

Proposal Copy: Extracts & Executive Summaries

(Website/Product Design & Development)

1. The Henry Luce Foundation	1
2. Teach for America	3
3. Goldman Sachs	5
4. Department of Labor	6
5. 59E59 Theater	8
6. Chrysler Museum of Art	10
7. Chinatown Partnership & BID	12
8. Visit Wytheville	13
9. Hudson Inc	15
10. City of Dunkirk	16

1. The Henry Luce Foundation

"The most influential private citizen in the America of his day" needs an equally influential contemporary platform, so that his vision can continue to prosper through the programs and initiatives of the Henry Luce Foundation.

The Foundation's main goal for the website redesign is to reach out to its target audiences and create a means for them to find the organization online. This will allow the public and those who work in similar fields to learn about the Foundation's work, and gain access to a wealth of resources, opportunities, and information. In this manner, you will be able to increase interest in your programs, drive grantee donations and funding, and provide global access to a wealth of subject-related content.

While looking to benefit the future, we know how important it is to be guided by history, and an appreciation of your organization's roots and core values will inform and influence every step of the website design process. From the Carnegie Corporation of New York to the Mellon Foundation, the majority of organisations with whom we have worked on previous projects all have one important trait in common: they were established in the name of proactive and inspiring individuals. These figures sought to make a difference in the world. Andrew Carnegie was known as the "Father of Modern Philanthropy," and founded the Carnegie Corporation with the view of investing on the long term progress of our society. Andrew Mellon helped fund extraordinary entrepreneurial talent, and William and Flora Hewlett have made enormous contributions through their foundation to some of the leading universities and institutions in the United States.

The Luce Foundation has a similar story to tell, having been established at a crucial moment in history by a figure who understood the true meaning of philanthropic spirit firsthand from his parents' missions in China.

We work with organizations whose namesakes envisioned their foundations to serve as catalysts to positive change - not just to provide information for the sake of it. This is where our skills as a digital agency for nonprofits and education come in. Advances in technology have provided us with the means to reach vast numbers of people, but with that comes vast

amounts of data, content and information. You now need the right strategy, the right design, and the right partner, in order to bring that catalyst to fruition.

Redesigning your website will help Luce achieve its overall objectives, by allowing you to not only build your identity online, but to leverage this online presence in new ways. Our proposal outlines the main challenges, solutions and strengths of the website redesign brief. We will also share our strategic digital vision for increasing the impact of your organization, its grantees, and program beneficiaries. This includes, but is not limited to, the following considerations:

- Improved functionality via grants database integration (foundationConnect and Salesforce)
- Clear navigation and user experience.
- A reliable Content Management System which will be easy to maintain, so your team can use it as a tool to aid their work, rather than be distracted by unnecessary technicalities.
- Simple, contemporary aesthetic.
- Content Strategy: we will organise and structure your existing content into a digestible, user friendly, and searchable format.
- Content focused: we believe that design should not detract from content, especially when working in areas of nonprofit and Foundations.
- Working alongside your brand identity: we outline our past experience and expertise with integrating existing brand guidelines into our creative process.
- We will propose and facilitate exciting possibilities for multimedia and social integrations.

Overall, we will strive for your new website to accurately reflect both your audience and subject matter, and therefore increase awareness and utilization of your content by diverse audiences.

2. Teach for America

We propose an ecosystem fueled by digital innovation and a passion for positive global impact and change.

At Blenderbox, we believe that a healthy ecosystem spreads beyond a single website. It includes the user, the learner, the educator, the visitor, the corps — in short, the human experience. This is why we as an agency specialise in UX design, and choose to apply our skills to the realms of education, nonprofit, arts and culture. Acting as a collaborative link, partner and catalyst to your future web ecosystem, we will craft a strategy which addresses Teach for America's current issues and concerns, in order to bring your vision to life.

