



**Wellspring
Living**

Wellspring Living Request for Proposal: Website Development and Digital Management Services

Request For Proposal: Website and Digital Management	Proposal Due By: December 11th, 2023	Proposal Due To: Wellspring Living
<p>Background:</p> <p>Atlanta has one of the highest rates of sex trafficking in the United States. More than 5,000 youth and women are at risk of being trafficked in Atlanta and throughout Georgia, more than 80 percent of whom are from communities of color. More alarming still, the average age of a trafficking victim reported in Georgia is 14 years old. If a survivor does not have a safe place to go once they escape their trafficking situation, 80 percent are at high risk of re-exploitation and can become trapped in difficult circumstances for years—even generations.</p> <p>Wellspring Living is uniquely positioned to take a leadership role in addressing these challenges, with a demonstrated service delivery model and a strong history of impact. Since 2001, Wellspring Living has provided domestic sex trafficking victims and those at risk (ages 12+) with comprehensive, trauma-informed, victim-centered recovery services through residential programs, community-based programs, and graduate services. Each program utilizes a multi-disciplinary service model to provide transformative care through three service pillars: housing, healing and education. The focus for each participant is on developing their courage to move forward and their confidence to succeed. Through operating best practices and with highly qualified staff, Wellspring Living programs are statistically proven in providing restorative services that yield positive, life-changing results.</p> <p>Wellspring Living's vision is to live in a world where every victim of sexual exploitation has access to transformative care. Wellspring Living is a leader in the nation for residential care and through the Wellspring Living Institute is able to educate, train and mentor organizations around the world.</p>		
<p>Project Overview:</p> <p>Wellspring Living is seeking proposals from qualified firms with expertise in website management, social media strategy, and digital community management. The objective is to create, launch and manage an updated website and to develop and execute a social media and e-communication strategy that effectively shares the Wellspring Living story with our broad community of stakeholders.</p> <p>As an organization that serves and supports those at risk and victimized by sexual exploitation, it is imperative that our partners deeply understand and embody ethical storytelling. This partner must be innovative and creative enough to create a holistic digital presence that captures the heart of what we do, while also protecting the anonymity of the people we serve.</p>		

Project Goals:

Our website and digital management partner will work hand-in-hand with our existing agency of record and internal staff to accomplish the 2024 marketing objectives:

1. Grow awareness and recognition of Wellspring Living as the leading nonprofit that serves victims of sexual exploitation and those at risk in Atlanta, GA and beyond.
2. Grow active engagement in Wellspring Living's mission among current and prospective donors, partners and volunteers. "Active engagement" is measured by financial donations, in-kind donations, retail sales through Wellspring Living Treasures stores, number of volunteers and volunteer hours, and visible advocacy on behalf of Wellspring Living (social posts & interactions, earned media, 3rd party events, etc.).

Specific digital engagement goals include:

- Share the breadth and depth of Wellspring Living's work with current and prospective advocates.
- Credibly and ethically educate digital stakeholders on the issue of sexual exploitation while enabling them to take the next step and actively engage in our work.
- **Web Redesign-** Grow engagement and meaningful interactions, as measured by visits, time on site, clicks, payments and interest forms successfully completed. Prioritize functionality and the ease with which advocates interact with our website. Navigation should be seamless.
- **Social Media & E-Communication-** Grow engagement and meaningful interactions, as measured by reach (subscribers/ followers), click-throughs, forwards, comments, mentions, and (re)posts. We especially have an opportunity to create more meaningful digital interaction with credible partners (Children's Healthcare of Atlanta, Delta Air Lines, UPS, Attorney General etc).

