

# Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area

## Website Re-Brand and Re-Design

### *Request for proposal*

**Boys & Girls Clubs Big Brothers Big Sisters of Edmonton & Area Society**  
9425 – 109 A Avenue  
Edmonton, AB  
T5H 1G1

This RFP is for the Re-Brand and Re-design of the [bgcbigs.ca](http://bgcbigs.ca) website.

**Proposal Due By:** September 1<sup>st</sup>, 2021

**Final Decision Will be made by:** September 22<sup>nd</sup>, 2021

**Send any questions or proposals to:** Corey Dodge, Communications Specialist,  
[corey.dodge@bgcbigs.ca](mailto:corey.dodge@bgcbigs.ca)

**Budget:** \$8000 (\*negotiable)

**Delivery date:** December 1<sup>st</sup>, 2021

### **Our Impact:**

Boys and Girls Clubs Big Brothers Big Sisters (BGCBigS) is a community-supported organization committed to the healthy development of children, youth, and their families by providing safe places, positive relationships, services, and opportunities to develop personal strengths and interpersonal skills that enhance their long-term success in life. BGCBigS Mentoring and After-School programs seek to support vulnerable children and youth challenged by the impacts of poverty. The organization also works in partnership with other community organizations to develop and deliver programs geared to specific populations, such as the immigrant and refugee community, the Indigenous community, and other vulnerable groups (e.g. LGBTQ youth).

### **Our Audience:**



Boys & Girls Clubs Big Brothers Big Sisters  
of Edmonton & Area

Our website is the face of our organization and a lot of the time the first step of involvement or commitment of involvement with BGCBigs. We have three core audiences that we cater too, including Volunteers, Families and Donors.

Our Volunteers are typically mid 20s individuals (48% between 18-30), skew female (68%) and are typically students or young professionals. Motivations to apply are high for word of mouth or through social media.

Our donors are typically between 45-54 years of age, with a majority between 35-64 and also skew female (56.5%). Donors typically give because they see the benefit BGCBigs brings to the community or they've have experienced the impact first-hand.

Our Families are those with children or youth between the ages 6-17 and sometimes up to 24. These families are diverse and come from various backgrounds and are connected to our agency in many ways thru our Community Based Programs, Club Programs, After School Programs and family supports.

### **New website design objectives:**

The first objective of our re-design is to amalgamate and create a seamless set of brand guidelines that combines those of the two types of organizations that make up BGCBigs Edmonton, which are **BGC** (previously known as the Boys and Girls Clubs) and **Big Brothers Big Sisters**.

Earlier in 2021, the Boys and Girls Clubs re-branded as BGC, with a not only a new name, but a whole new look as well. Our agency is looking to combine the brands of BGC and Big Brothers Big Sisters in order to have a seamless brand that not only combines those two, but also reflects that of the unique community we serve here in Edmonton & Area.

The second objective, is a complete re-design of the BGCBigs Edmonton website ([bgcbigs.ca](https://bgcbigs.ca)) that reflects the needs of our three audiences (Volunteers, Families and Donors) and reflects that of our amalgamated brand and brand guidelines.

### **Present State:**

<https://bgcbigs.ca>

Volunteers: A lot of the time, our website is the first step in our volunteers journeys in getting to know us better. We want to make sure our volunteers are well informed about the need and available opportunities, so that they then start on their journey in becoming a BGCBigs volunteer and we are hoping to refine this through a re-design in thinking around how we currently do this (ex: Big Brothers Big Sisters, or Clubs, or After School etc.).



Boys & Girls Clubs



Big Brothers Big Sisters

Boys & Girls Clubs Big Brothers Big Sisters  
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**Families:** Our families use our website to sign-up their kids to a variety of programs we offer and currently, there are a variety of ways to do so, including for clubs or community-based programming. We'd like to efficiently communicate to our families all of the available programs that they can sign-up or enroll their children into.

**Donors:** We are always looking for ways to increase donations and are looking to increase conversion rates by making it as easy and accessible as possible to donate. Further, there are many ways one can donate to BGCBig (one time donation, monthly donations, third party events, a clothing donation program, events and our Dream Home) and this may be confusing for first time visitors. We're hoping that through a re-design, we can more effectively communicate to our donors the ways in which they can give.

**Website:** The bgcbigs.ca website currently is design using Wordpress on the Divi builder. We would be looking to keep it on Wordpress, while the builder used is up to the discretion of the designers. Our current web host is sufficient and we would not require a change here as well. Should you have any clarifying questions, please feel free to reach out directly.

## **Objectives and Final Deliverables**

- We are looking for a set of revised brand guidelines that reflect that of our amalgamated agency (BGC + Big Brothers Big Sisters) that serves our unique community in the Edmonton & Area.
  - *Note: That the national agencies of BGC and Big Brothers Big Sisters have already create guidelines of their own, and that we would be looking for a balance of the two within our own.*
- We are looking to improve the presentation of our website information through a website re-design so that our users can make informed decisions, whether it be volunteers applying, families enrolling or having access to resources or donors donating through a re-design of our website.
- We are looking for recommendations to increase our interactions with our audiences through our web properties.
- We are looking for recommendations to improve our conversion metrics.

## **Respondents requirements**

Please incorporate the following in your response:

Company background

Examples of your work

Strategy for achieving goals

Proposed Development timeline

Pricing

(\*For anyone shortlisted, we will ask for references)



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Thank you for your interest in responding to this RFP with a proposal for the BGCBigs website re-brand and re-design project for bgcbigs.ca. We look forward to your response.

**Please submit your proposal to:**

Corey Dodge  
Communications Specialist  
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