



Call for Proposals: Development of a new CWCF Website

The Canadian Worker Co-operative Federation is a national, bilingual grassroots membership organization of and for worker co-operatives, related types of co-operatives (multi-stakeholder co-ops and worker-shareholder co-ops), and organizations that support the growth and development of worker co-operatives.

Vision: To be a growing, cohesive network of democratically controlled worker co-ops that provide a high quality of worklife, and support the development of healthy, just and sustainable local economies, based on cooperative values and principles.

Mission:

- To work in solidarity with our members to achieve our Vision of a Co-operative Economy;
- To support the development of new worker co-ops;
- To strengthen the Federation, to animate the worker cooperative movement; and
- To represent and promote the Canadian worker co-op movement in Canada and internationally.

Project Description: This project is part of the implementation of the CWCF's new Strategic Plan. The strategic plan identified the need for increasing member engagement, growing the worker co-op sector, and engaging allies within the solidarity economy.

Communications is a key part of the strategy. CWCF needs to have the tools in place to effectively communicate to these various audiences.

CWCF's website has become dated and is clumsy in terms of how easy it is to post and find information. The website needs modernizing. This is our primary face to the world. Our image is linked to our ability to use our website to communicate about CWCF including member benefits, and important information about worker co-operatives. In order to be able to engage allies, members and potential members, CWCF must have an interactive, visually appealing, easy-to-navigate, bilingual website.

By having a modern, interactive and bilingual website which is branded similar to its other communications media, CWCF will be able to better communicate to its key audiences with credibility and impact. These tools will enable CWCF to build on its relationships, communicate the importance of worker co-operatives in the solidarity economy and strengthen its member communications to better engage members in the work of CWCF.

The Key Objectives for our new website include:

- Establish a good brand image

- Showcase our services and achievements
- Mobilize and empower membership
- Inform about worker co-ops and highlight their strengths
- Highlight the role of worker co-ops in the global economy
- Situate worker co-ops in the context of major global issues
- Provide resources for current and prospective worker co-operatives and for worker co-op developers

Background: In preparation for our new website we have developed an assessment of our current website, desired elements for our new website and a list of other websites in the co-op sector that we have studied along with their relative strengths which could guide the development of the new CWCF website.

Strengths/weaknesses of current website

Strengths

- Funding from Co-operators
- Bilingualism
- Knowledge of subject matter

Weaknesses

- Not optimized for viewing on mobile
- Some content (e.g. sliders) difficult to update
- Not visually appealing
- Lacks consistent branding
- Too much information- or rather information is not well formatted.
- Lacks staff/board profiles
- Lacks media kit
- Not eye-catching or memorable
- Some content may be out of date
- Practice has been piecemeal updates rather than thinking strategically
- Too many menus/the menus are not logical - need a more logical hierarchy
- French side is not being updated-

Strengths of other websites

Coops and Mutuels Canada

[CMC](#)

- Good visuals
- Appropriate amount of white space
- Page for media inquiries
- Search feature easy to find/use
- Links to social media feeds
- Easy to sign up for newsletter
- Contains multimedia

The Canadian CED Network

[CCEDNet](#)

- Good visuals

- Opportunities to join or donate clearly visible
- Contains testimonials
- Links to social media feeds
- Can complete membership application on site
- Staff/board bios
- Resources and news easy to locate
- Excellent “Get involved” page

Sustainability Solutions Group

[SSG](#)

- Eye-catching slider
- Blog
- Comprehensive list of categories/dates for content
- Creative commons license
- Webinar archive
- Good colour scheme

United States Federation of Worker Cooperatives

[USFWC](#)

- Resources for Startups tab
- Short menus
- Multimedia
- Worker co-ops in the news feature
- Good use of white space

Democracy at Work Institute

[DAWI](#)

- Streamlined menu at top
- Good organization of content on homepage
- Good summary of what they do on homepage

BC Co-op Association

[BCCA](#)

- Good layout
- Good feature showing member logos
- Good menu at top
- Pop-up newsletter subscription feature

Ontario Co-operative Association

[OCA](#)

- Good layout
- Good feature showing member logos
- Good menu at top
- Good slider

International Fund for Animal Welfare

[IFAW](#)

- Good use of video on home page
- Good use of statistics
- Good call to action
- Map of projects
- Good descriptions of projects
- Staff bios

Human Rights Watch

[HRW](#)

- Pop-up newsletter subscription feature
- Extensive news bulletin
- Provides good sense of scope of work
- Multilingual

Tasks: The purpose of this assignment is to develop a new bilingual website for CWCF.