We understand that your website is the first point of contact between visitor and organization, the premier medium of communication between user and Teach for America. Therefore our solution will focus on how we can convert curious prospects into convinced candidates, leveraging the power of your digital and content strategy, thereby attracting quality potential and interest to your corps. We are passionate about creating seamless experiences, achieving unity and structure through design, and we strive to provide information in an easily accessible format while maintaining a cohesive user experience.

We like to see both humans and technology as involved in the ecosystem of the web, so we build websites which can engage and interact with their surrounding elements. New and emerging technology is becoming a central component of the education system and of successfully disseminating educational resources for all, and we are leading the field in areas of design, development and UX while working towards these goals, having worked with Harvard, Yale, and the American Law Institute, among others. An understanding and appreciation for every client's individual identity, story and aesthetic also informs our every technical move and creative decision.

Design exists to express identity. Our visuals serve a simple purpose: express the mission of the client, speak their brand, and warmly welcome their audience with a website which is instantly identifiable as belonging to the organization. The new website will serve as an infallible support system and knowledge repository for the entire TFA family, from alumni

to parents to donors. We will cater for all your audiences, and use our research to guide each particular user journey. Our decisions, approach and design process will be influenced and informed by TFA's digital experience principles, and above all, by your mission of eliminating educational inequity through teaching. We believe that digital, strategy and design are vital tools in achieving this goal, and are both excited and inspired by the opportunity to work with you on this project.

3. Goldman Sachs:

10,000 Small Businesses Program App

Blenderbox has read your RFP with interest and intrigue, and we are excited to present and implement our ideas for the *10,000 Small Businesses* Program App redesign.

We understand that The Goldman Sachs Foundation's 10KSB app plays an important role in supporting entrepreneurs following their completion of the 10K *Small Businesses* program. Essentially a communications platform, The 10KSB app is a space for alumni to connect, ask questions, share experiences, and exchange resources. This ensures that the skills they learned during the program can be applied to solve real world business problems and produce lasting, long-term impact.

The current app program and interface needs a redesign and accompanying creative strategy, to enhance the app's usability and fulfil user goals. The redesigned platform will support a thriving and engaged community of entrepreneurs, establish an environment for business networking, provide useful resources across multiple industries, and allow for frequent and productive communication between alums. Users of the Summit app must also be considered and migrated into the main 10KSB app membership base.

This project needs a vendor who can not only customize Groupfire's features and functionalities to serve your app's requirements from a technical point of view, but a partner who will craft a solution which will allow these features to work together in a seamless, user friendly, and streamlined manner. Following best practices, we will create an app with an enhanced interface, which will offer a unique experience tailored to your specific audience's needs - focusing first and foremost on surfacing and facilitating conversation around business-specific challenges, questions and problems. We will also address the consolidation of your Summit app into the 10KSB app experience, and provide a strategy to make sure engagement in the app environment is maintained and scalable.

We look forward to presenting our ideas, approach, and capabilities in the following proposal, and welcome the opportunity for further communication regarding this project.

4. Department of Labor:

NYC Workforce Data Portal

“The purpose of visualization is insight.”

As recognized by the Careers Pathway Initiative, the current economic and employment landscape of New York City is overly focused on job placement, as opposed to job training and career readiness. This lack of coordination between training and hiring trends means that the needs required by employers are not being developed, which in turn affects the earning potential and economic mobility of New Yorkers, as well as the growth of enterprises around the city.

NYC Opportunity and WKDEV have therefore planned for a reassessment of the workforce system and creation of new models for skill development, in order to broaden opportunity and improve stability for both employers and employees. To this end, as Mayor de Blasio acknowledges, the government cannot act alone, and will need to collaborate with multiple industries and partners to achieve the steps outlined in the Initiative. The design and implementation of the prospective Workforce Data Portal therefore requires an engagement with a vendor who is not only capable of providing the technical and practical deliverables, but who understands the motive behind the mission, and has experience building insight-driven solutions for state agencies and large organizations.

