



Eno River Association Website Redesign

PROJECT OVERVIEW

The Eno River Association seeks a Web Designer with strong roots in the Triangle region to design a new website for the Eno River Association including: graphic design, coding, migration of existing content, beta testing, and launch of new site to the public. The project would begin in late Summer and be deliverable by December 1.

The current Eno River Association site is built on Wordpress (theme “Bombax”) and has over 100 unique html pages. Much of this content will be present in the new site. Website organization will likely be similar to the current site. Eno staff will provide updated written and graphic content and site organizational structure (site map, navigation titles, etc).

We work in a metropolitan region rich with various conservation organizations; some of whose area of operations directly overlay our own, both for fundraising and land protection. Differentiating the Eno River Association is our rich history of community involvement and engagement. The Eno River Association is widely-known and well respected throughout the triangle largely due to its continuity and longevity, the richness of its programming, its history of large special events, the quality and renown of the Festival art, and the legacy of land protection work spanning more than a half a century, and our role in establishing of Eno River State Park. We believe that the brand of the Association is trusted, grounded in history, and viewed as energetic, tenacious and creative. A successful and respected organization such as the Eno needs a web identity which reflects these core values.

This project should utilize the Eno River logo (see top of page) as well as elements of our brand style guidelines to the extent possible.

This project does not include redesign of the site for the Festival for the Eno.



ORGANIZATIONAL BACKGROUND/OVERVIEW

The Eno River Association is a 501c3 non-profit land trust with a strong emphasis on education and advocacy. We have worked actively since 1966 to protect the lands and waters along the Eno River and its tributaries. Our efforts to date have resulted in more than 7,400 acres of protected lands. These acres are largely contained within five public parks: the Eno River State Park, the Occoneechee Mountain State Natural Area, West Point on the Eno Durham City Park, Penny's Bend Nature Preserve and the Little River Regional Park as well as our own Confluence Natural Area.

The Eno River Association also engages in environmental education to advocate for the protection of the river and the environmentally responsible development of our community, especially on those lands nearest to the river and her tributaries. We host both a winter and spring hike series along the Eno River, to educate the community on the flora, fauna and history of the river. We welcome over 1208-12 year-olds each summer in our IWalk the Eno summer day camp and Field Station camp. We also organize and present numerous other events, gatherings, and celebrations including the vibrant and eclectic Festival for the Eno. Now in its fifth decade, the Festival attracts over 20,000 people to the banks of Eno River for a 2-day festival full of live music, craft artists, educational demos/activities, and delicious food.

ORGANIZATIONAL MISSION

Mission Statement: To conserve and protect the natural, historical, and cultural resources of the Eno River basin.

Tagline: Connection to the past, protection for the future.

CURRENT WEBSITE

The current website was launched in 2013. It is a three column Wordpress design that does not display well on mobile devices. Approximately 60% of our web visitation is from a mobile device. Additionally, it is visually complex and confusing.

NEW WEBSITE FUNCTIONALITY

*GOALS

Clearly communicate about our organization

Drive visitors to our events

Drive visitors to make financial contributions



*REQUIREMENTS

- Must be able to be maintained with little to no technical knowledge on the part of the Eno staff
- Must include a full-site search function (including pdfs)
- Must include a calendar function
- Must support analytics; reporting on web traffic, visitation, etc.
- Must include SEO strategies
- Must have forms capability to sign-up volunteers, register for enews list, etc
- Must include links to "Donate" on every page
- Must include links to Facebook, Twitter and Instagram sharing

PROPOSED TIMELINE & WORKFLOW

PROJECT WORKFLOW

- * Actual timeline to be developed with firm based on their availability and input.

BUDGET

Maximum budget \$12,000

PROPOSAL REQUIREMENTS

Firm Information

Provide agency's name, address, URL, and telephone numbers. Include name, title and e-mail address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

Project Approach

Please explain your project approach, style and process.

Provide biographies of key staff

Please include a summary of experience of all key staff.

Experience

Proposals should include a list /links of projects that are similar in scale that your firm has completed.



Schedule and Timeline

Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined. The contract is expected to begin August 1, 2021 and should be completed by December 1, 2021.

Cost

Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline.

DEADLINE

Please submit your proposal by July 1, 2021.

SUBMIT TO / CONTACT

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