Scope of Work:

- 1) Website Design and Development
 - a) Develop and implement a modern, engaging and user-friendly design that reflects Wellspring Living's brand and mission.
 - b) Provide functionality required for seamless stakeholder experience, including donation processing, newsletter registration, volunteer & 3rd party event interest forms and integration with social media and CRM (Salesforce) platform.
 - c) Incorporate SEO principles and a content management system for seamless content updates and additions.
- 2) Website Management:
 - a) Provide ongoing management services, including updates, maintenance, troubleshooting and regular back-ups.
 - b) Ensure website security and compliance.
- 3) Social Media & E-Communication Strategy
 - a) Develop and execute a social media & newsletter strategy to enhance our online presence.
- 4) Social Media & Community Management
 - a) Create and implement engaging content, including paid and organic content through owned and partner properties and newsletter.
 - b) Foster ongoing engagement with our digital community, ensuring positive interactions and timely responses.

Timeline

- Open RFP- November 17, 2023
- RFP Submission Due- December 11th, 2023
- RFP Review Process- December 12-13th, 2023
- Presentations - December 15th
- Notification of Decision- December 22, 2023

Evaluation Metrics and Criteria

Proposals will be evaluated based on the following

- Understanding of Wellspring Living's mission.
- Experience in website development and social media management.
- Modern and effective approach to ethical storytelling.
- Budget considerations.
- References from previous clients.

Submission Requirements

Submit your proposal via email to vshelton@wellspringliving.org. The subject line should read: "Proposal Submission: Wellspring Living - Website and Social Media Management."

Proposal Components:

- **Cover Letter:** Brief introduction of your agency, highlighting your understanding of Wellspring Living's mission and goals.
- **Agency Overview:** Detailed information about your agency, including years of experience, team expertise, and relevant client success stories.
- **Portfolio:** Showcase examples of your work, specifically highlighting experience in non-profit website development/ management, and successful social media campaigns.
- **Approach and Strategy:** Outline your approach to website redesign, management, and social media strategy development. Include details on technologies, methodologies, and innovative ideas. Please also note any additional capabilities that will enhance your role as our digital agency partner (photography, videography, etc).
 - Please answer the question: How does Wellspring Living tell the story of our work to new digital stakeholders while preserving our legacy with existing supporters?
 - Please include a sample social media strategy that reflects a week of content that you would create for the organization.
- **Budget Proposal:** Provide a budget proposal with detailed breakout of costs for each portion of the scope, including hourly rate and estimated hours spent. Please note any portions of the requested scope that are outside of your scope of services with "N/A".
- **Team Qualifications:** Introduce key team members who will be working on the Wellspring Living account. Highlight relevant experience and expertise.
- **References:** Provide contact information for at least three references from previous clients, including 1 reference from the civic or non-profit sector.

Contact: **Victoria Shelton-Stroud,**
Development Director

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Wellspring Living- 2023 Background Narrative

Two Decades of Transformation

Wellspring Living was founded in 2001 by Executive Director Mary Frances Bowley, inspired by an encounter with a woman named Sara who was working as a hairdresser struggling to manage difficult life circumstances. Sara was a victim of sexual exploitation, and Mary Frances- a wife, mother, kindergarten teacher, and active church and community member at the time- quickly realized that, in addition to the struggles of trauma, many trafficking survivors like Sara miss out on opportunities to acquire the basic life skills needed to support a self-sufficient, hope-filled future.

Atlanta has one of the highest rates of sex trafficking in the United States. More than 5,000 youth and women like Sara are at risk of being trafficked in Atlanta and throughout Georgia, more than 80 percent of whom are from communities of color. More alarming still, the average age of a trafficking victim reported in Georgia is 14 years old. If a survivor does not have a safe place to go once they escape their trafficking situation, 80 percent are at high risk of re-exploitation and can become trapped in difficult circumstances for years—even generations.

To address these needs, Wellspring Living began as a small residential home with a vision for a world where every victim of sexual exploitation has access to transformative care. More than two decades later, it stands in a class of its own with wraparound services, excellent care delivered by licensed professionals and trauma-informed therapeutic interventions specifically designed for trafficking survivors and those at risk. Partnerships with government agencies, nonprofit peers, and corporate partners are integral to Wellspring Living's methodology and success, enabling Wellspring Living to offer accredited educational programs, career development opportunities, and apprenticeship experiences.

