



CHICKEN & EGG PICTURES

Chicken & Egg Pictures Website Redesign

Request for Proposals, March 2024

Overview

Chicken & Egg Pictures is undertaking an organizational rebrand and has initiated a Request for Proposals to identify a vendor to plan, execute and deliver the redesign of its website—currently at www.chickeneggpics.org. The organization will be renamed at the time of the redesigned website launch. The new name will be Chicken & Egg Films and as such the new URL for the website will be www.chickeneggfirms.org (with a redirect from the previous URL).

About Chicken & Egg Pictures

Chicken & Egg Pictures shapes a more equitable and just world with the catalytic power of documentary films by providing funding, mentorship, and industry access to a global community of women and gender-expansive filmmakers. We are dedicated to championing filmmakers who share stories of perseverance, hope, struggle, and joy, and the pursuit of equity in a world fractured by ongoing political and societal discord.

Since 2005, Chicken & Egg Pictures has awarded over \$12.5 million in grants and thousands of hours of creative mentorship to over 500 filmmakers from more than 50 countries. We value the background, experiences, and perspectives of women and gender-expansive filmmakers from around the world, with a focus on BIPOC filmmakers, LGBTQIA filmmakers, filmmakers with disabilities, and all others who have been excluded. We believe elevating these voices will impact the dominant cultural narratives that shape our understanding of the world. In 2023, our programs provided \$1.8M in grants to 70 filmmakers based in 25 countries; 46% of these grantees are BIPOC and 20% are LGBTQIA.

While there is no single aesthetic, form, or subject of the documentaries, all supported films offer distinct perspectives on critical issues and many have won major awards and have impelled lasting social change. Recently supported films include Oscar-nominated *The Eternal Memory* (dir. Maite Alberdi), *Writing With Fire* (dirs. Rintu Thomas and Sushmit Ghosh), and *Ascension* (dir. Jessica Kingdon), Emmy®-nominated *One Child Nation* (dir. Nanfu Wang), and Oscar®-winning *American Factory* (dirs. Julia Reichert and Steven Bognar).

In January 2024, we proudly announced that we support women and gender-expansive filmmakers, representing our deepened commitment to advancing gender equity in the documentary film field and beyond. We are revising our program selection criteria and design methodologies, our



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organizational practices and operations, and our brand identity to embrace the full spectrum of filmmakers who are impacted by systemic gender-based inequities. We are dedicated to ongoing learning and will continue to evolve our gender inclusion work. [Read more here.](#)

Project Overview

The current website was originally developed around 2014 with updates to content and descriptions of major initiatives as the existing structure allows. Over time, the site has become unwieldy in its navigation, is outdated in look and feel, and the existing brand identity reflected on the website no longer serves the organization as it takes a strategic direction to become a more gender-inclusive organization. The site is maintained by a vendor who did not originate the current infrastructure.

As a nearly 20-year-old non-profit organization serving a global documentary community, the website needs to reflect our mission, programs, and impact in a more bold, contemporary, visually compelling manner, and improve overall accessibility as compliant with the Americans With Disability Act. The website will be the central showcase for the organization's rebrand and new visual identity as developed pro bono by [Pentagram](#), an award-winning global design consulting firm. More details are contained in the Project Goals and Scope of Work sections below.

Target Audiences

The organization's main audiences are:

- filmmakers (those who may apply to our programs, as well as alumni of our programs),
- donors, supporters, Board of Directors and other advisors, and partners (existing and prospective) and,
- documentary film industry representatives, members of the media, and documentary enthusiasts.

Secondary audiences include:

- Prospective employees, Board members, advisors

Project Goals

- Serve as home for Chicken & Egg Films' new brand identity;
- Improved navigation paths making it easier for users to find relevant content + use of new technology including:
 - Better integration of relevant social media
 - Better feature blog content
 - Incorporate AI with a chat bot or other function to help support programmatic inquiries from filmmakers;



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- Incorporate AI eligibility questionnaire capable of supporting filmmakers inquiring about which program(s) would be best suited for them and for which they are eligible;
- Updated visual design that incorporates more visual elements befitting an organization dedicated to uplifting the catalytic power of documentary films and which is working towards becoming a more gender expansive organization;
- Ensure site is fully searchable, especially filmmaker programs and how to apply to them;
- Ease of access to impact stories / ways to donate/ presenting the “who” of the organization;
- Integrate searchable filmmaker/ supported film database (TBD if hosted on 3rd party platform or within the website)

Scope of Work

- Project management + timeline
- Content strategy- including an initial assessment with key stakeholders to help ensure project will remain on time and within budget scope, identifying key decision points to enable this
- Accessibility: The website should be compliant with the requirements of the Americans with Disabilities Act and should also take into account any other issues of usability prevalent among our constituency
- Information design – including the creation of a site map and wireframes
- Creating and managing a process to migrate bulk content from existing to new website
- Implementing the visual brand design – **The new style guide will be furnished to those submitting a proposal*
- Search engine optimization
- Integration of Google Analytics
- CMS selection (our current site is built on WordPress)
- Front-end coding (HTML/CSS, animations)
- Mobile device optimization
- Testing & quality assurance
- Software training for key C&E staff who will maintain the website
- Additional Technical Notes:
 - *Web Domains + Host:* Our current web domains are hosted by Go Daddy and Squarespace; our current web hosting is with [Orange Static](#), a vendor who maintains the existing website
 - *Integrations:* Salesforce forms, Classy, My Emma, Airtable



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Timeline and Budget

The deadline for the new website is the third quarter of 2024- ideally by September 2024. This is critical in order to prepare for the 20th anniversary of Chicken & Egg in 2025 and to allow for time to communicate the name change and new visual identity among key stakeholders.

Budget cannot exceed \$60,000 USD

- \$3,000-4,000 will be paid from the total budget for the Scoping + Needs Assessment phase of the project which should not exceed 2-3 weeks.
- It is the preference to have both the design and development done by one entity; however, in the case that separate entities manage the design and development the budget will be as follows:
 - \$35,000 maximum for development
 - \$25,000 maximum for design

Proposals due: March 15, 2024

Final selection will be made by no later than March 30, 2024

Project start will be ASAP upon signed contract; and a proposed timeline will be requested as part of the proposal with completion expected by no later than September 2024.

Criteria for Selection

Selection of the successful individual/firm will be via two rounds. The first round will be evaluation of written proposals submitted in response to this RFP. The second round of evaluation will consist of discussion with selected finalists.

Evaluation Criteria: Written proposals will be evaluated based on the following criteria:

- Relevant prior experience;
- Demonstrated understanding of Chicken & Egg Pictures' mission and values and its desired vision for the new website;
- Coherence and intentionality of proposed work plan;
- Cost efficiency.

As part of the written proposal, please also provide at least three references for projects of a similar nature.



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Submit proposals and questions to:

communications@chickeneggpics.org **with the subject line:** Proposal for 2024 Website Redesign

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