



RISE Solicitation

August 7th, 2019

Topic: Website Development and Marketing

Responses due by: 12:00pm EDT, August 19, 2019

Proposals shall be submitted by email to barbarawalker@riseresilience.org

[RISE](#) is a 501(c)(3) non-profit organization looking to procure Website Development and Marketing services.

Background:

RISE supports the development of a new industry cluster around resilience in the Hampton Roads region. RISE's goal is to advance the region's position as a resilience innovation hub for entrepreneurs with new resilience-building technologies, products and services to test, validate, demonstrate and built into viable businesses.

RISE achieves this by:

- Surfacing resilience challenges faced by organizations operating in coastal environments,
- Conducting challenges to surface innovative solutions resilience challenges,
- Brokering access to the Hampton Roads region's living laboratory to innovators with resilience technologies, products or services to test, validate and demonstrate,
- Accelerating the growth of businesses offering innovative solutions to coastal resilience challenges,
- Providing access to funding, business mentorship and other resources.

In 2018 RISE ran its inaugural Coastal Community Resilience Challenge around six different topic areas in partnership with MIT Solve. The Challenge attracted over 50 applications and resulted in six small-business winners that will pilot their innovations and grow their business in Hampton Roads. For a brief Challenge overview and its outcome please visit:

<https://www.youtube.com/watch?v=zRDzDXXNvfM&feature=youtu.be>.

RISE is planning to launch its 2019 Challenge around multiple topic areas in October 2019.

Scope of Work

RISE is looking for the following services:

Website Development Needs:

1. Enhance/Redesign the RISE's current website riseresilience.org while (preferably) maintaining the current domain and continuing to use WordPress. The primary goal of the redesign is to

effectively feature the outcome of the 2018 Challenge and promote the upcoming 2019 Challenge. For instance, RISE envisions each 2019 Challenge topic having a dedicated page as illustrated by other organizations running similar challenges: <https://solve.mit.edu>; <https://startupinresidence.org>.

2. Create and add graphics and photography along with modern design to the website that is also mobile compatible.
3. Install website analytics to enable visitor tracking.
4. Provide training to the RISE staff to manage the website content.

Marketing and Media needs:

1. Design custom flyers for the 2019 Challenge and its multiple topic areas. These flyers need to be compatible with Mailchimp and social media (Twitter/LinkedIn).
2. Create an overview brochure about RISE, its programs and achievement.
3. Provide guidance and support surrounding social media marketing and digital strategies to gather interest and applicants for the 2019 Challenge.
4. Capture or procure professional photos for website and marketing collateral of the Hampton Roads region and other images relevant to RISE's mission, programs and achievements.
5. Provide guidance and support surrounding social media and digital strategies.

Submission:

If you are interested in bidding, please provide your best itemized cost estimate for the above and portfolio samples. Please indicate any tasks you are unable to complete.

The federal funds used for this procurement will require that the awardee **must** have a DUNS number **and** be registered on sam.gov. Respondents should indicate if they have the DUNS number and sam.gov registration, or if they intend to obtain them. Either case will allow their response to be considered.

Proposals with cost estimates should be e-mailed on company letterhead to Barbara Walker, barbarawalker@riseresilience.org with the subject line "Website Development and Marketing Services" Please email with any questions or concerns.

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About RISE:

RISE is a 501c3 non-profit organization dedicated to helping solve some of the most pressing resilience problems facing today's coastal communities. RISE's mission is to catalyze innovation and growth around creative solutions in the areas of sea-level rise, recurrent flooding and economic resilience. By engaging and connecting thought leaders, conducting Challenge prizes and investing in the most promising solutions, RISE seeks to position Hampton Roads as a leader in the effort to build more resilient communities. For more information, visit riseresilience.org