



We are Blue Planet.

We're a team of pragmatic idealists, intrepid thinkers, and passionate creatives tackling the systems that hold the climate crisis in place. Although climate change is a global challenge, local action is where lofty goals become a reality. At Blue Planet, we believe that locally driven policy change is the key to activating solutions at the pace and scale needed to meet the challenge of climate change.

Our non-profit has been working in Hawaii for the past 15 years. But our work is just beginning. To help power our progress over the next five years, we are looking to modernize and redesign our organization's website.

And we hope you can help us.

We've got a lot going on. In addition to updating our webpage later this year, here is what we are currently working on:

- We are undergoing an in-depth strategic planning process to refocus and reinforce the most essential elements of our work. Things are moving quickly, and we expect to have a finalized plan and refined copy ready in time for this project to begin.
- We have also been working closely with Lindsay LaShell from Open Lines Marketing to refresh our messaging strategy. Lindsay will be helping with the navigation, calls-to-action, and copy for the website.
- Lastly, over the summer, we will be refining our fundraising strategy. As a small non-profit, donors and partners are critical in helping us achieve our mission.

We want your help thinking through how we can maximize our impact and reach our goals through our website. In the meantime, here are a few things that we are looking for:

- A clean, simple aesthetic with strong visual elements
- Seamless conversion from site visitors to donors and newsletter subscribers
- A replicable and modular design that allows us to easily create new pages and gives us the flexibility to customize layouts
- A responsive design that adjusts to the size of different devices
- Lastly, we have some website design expertise on our team and would like access to the code so that some minor tweaks can be made in-house in the future

We also think it's important to call out some of the challenges we may face:

- We own various microsites that we would like to house on our main website (or find a creative solution to seamlessly incorporate them into our main website)
- Blue Planet is involved in many aspects of clean energy. We are looking for the best ways to prioritize and display our work.

We are a small non-profit with a limited budget and unlimited creativity. We have budgeted approximately **\$30,000** for this website redesign.

With our new strategic plan well underway, we are looking to launch our new website as soon as possible! Here is a tentative timeline:

RFP release date: Monday, April 18

Response deadline: Friday, May 13

Vendor selection: Monday, May 20

Project Kickoff: Monday, May 30

Brochure page launch: Friday, June 24 (or earlier)

Final website launch: Monday, September 5

If you're still interested, we'd love to hear from you! We have some general proposal requirements that we'd like for you to follow:

Proposals are due on May 13, 2022, at 11:59pm HST to friends@blueplanetfoundation.org.

Proposals should not exceed five pages and should include:

1. Summary of proposed approach
2. Work plan (including proposed deliverables and timeline)
3. Qualifications of key team members
4. What makes your firm the right fit for us?
5. Budget. You are welcome to provide more than one scope and budget.

The following documents will not count toward the page limitation:

6. One to three examples or case studies of relevant past work (may be sent as links)
7. Resume of each key team members