Blenderbox is a woman owned interactive digital design agency based in Williamsburg, Brooklyn, and specializes in government, education and non-profit. We have worked with NYCDOF, NYCDOE, NYCEDC, The Mayor’s Office, and numerous other city agencies, and are eager to partner with you in developing the Workforce Data Portal in a manner which will provide actionable insights to improve current workforce programs within NYC.

Our solutions always strive to serve a purpose and solve problems. Whether we are building an admissions system for the students of New York City and the Department of Education, or developing a streamlined payment process system for the Department of Finance, design thinking is our tool of choice. As a partner in this initiative, we will ensure

that both our visuals and online database and portal present your data in a comprehensive and organized manner, thereby allowing for more informed policy decisions surrounding workforce and employment programs.

Throughout our engagement, we will keep your goals and the data you provide us with at the forefront of the design process. Our solution will rely on open source technologies, consistent user testing, strategic and user-centric navigation, and visual representations which will both engage and inform the viewer.

We look forward to presenting our ideas and capabilities in the following proposal, and welcome the opportunity for further questions and communication regarding this project.

5. 59E59 Theaters

What's on next at 59E59 Theaters?

... A website redesign!

59E59 seeks a redesign of their online platform, so that their website can function as a marketing vehicle for the theater's productions and shows, and as an efficient sales tool in order to boost sales and online ticket purchasing. The new platform will contain all the essential features of a state-of-the-art theater website, from an event calendar, show pages, accessibility, calls to action, email sign up, and an evergreen homepage rich with attractive content and featured shows. We will also ensure the site is WAI compliant and accessible.

Since the establishment of Blenderbox nearly 20 years ago, we have continuously sought to hone our experience in the areas of arts and culture. Our case studies will delve further into the details of our most relevant projects, and our clients range from theatres such as the Lincoln Center Theatre, George Street Playhouse and the Lark Theatre, to other organizations of cultural and artistic prestige such as the Long Island Children's Museum and Wave Hill. Browse our website case studies for further information on our past projects.

Our extensive experience working with theatres has allowed us to come up with the perfect formula for creating successful theatre website design and functionality which meets to individual goals of our clients. The formula focuses on:

- An easy to manage an update CMS system which can handle large amounts of data, information and content, and which can accommodate a visual design which reflects the desired aesthetic and brand identity of the client.
- Integrations: ticketing systems, social media, and email are all crucial to theater digital marketing solutions.
- Calls to action and a streamlined, efficient user friendly journey: this is where our UX designers and information architecture plays a major role, in crafting a simple yet effective content strategy and website layout with powerful search capabilities.

- Mobile responsive. Customer convenience and keeping up with changing technology trends is key!

We of course leave a special space for our creative energies to allow us deliver a customized approach, and bring to life a new vision with each new website project.

Each

theatre and client is unique. History, stories, challenges, strengths, and target audience all

inform, influence, and guide our creative process. We're eager to be 59E59 Theaters' partner in this journey!

6. The Chrysler Museum of Art

Here at Blenderbox, we are eager to start creating your online home. As a nationally recognized museum, The Chrysler Museum of Art needs a contemporary website and digital communications strategy which will reflect their status, support the institution's goals and core mission, and meet the needs of the museum's visitors and students.

Our main tasks as partners in your website redesign will be to collaborate with your team in addressing your main pain-points, and act as a solutions partner in establishing, creating and implementing a strategic plan to resolve them. We understand your current frustrations and challenges stem from an outdated website design, unintuitive navigation, and lack of engaging content. As a result, your current digital platform is not reflective of the museum's brand or as attractive to potential visitors as it could be.

We understand that a website is an automatic representation of image, and acts as the first point of contact between you and your audience. It needs to hit home! A quality website has become a crucial and indispensable element of any communications initiative and digital strategy, especially within the arts and culture industries. We mention this because we know that your motivation for embarking on this project is not only to attract more visitors, but to build strong and lasting relationships with your guests and foster innovation at the museum on all levels.

