

REQUEST FOR PROPOSALS (RFP)

Development of a New Website for International Alliance of Women (IAW)

Release Date: April 14, 2026

Proposal Deadline: May 14, 2026

Contact: IAW Assistant Secretary General at assist.secgen@womenalliance.org

1. Introduction

The International Alliance of Women (IAW) invites qualified agencies to submit proposals for the development of a new website. The goal of this project is to create a modern, accessible, easy-to-maintain website that strengthens IAW's global visibility, supports its mission, and provides a clear and intuitive user experience for visitors, members, partners, and volunteers.

Note:

This project is not a redesign or relaunch of the existing website. The current website (with more than 500 subpages) will be archived, and the new website will be built from scratch on a new WordPress installation.

2. About IAW

The International Alliance of Women is a global NGO committed to women's rights, gender equality, and advocacy at international and grassroots levels. The organization is largely run by volunteers, and its digital communication tools — including the website and the International Women's News journal — play a key role in reaching members, partners, institutions, and the general public.

3. Project Goals

The new website should:

- Present IAW as a modern, active, globally engaged organization
- Improve the visibility and accessibility of information
- Provide a clear and intuitive user journey
- Strengthen the *Journal* section
- Simplify content management for non-technical volunteers
- Support membership growth and donation activities
- Ensure a robust, secure, and future-proof technical setup

4. Target Groups

Primary audiences include:

- Prospective members
- Current members
- Donors and institutional partners
- Journalists and researchers

- International organizations
- The global public interested in gender equality and women's rights

5. Scope of Work

A. Strategy & Concept

Agencies are asked to provide:

- A revised sitemap and navigation structure
- UX concept including user journeys for key target groups
- Wireframes (low-fidelity) for main pages
- High-fidelity design mockups (PDF)
- Recommendations for accessibility (WCAG 2.1 AA preferred)

B. Design

The agency should develop:

- A visual design concept including color palette, typography, iconography, and image style
- Layouts for key templates:
 - Homepage
 - About Us
 - Our Members
 - Journal Overview
 - Journal Article
 - Donate
 - Contact
 - Login + Member Area
- Mobile-first and responsive design for all screen sizes

C. Content / Copywriting

The proposal should include:

- Copywriting for all website pages (headers, subheaders, CTAs, labels, microcopy, teaser texts)
- Editorial content (e.g., Journal articles) is not part of this RFP
- Bilingual implementation: English and French
- Clear indication of which content the agency will produce and which will be provided by IAW

D. Technical Implementation

The website must be built in WordPress.

Acceptable approaches include:

- Custom WordPress theme
- WordPress block theme (Full Site Editing)
- Elementor Pro or other reputable page builder

Important:

As the IAW is supported by volunteers with varying levels of technical knowledge, the new website must be simple to maintain and update without developer support. Solutions that provide an intuitive, visual editing environment — such as Elementor Pro — are particularly suitable for this purpose. Agencies may nevertheless propose alternative implementations, provided they guarantee the same level of usability and long-term maintainability for non-technical editors.

Technical requirements:

- Responsive implementation
- Clean and modular structure for easy editing
- Journal templates: overview + article layout
- PDF download button for Journal entries
- Login area + basic member dashboard
- Integration of newsletter sign-up (Mailchimp or similar)
- Donation functionality with existing Stripe account
- GDPR compliance

Technical clarification:

This project requires a new WordPress installation and a full rebuild.

There is no migration, adaptation, or reuse of the existing website's pages, theme, or structure. The current website will be archived for reference only.

E. SEO & Performance Requirements**SEO Basics**

- Meta titles and descriptions
- Alt-texts for images
- H1/H2/H3 structure
- Clean URL structure
- Open Graph and social sharing metadata
- XML sitemap creation

Performance

- Google Lighthouse Performance Score: 90+ on mobile and desktop
- Image optimization:
 - WebP (or comparable modern format)
 - compression
 - proper naming
 - lazy loading
 - generation of responsive image sizes

- Efficient caching setup

F. Security & Plugins

The agency should implement:

- Security plugin (brute force protection, firewall)
- Backup system (daily or weekly)
- Cache plugin
- SEO plugin (RankMath, Yoast, or similar)
- GDPR-compliant cookie/consent management
- Minimal and well-maintained plugin architecture
- Protection against unauthorized login attempts
- Anti-spam measures

G. Forms & Integrations

Required features:

- Newsletter sign-up form + integration with Mailchimp (or equivalent system)
- Donation/Stripe integration
- Contact form
- Member login
- Basic member area overview

H. Testing & Quality Assurance

The agency must test the website on:

- Browsers: Chrome, Firefox, Safari, Edge (latest versions)
- Devices: Desktop, Tablet, Mobile (iOS + Android)
- Display: Small, medium, and large screen sizes
- Functions: Forms, payments, logins, PDFs, Journal templates, multilingual elements

All critical features must be verified before launch.

I. Training & Handover

The agency must provide:

- 1–2h WordPress training session (remote or recorded)
- Documentation (PDF and/or video) covering:
 - Editing pages
 - Publishing Journal content
 - Managing menus
 - Uploading optimized images
 - Using the multilingual system
- Full handover of all access credentials

J. Post-Launch Support

The proposal should include:

- 1–3 months of post-launch technical support (define scope)
- Optional maintenance contract or hourly rates for later updates

6. Timeline

Please propose:

- Project start
- Key milestones (design, development, content integration, testing, launch)
- Expected completion date

IAW prefers a project timeline between 8–16 weeks, but agencies may propose alternatives.

7. Proposal Requirements

Proposals should include:

1. Agency profile
2. References
3. Deliverables list
4. Timeline
5. Budget
Itemized pricing (design, development, SEO, plugins, training, support, etc.)
6. Team members involved

8. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of IAW’s mission and needs
- Quality of conceptual and design approach
- Usability and maintainability of the proposed technical solution
- Relevant experience and references
- Clarity and completeness of the proposal
- Cost transparency and value
- Timeline feasibility

Please confirm in your proposal that you understand that this project is a full rebuild, not a migration or relaunch of the current website.

9. Submission Instructions

Please submit your proposal by May 14, 2026, 5:00pm CEST to:

Assistant Secretary General

International Alliance of Women

Email: assist.secgen@womenalliance.org