Wellspring Living's proven service delivery model and participant-centered approach to care have earned the Wellspring Living team a reputation as trusted thought leaders in the field. For example, the state of Georgia sought out Wellspring Living to create the Receiving Hope Center, the state's first-ever residential intake center for trafficked youth of all genders. In addition, the team has earned local recognition and national accolades including but not limited to being one of the first programs in the nation to be awarded a Gold Certification from the national Safe House Certification Review Board in June 2022; recognition at the first

White House Human Trafficking Summit in January 2020; and an appointment to the GRACE Commission in 2019 by Georgia's First Lady, Marty Kemp.

A Comprehensive Approach to Care

Wellspring Living has helped thousands of youth and women throughout Georgia and beyond reclaim their path to freedom and self-sufficiency. In 2022 alone Wellspring Living served 551 unduplicated participants across all programs, including the Wellspring Living Institute. Many of these participants were trafficking survivors who engaged in multiple programs, taking advantage of Wellspring Living's full continuum of care, which includes:

Residential Programs

Wellspring Living's residential programs range from 90 days to 18 months in duration and provide trauma-informed care in a safe environment to survivors and those at risk of sexual exploitation. During their time with Wellspring Living, participants receive individualized case management that tailors therapeutic services, academic and career support, life skills training, and social-emotional tools to the unique needs of each participant to maximize opportunities for life-long stability and success. In 2022, Wellspring Living served 150 youth and women in its residential programs, including the Girls' Residential Program (girls ages 12-17), the Women's Residential Program (women ages 18+), and the Receiving Hope Center (youth ages 12-17).

Community Programs

Wellspring Living's community programs provide the critical support services participants need to positively change the trajectory of their lives and the lives of their families including individualized case management, individual and group therapy, academic and career support, life skills training, mentorship, transportation assistance, and referrals to government and housing aid, among other services. In 2022, Wellspring Living served 131 participants in community programs including the Youth Academy (youth ages 14+) and Women's Academy (women ages 18+). Of note, the Women's Academy offers comprehensive programming to young women who have faced challenges gaining living-wage employment due to life circumstances such as poverty, sexual abuse, and trafficking. More than 70 percent of the women served in the Women's Academy are single mothers without stable housing, 100 percent of whom report surviving below the poverty line with an annual income of \$10,000 or less. The Women's Academy offers three tracks—GED completion, career readiness, and apprenticeships—designed to equip and empower women for life-long success. For example, Wellspring Living participants have the opportunity to engage in hands-on apprenticeships and job experiences at major Atlanta companies including Accenture, Delta Air Lines, Greenberg Traurig, and IHG, resulting in attainable, living-wage employment upon program graduation—a critical factor for avoiding re-exploitation.

Graduate Services

Wellspring Living offers a step-down transition for program participants to enable greater life stabilization and minimize the risk of re-exploitation. In 2022, 106 families received access to services including transitional housing assistance for women and children, housing vouchers, and mentorship. This includes 20 graduates and 44 children, with 36 receiving stipends for childcare and 8 receiving transitional housing services. During this period of transition, graduates are encouraged to build their savings to use as a nest egg for life's next step.

Wellspring Living Institute

Wellspring Living believes the most prudent method to scale specialized services for survivors of exploitation around the world is to train partner organizations near and far in the use of evidence-based, participant-centered, trauma-informed, culturally sensitive approaches. The Wellspring Living Institute serves as a learning lab where partners can come observe, train, and replicate Wellspring Living's model in their own communities to better serve survivors. Since its beginnings in 2010, the Wellspring Living Institute has provided training and technical assistance to more than 9,000 participants in 40+ organizations, from start-up nonprofits to well-established organizations. In 2022, Wellspring Living Institute trained 101 teachers, 19 church leaders, and 86 emerging national leaders.