As well as taking care of all your website's functional needs, from social media and Mailchimp integrations, best practices in SEO, and analytics, to making the design responsive on mobile and desktop, your core audience and user journeys will be top-of-mind when approaching the content development and information architecture of the website.

As an anchor within the Ghent neighborhood and the Norfolk/Hampton Roads region, the site needs to promote your rich series of events and classes, and make it easy for visitors to register and take part. The experience of visiting the museum must also be successfully conveyed through the design, in order to engage the viewer's attention, spark curiosity, and entice them to visit.

We offer a collaborative partnership, not a static solution, and will leverage your core strengths throughout the design and creative process—whether that be to bring your glass collection and studio facilities to the forefront of the design, or to arrange the site’s content hierarchy according to the museum’s exhibitions, educational programs and performances.

It’s up to us to make sure that your new website will elevate and enhance your mission, and provide an online home unique to the Chrysler brand. Overall, we will strive for your new website to accurately reflect both your audience and subject matter, and speak to your visitors at every step in their relationship with Chrysler. The following pages relay in detail our proposed solution as required by your RFP.

7. Chinatown Partnership & BID

Chinatown has experienced many changing faces and tumultuous times in the past. Its central position in Manhattan carries great significance, both symbolically and economically. However, the promising initiatives and changes which have been taking place in the district call for a website upgrade and relaunch, in order to reflect Chinatown's potential and everything it has to offer. It's time to embrace the future of the city and of technology! All three of your current sites will unite to proudly represent the digital home of Chinatown's businesses, culture, events, and sense of community.

We understand the importance of place and identity, no matter what country you represent, and we understand what it's like to grow through external changes and impactful events. As a company, we see ourselves proudly "made in NYC," and have been part of the urban revival which has securely located our identity in the heart of Williamsburg and Downtown Brooklyn. This area itself has experienced incredible revitalization in terms of identity, image and brand perception, a transformation which has received international projection and coverage. Not only were we born as a company in the thick of this change, but we were actively involved in initiatives and projects which took place to generate this change at that time, as our case studies will illustrate. This is what attracts us in particular to projects which involve urban identity and creating a municipal sense of belonging. We strive to collaborate on projects whose values are in line with our own. Your newly designed website will leverage the potentials, positives, promises and possibilities of Chinatown.

Blenderbox is no stranger to destination marketing, business districts, real estate and infrastructure—we've worked with the The Alliance for Downtown New York, Garment District, Long Island City Partnership, Lincoln Bid, The Village Alliance, Brookfield Properties, Eastern Consolidated, 50 North 5th, among others. We understand that districts and their buildings are sites of creativity and history, holding the stories of both past inhabitants and future tenants.

The following pages outline our approach to the project as well as information about Blenderbox, our differentiators, and costs. Please let us know if you have questions or if you'd like to set up a time to meet our team to talk about the project in more detail!

8. Visit Wytheville

There will be Only One website for Wytheville!

Our main tasks as partners in your destination marketing program will be to create and implement a visual identity reflective of the Wytheville experience, on a redesigned website.

The new site will be powered by an efficient and reliable CMS, enhanced by a user experience tailored to your specific audiences, and will allow visitors to gather all the information necessary for creating their perfect trip to Wytheville.

As a digital marketing agency who has helped numerous notable organizations over the past two decades in realizing their mission and reaching their potential, we understand that a marketing program is a system made up of cogs and sub-systems - one of which includes your website. All of the elements of a marketing plan are stronger and more effective when working together, and we have the experience to create a website which will incorporate itself seamlessly into your existing communication and business strategies.

Wytheville has had great success with their past marketing efforts, and we are aware that the Visitor's Bureau has already established a strong reputation in their industry and in the eyes of their public. Now, it's time to step it up a notch.