In our research we found an analysis of [11 excellent nonprofit websites](#). This enabled us to identify some desired elements for our new website which include:

- A full easy to navigate bilingual site
- Easy to navigate/read/search
- Relevant information is easily accessible
- “Content hierarchy” (most important content is most prominent and accessible)
- Mobile accessible – retain the look and feel across different devices and screen sizes
- Visually appealing – choice and placement of relevant images and if possible include multimedia
- Consistent branding across every page/post
- Minimalist
- Appeal to different demographics / ages
- Includes call to actions for both getting involved and receiving services (like [Australian Red Cross](#) homepage)
- Links to CWCF social media
- Include staff/board profiles
- Media “kit”
- Makes it easy to subscribe to newsletter, social media, etc.
- Contains testimonials
- Easy to update
- Integrates CRM/Easy to list members- Be able to link to a back end database of members.
- Easy to add pages
- Includes a roadmap or guide for content posting to ensure consistency going forward.

Recommend a platform that would meet CWCF’s requirements including ease of use, posting, updating etc.

See Attachment for CWCF Audience Matrix.

Timeline: It is anticipated that the project will start on September 15, 2019 with the draft website due by December 15, 2019 for review and feedback by CWCF. The project will be completed by January 15, 2020.

CWCF will assemble a project committee to work with the developer during the project. This committee, which will include both staff and board members of CWCF, will provide guidance and feedback during the process. We will also provide access to relevant reference documents and materials for those who are planning to respond. Please email Kaye at communications@canadianworker.coop to request this access.

Budget: The project budget is \$10,000 (exclusive of GST/HST).

Proposal Requirements: Proposals will include the following:

1. Proponent's understanding of the project activities and outcome
2. Proponent's recommended platform and justification
3. Expected workplan/timeline for the project
4. Qualifications including details of the consultant(s) working on the project
5. Examples of previous similar website projects
6. References of clients with whom a similar project was performed
7. Budget details

Criteria for selection:

- Demonstrated understanding of the needs for CWCF
- Innovative or unique suggestions to enhance the development of the new website
- Understanding/experience within the co-op sector
- Portfolio of projects
- Reasonable budget for scope of work proposed
- References

Submissions should be emailed to Kaye Grant at communications@canadianworker.coop by September 4, 2019 at 11:59pm ET.

Attachment: CWCF Audience Matrix

Audience	Message	Objective	Reasons for visiting website	Relevant content on website	Important features to change/add to website
CWCF worker co-op members	CWCF values your membership and you are part of a larger organization whose members share your successes and challenges	Members feel engaged, want to renew their membership	<ul style="list-style-type: none"> - Stay up to date on news - Find contact info for other co-ops/CWCF - Renew membership - Access info on membership benefits - Pay dues 	<ul style="list-style-type: none"> - Newsletter - Blog - Member profile series - Members list - Board/staff list 	<ul style="list-style-type: none"> - Newsletter/blog/member profiles easy to find - Members list easy to update - Membership registration/renewal form
Former CWCF worker co-op members	CWCF wants to engage you and has resources that can make your co-operative more successful	Former members are inspired to rejoin CWCF	<ul style="list-style-type: none"> - Learn about member benefits/dues - Register for membership - Learn about other members 	<ul style="list-style-type: none"> - Member benefits - Member database 	<ul style="list-style-type: none"> - Membership registration/renewal form - Prominent placement of member benefits
Prospective worker co-op members	Being part of a national network such as CWCF will give you access to member benefits and connect you to other Canadian worker co-ops	Prospective members are inspired to join CWCF	<ul style="list-style-type: none"> - Learn about member benefits/dues - Register for membership - Learn about other members 	<ul style="list-style-type: none"> - Member benefits - Member database 	<ul style="list-style-type: none"> - Membership registration/renewal form - Prominent placement of member benefits
Co-op developers	Engaging with	Members engage	- Learn about	- "Starting a co-op"	"Starting a co-op"

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(members through CoopZone, and non-members)	CWCF will allow you to be a more successful worker co-op developer	with CWCF	resources for co-op development - Connect with other co-op developers	section	section
Marginalized/diverse audiences	Worker co-ops have a democratic structure that improves opportunities for marginalized communities to be successful	Audience reads CWCF content	- Learn about worker co-ops	- "About section"	- "About section" - Focus on past accomplishments
Like-minded organizations in solidarity economy	Our sectors have shared worldviews, and collaboration will lead to better outcomes for everyone	Organizations inspired to work with CWCF on issues of mutual concern	- Learn about worker co-ops - Learn what CWCF is doing on issues of mutual concern	- "About section"	- News is easy find - Focus on past accomplishments/current issues of concern
Public policy people	Co-ops are a solution to issues such as wealth inequality, food security, migrant justice, etc.	People inspired to work with CWCF on issues of mutual concern	- Learn about worker co-ops - Learn what CWCF is doing on issues of mutual concern	- "About section"	Focus on past accomplishments/current issues of concern