enhance students' academic performance and general development. ETM-NYC currently serves 27,000 students in 48 NYC schools.

At ETM, we believe that every child deserves a well-rounded education: one that includes music. Unfortunately, many schools, especially those serving children in low-income communities, provide no music instruction or rely solely on short-term programs that do not serve every student. ETM created a comprehensive program that incorporates music into the education of every child, including those with special needs.

ETM forms long-term partnerships with inner-city elementary and middle schools that lack the resources to develop school-wide music programs. We ensure high-quality instruction by hiring qualified music teachers, providing ongoing training, and performing regular program assessments. We encourage classroom teachers and music teachers to collaborate so that music can reinforce learning and development in all areas. And we help schools embrace music as a core subject by involving all members of the school community.

Our program has succeeded from the start: ETM's first partner school won a Blue Ribbon School of Excellence Award from the U.S. Department of Education. ETM has since gone on to receive numerous awards and recognitions.

A further measure of our success is our growing national presence. In addition to maintaining partnerships with New York City schools, ETM provides advisory services to organizations and schools around the United States and has licensed one affiliate organization to replicate our model in Los Angeles.

## Competitors

While Education Through Music has a unique, comprehensive model, there are a number of music organizations we compete with for funding and exposure. Some of our competitors include:

- VH1's Save The Music (<http://www.vh1savethemusic.org/>)
- Little Kids Rock (<http://www.littlekidsrock.org/>)
- Midori & Friends (<http://www.midoriandfriends.org/>)
- Sing for Hope (<http://www.singforhope.org/>)
- Harmony Program (<http://harmonyprogram.org/>)

ETM-LA identifies the following competitors:

PSArts ([www.psarts.org](http://www.psarts.org))

Harmony Project (<http://www.harmony-project.org/>)

## Goals

ETM has the following goals with the new website:

- Effectively and clearly communicate what ETM does when people come to our site
- Simplify content
- Develop strong landing pages for key targeted areas
- Develop a stronger user experience with a focus on engaging our targeted audiences of donors, volunteers and potential teachers
- Convey we are a leader in the area of music education
- Advocacy

## Audience

ETM is targeting the following types of visitors to our website:

- Potential donors (individuals and institutional)
- Potential ETM teachers
- Potential new partners, including new schools, and new affiliates
- Supporters and advocates of quality music education

## Website Statistics

ETM uses Google Analytics to track our site information. We currently see approximately 4,000 – 6,000 unique visitors to our site each month. Approximately 25% of our visitors coming to our site each month are using a mobile device, up from 8% at the end of last year. As mobile use has increase, we have also seen our bounce rate continue to increase. We have a bounce rate around 70%. However, this bounce rate is due not only to increase mobile visitors, but also due to our use of the Google Adwords for Nonprofits program, which accounts for over 1/3 of our website traffic. Google Adwords has increase traffic to our donor page, events page, evaluation/data pages and people seeking employment, especially potential teachers.

## Site Structure and Content

ETM has developed wireframes and context in Moqups. For the most part, the new site structure we have developed is significantly different from our current site. The structure we have developed seeks to communicate effectively what we do, and guide our key audiences to become involved with ETM.

We aspire to have easier features in our new website, that allow for automation and ease of use, for both visitors to our site.

In addition to the homepage, we have identified key gateway pages that we would like to be more engaging:

- Donate
- Become a Teacher
- Why Music Education?
- Get Involved

These pages are ones that currently have high levels of visitors coming directly to them, due to our use of Google Adwords for Nonprofits.

The site format would be copied for the ETM-LA site as part of the redesign.

For a full preview of our content, please review the wireframes and FFA.

## **Graphic Design**

ETM developed a new logo and branding that was implemented three years ago. Our Style Guide provides direction for use of our logo, font preferences, and color palette.

ETM also have a wide variety of photos available for use in the redesign, as well as some video.

We recently had a microsite created for a campaign that may help to provide direction in the design of the new site.

## **Content Management System**

ETM uses Drupal as the CMS for its current website. We are open to using a different platform for the new website. Key objectives for the new website's CMS include:

- Ease of usability, allowing ETM staff to manage the website independently
- Rebuild/change capabilities that allow us to make changes in an easy, cost-efficient way

## **High Level Functionality**

While we have created an FFA to provide a comprehensive list of all functionality that we would like our new site to have, the following is a list of key functionality we aspire to have:

- A new, secure area of the website, which would house documents, videos, music files (PDF and audio files) for teachers.
- A new separate, secure area for ETM Board members.
- An improved way to host and integrate photos and albums (we currently use Picasa)
- A mapping and search function for finding and locating ETM partner schools
- Integrated forms that can be filled out and submitted easily
- Site administration tools that give us control over future changes to the layout of the site
- Ability to use A/B testing with Optimizely or another option

## **Budget**

ETM has a total budget of \$25,000-\$30,000 to complete this project. Hosting and maintenance are not included in this RFP. We anticipate the project to have the following phases:

1. Discovery
2. Design
3. Development
4. Testing
5. Training

## Vendor Selection Criteria

When selecting a vendor for this project, we will be evaluating candidates on the following criteria:

- Experience working with nonprofit organizations
- Experience creating engaging and beautiful websites
- Ability to provide multiple distinct options for design
- Ability to provide all or most of the features outlined in the FFA
- Explanation for why the CMS platform you propose is the best for ETM
- Sufficient staff including UX designer(s), graphic designer(s) and programming capabilities

## Proposed Timeline

We would like to begin this project in December 2015 or January 2016. We would like to move quickly to completion, as much of the initial planning and work is already completed.

## Contact Information

Please direct all responses to this RFP, questions or requests to access to the FFA and wireframes to:

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We will begin reviewal of proposals on December 15, 2015 and continue review as additional proposals come in.

We would then like the chosen vendor to begin work on the new site immediately following selection.