So, why is a website redesign such an important addition and enhancement to Wytheville's marketing program? Firstly, any company or organization's website is an automatic representation of image, and acts as the first point of contact between you and your audience. It needs to hit home!

Secondly, alongside traditional marketing and advertising activities, a quality website has become a crucial and indispensable element of any marketing initiative and digital strategy, especially within the tourism industry.

These days, as we're sure you are aware, people flock to social media and Google for all their tourist information and advice before traveling anywhere, and whether they start that search with Wytheville already in mind or with a spontaneous search for a new destination, you need to make sure that the right people find the right information about everything the region has to offer, and make a good impression in the process.

We offer a collaborative partnership, not a static solution, and will leverage your core strengths throughout the design and creative process - whether that be focusing on your prime outdoor location, arts and culture offerings, or home-grown business talent. It's up to us to make sure that our new website will elevate and enhance your destination marketing, raise it to the next level, and provide you with all the technical support necessary to do so!

9. Hudson Inc

After 30 years of business, it's time for Hudson Inc to establish themselves as a cutting-edge presence in the real estate business through a new website. The site redesign will be highly representative of the company's brand identity, will focus on a comprehensive presentation of Hudson's past work, and will provide an efficient way to search through property listings and locations. While we understand that the mandate for this project is to focus on redesign and marketing strategy, and not back-end work, we are big fans of Django and may suggest this as a more appropriate CMS than the current Wordpress solution. Regardless, we will concentrate our efforts on design changes that will integrate into the CMS and allow your team to effortlessly update and manage content.

Blenderbox is no stranger to real estate—we've worked with Rockrose, Brookfield Properties, Eastern Consolidated, 50 North 5th, among others. We understand that buildings are sites of creativity and history, holding the stories of both past inhabitants and future tenants. Hudson Inc is small and intimate enough as a company to be able to incorporate this knowledge into your projects and client relationships, yet your ideas are big enough to go beyond an architectural outline. Your new website will allow you to target the right audience, at the right time—so you can put them in the right place.

In our approach, we outline two distinct phases. The first will be discovery and design—where we'll determine the level of change for the redesign and share all unique designs that will make up the new interface. The second phase is implementation, which includes all front-end coding, integration with the back-end, and development enhancements. As the best results in web projects come from a more iterative process, we've shared a range for both phases.

The following pages outline our approach to the project as well as information about Blenderbox, our differentiators, and costs. Please let us know if you have questions or if you'd like to set up a time to meet our team to talk about the project in more detail!

10. The City of Dunkirk

Executive Summary

A New Chapter for Dunkirk

Have you ever picked up a book you started a couple of months ago, before an interim passed when something came up and you didn't get the chance to continue? The bookmark remains as your only guide, poking out midway through the pages, and you flick back to the place where you left off. Something is drawing you back to this particular story - you may not be able to quite put your finger on it, but you want to know what happens next, and now feels like the right time to find out.

You start reading. You're thrown in and suddenly all the elements of the book attract and pull your interest. But everything is out of context, you can't trace any consistency or remember the details vital to understanding what's going on. Characters appear familiar, but you've left the book aside for too long and have lost connection. You're missing the pieces to keep you engaged and involved with the story.

So what do you do? You go back and read the previous chapters.

This is what Blenderbox proposes to do for the City of Dunkirk. This will be the guiding mission of our branding and marketing proposition. Right now, your city lacks a brand identity and secure, confident sense of context and story. To create a new identity and visual representation of Dunkirk, which speaks the language of the city's physical environment and its people, we will fully embrace the theme of "revitalisation" by focusing on rediscovering your city's historical, cultural and transnational roots. Dunkirk is already in the middle of its story - think of it as the book you have decided to start reading again. To revitalise, you might need to step back to recover the missing threads which will inspire the present and lead to a cohesive, innovative future.

