



Request for Proposal (RFP)

Website Redevelopment

February - August 2025

ORGANISATIONAL CONTEXT

ECPAT International is a global network of civil society organisations working together for the elimination of the sexual exploitation of children (SEC) in all its manifestations. This includes in the context of exploitation of children in prostitution, child sexual exploitation in digital environments, the sale and trafficking of children for sexual purposes, and the sexual exploitation of children in travel and tourism.

The ECPAT Network currently consists of 134 members working as independent organisations or coalitions in 110 countries. The ECPAT International Secretariat (EIS) coordinates the global work of the network and is based in Bangkok, Thailand. The Secretariat designs and implements global and regional initiatives and undertakes programming, campaigning, advocacy, and research to facilitate network initiatives.

OVERVIEW

ECPAT International seeks proposals from qualified web development firms or individuals to redevelop its website to align with its strategic objectives. The redeveloped website will serve as a sectoral hub for information sharing, providing access to evidence, showcasing trends, and highlighting learning and the latest developments in the fight against the sexual exploitation of children while also being an engaging, user-friendly platform supporting ECPAT's engagement, advocacy, campaigning, and fundraising efforts. The project will kick off in February 2025 and be delivered by the end of August 2025.

OBJECTIVES

The overarching goal is to redevelop our website so that it:

- Effectively communicates ECPAT's mission and vision.
- Enhances user engagement with targeted audiences, including donors, policymakers, and the general public.
- Either be built on, or streamline integration with NationBuilder, ECPAT's current CRM, to facilitate seamless supporter acquisition and engagement.
- Incorporates a flexible and modern design that accommodates future growth and technological advancements.

SCOPE OF WORK

1. Discovery Phase:

- a. Become familiar with the current website and limitations identified in previous bodies of discovery work
- b. Engage with ECPAT to clarify any gaps in understanding around requirements, including audience segmentation and content priorities.

- c. Provide recommendations for a structure that aligns with ECPAT’s strategic goals.

2. Design and Development:

- a. Create a modern, visually engaging site that reflects ECPAT’s brand, built on either the NationBuilder or WordPress platform.
- b. Design and structure the website to effectively present evidence, data, and information in an engaging and accessible manner, with a focus on revamping the majority of existing pages, including new text, improved flow, structure, and content.
- c. Create 2 initial subpages for our key campaigns as identified in the Discovery phase.
- d. Include a robust “resource finding” feature to facilitate easy access to evidence, reports, and other critical information.
- e. Identify gaps in digital design elements that will require further production.
- f. Develop the website on WordPress or NationBuilder, ensuring compatibility with ECPAT’s CRM.
- g. Implement user-friendly navigation and responsive design for all devices.
- h. Ensure accessibility compliance.

3. CRM Integration and Functionality:

- a. If built on WordPress, ensure seamless integration with NationBuilder to streamline supporter acquisition and management.
- b. Develop functionalities for petitions, event sign-ups, and donation forms.
- c. Ensure SEO and analytics tracking capabilities.

4. Content Migration and Training:

- a. Migrate selected existing content and ensure added content can be optimised for the updated structure.
- b. Provide one recorded training session for ECPAT staff at handover on content management and basic troubleshooting.

5. Testing and Launch:

- a. Conduct thorough testing to ensure functionality, performance, and security.
- b. Launch the website by the end of August 2025, with ongoing ad hoc support for troubleshooting and optimisation post-launch.

KEY AUDIENCES

The website will address the needs of two primary audiences:

- **Supporters and Potential Supporters:** Donors, advocates, and partners who engage financially or through advocacy, as well as individuals seeking information on child protection and sexual exploitation. The site will feature narratives, clear calls-to-action (CTAs), and advocacy opportunities to encourage their continued involvement. It will also serve as a resource with accessible guidance, educational materials, and referral services to provide these users with

valuable, actionable information.

- **Community of Practice:** ECPAT members, NGOs, researchers, and professionals who collaborate with or rely on ECPAT's resources. The website will provide these users with in-depth research, policy documents, resources, and networking tools.

DELIVERABLES

- A fully functional, visually appealing website delivered by the end of August 2025.
- Build on, or integration with NationBuilder, including forms for donations, petitions, and event sign-ups.
- Training materials and session for ECPAT staff.
- Post-launch ad hoc support for a projected three months.

BUDGET AND FINANCIAL PARAMETERS

ECPAT International has allocated a budget envelope of **USD 25,000** to redevelop its website (inclusive of any applicable VAT). This budget includes all costs associated with the project, such as:

- Design and Development
- CRM Integration
- User Experience Enhancements
- Testing and Deployment
- Documentation and Training

The project must be delivered within this budget envelope, with a detailed breakdown of costs provided by the successful vendor during the proposal stage.

Vendors are encouraged to present creative solutions and cost-effective methodologies that maximise the impact of the available budget while maintaining the highest standards of quality and alignment with the outlined requirements.

PROPOSAL REQUIREMENTS

Interested firms must submit a proposal that includes:

1. Company profile and relevant experience, particularly with NGOs or advocacy organisations.
2. Proposed approach and timeline for the project.
3. Detailed budget breakdown.
4. Examples of past projects of a similar nature.
5. Contact details of at least two references.

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Relevant experience and portfolio.
- Understanding of project objectives and proposed approach.
- Capacity to deliver within the stated timeline and budget.
- Technical expertise, particularly familiarity with NationBuilder integration.
- Cost-effectiveness.

IMPORTANT NOTES

- This RFP is not a guarantee of selection or contract award.
- All intellectual property created as part of this assignment will remain the property of ECPAT International.
- As ECPAT International, we recognise that our strength lies in the diversity of the people who make up our global network: staff, volunteers, and consultants. We are committed to an inclusive workplace where people of all backgrounds and cultures can strive to be themselves. This means we will challenge ourselves to do better and to continue learning, to create and maintain a working environment steeped in respect, tolerance, and safety where all parties are valued equally.
- As a child-focused organisation, ECPAT firmly commits to child safeguarding with rigorous procedures. The selection process and service agreement will reflect this commitment.

HOW TO APPLY:

Please send proposals in English with your overall costs in USD to vacancy@ecpat.org mentioning in the email header **“Website Redevelopment” and “your name”**.

For questions related to this RFP, please contact Andrew Beaton, Head of Communications, Campaigns, and Advocacy - andrewb@ecpat.org.

Due to the high volume of applications, we receive, we are not able to respond to every application. If you have not heard back from us within 3 weeks from the deadline, it means that your application has not been successful.

ECPAT International looks forward to receiving your proposal and partnering to create a website that furthers its mission to combat child sexual exploitation globally.

SUBMISSION DEADLINE

All proposals must be submitted by **7th February 2025**.