Project Goals

When companies, organizations or destinations come to us for help in creating their identity, whether visually, digitally, verbally or in writing, it is important for us to identify the objective - what are your goals, what are your main problems? We have identified two major avenues which we would need to keep in mind for the marketing and branding goals of the City of Dunkirk.

Economic Development

- Past planning efforts and initiatives have failed to link promising and exciting projects to funding and implementation.
- Dunkirk has suffered from urban renewal, loss of jobs, and blight.
- Downtown Dunkirk contains a vast number of brown sites which are currently vacant and dormant.
- The city faces financial issues, and a significant percentage of its population live below the poverty line.
- All the above has deterred investment, resulting in job loss and closure of manufacturing companies.

Identity

In the midst of these uncertain conditions, Dunkirk's identity as a city has suffered. Descriptions of empty brownfield sites and houses in need of rehabilitation conjure up images of a gothic quality, of a historical town operating in a historical vacuum. This is a problematic status. Everyone has heard that America doesn't have the history and past and heritage that Europe does. Nods to a certain infamous World War 2 evacuation location in France, anyone?

Here at Blenderbox, we have a different outlook. As a company we see ourselves as proudly "made in NYC," and have been part of the urban revival which has securely located our identity in the heart of Williamsburg and Downtown Brooklyn. This area itself has experienced incredible revitalization in terms of identity, image and brand perception, a transformation which has received international projection and coverage. Not only were we born as a company in the thick of this change, but we were actively involved in initiatives and projects which took place to generate this change at that time, as our case studies will illustrate. This is what attracts us in particular to projects which involve urban

identity and creating a municipal sense of belonging. We strive to collaborate on projects whose values are in line with our own.

Some agencies see problems. We see opportunity.

We understand that this is a transformative time for Dunkirk. The advent of Athenex, interest of small businesses, traffic to and from Buffalo, plans to collaborate with neighboring municipalities, all promise major investment potential and job growth - not to mention tourism and the evolution of Dunkirk as a tourist destination due to its special and attractive location. Our marketing and branding plan will leverage these potentials, positives, promises and possibilities.

Our Vision. Your Story.

We prefer brownfields to greenfields, personally (actually, orange fields are our favourite, but we can adapt). You don't always need to invent to innovate: sometimes, you just need to discover what you don't already know about yourself. Our marketing and branding strategy will lead on the theme of “revitalisation” in crafting Dunkirk’s identity. We’ll dig deep into what revitalization really means to your city, and how Dunkirk can draw on present resources and the surrounding environment by connecting with their past, realizing their symbolic significance to create a sense of belonging and pride. The “revitalize” phase will smoothly lead to a “catalyze” phase, bringing the characteristics of all three districts of downtown Dunkirk to life in an innovative and modern way which will further the economic and urban development of the city while maintaining tradition. In creating a compelling story, we will focus on the following unique traits of Dunkirk:

1. **Lake Erie.** Your waterfront and its numerous potentials will feature heavily in our marketing and branding vision
2. **Brownfield sites.**
3. **Lifestyle.** Revitalization will include consideration of community needs and will work towards building a lifestyle attractive to all key markets as outlined in your proposal.

4. Dunkirk is part of a **bigger picture**. You may be bordered by a lake, but you're no island! We get that you want to stay connected with surrounding municipalities and we'll keep this in mind when moving forward with a plan.
5. **Location, location, location**. Dunkirk has prime potential as a tourist destination, especially due to its proximity to major cities.
6. The combination of the **three districts and grid pattern development** can inform visual storytelling. We will work connection and interaction into our branding and marketing brainstorming, and make sure that each element of Dunkirk comes alive and is represented as having its own distinct personality, while all the while forming a harmonious whole.

These are some of the super important points which can help kick-start our imaginative process, and which will ultimately guide the direction of your growth marketing and rebranding strategy. So naturally, we'd love to get the chance to visit and learn even more about Dunkirk. Our team will lead the fun. Dunkirk doesn't need another battle - let us fight this one for you!