



GIRLS EMPOWERMENT NETWORK REQUEST FOR PROPOSALS (RFP)

1. Introduction

We know girls are powerful and our mission is to help them know it too. Girls are at risk of not reaching their potential, especially if adolescence affects them too adversely. When girls learn and practice skills with Girls Empowerment Network (GIRLS), their self-efficacy increases. When they increase their self-efficacy they strengthen their internal belief in their power. When they feel powerful, they can be unstoppable. Our strategic vision is to help 86,000 girls ignite their power by 2020.

2. History/Context

- a. **Agency History:** Originally called The Ophelia Project, Girls Empowerment Network (GIRLS) was created in 1996 by twelve concerned mothers raising adolescent girls in Austin, Texas. Inspired by *Reviving Ophelia*, a book by Dr. Mary Pipher, these mothers met to address an increasing trend among middle school aged girls – a systematic decline and sometimes permanent loss of self-esteem; the outcome of which can be devastating: epidemic levels of anorexia/bulimia, self-mutilation, depression, low academic achievement, teen pregnancy, and drug abuse. The agency they founded was designed to counter these disturbing trends and increase girls' confidence and connection to positive role models. As The Ophelia Project took off and grew, it was called GENAustin from 2002-2015 and after became Girls Empowerment Network, to better reflect a growing service region.

Girls Empowerment Network's mission is to ignite power in girls by teaching them skills to thrive and believe in their ability to be unstoppable. The agency accomplishes this through our self-efficacy curriculum which girls experience on their school campuses, through summer camps, and at We Are Girls Conferences currently held in Austin, Houston, and Dallas, annually. GIRLS' vision is a world where all girls believe in their power. With well over 20 years of growth and expansion, GIRLS currently maintains an infrastructure of twelve full-time staff, five part-time staff, and over 400 volunteers, for a total program reach of over 16,000 individuals impacted annually. For the 2017-2018 school year, GIRLS served 6,729 girls, parents, and educators in programs and an additional 9,549 individuals through educational campaigns and outreach efforts. 76% of these girls served in our most recently complete year come from low-income families, 80% are girls of color, and all are between the ages of 8 and 18.

- b. **Data Management + Use History:** Between August 2017 and February 2018, Girls Empowerment Network migrated its database from Little Green Light (LGL) to Salesforce. The intent of this move, firstly, was to consolidate development, programmatic, volunteer, and community/network data into a single database, rather than leaving each of those datasets in various silos; previously the database (LGL) had

contained only development data, while other data lived in spreadsheets and various platforms (Eventbrite, Wufoo, Google Drive, etc.). Secondly, the intent was to move to a more powerful database that could scale with the agency's needs over time – needs like more complex reporting, more nuanced relationship tracking, automated marketing, and more. Thirdly, the intent was to build in sustainability by choosing a widely -used and -respected database that has an abundance of resources, a parent company that continually improves the product, and companies that “build to” the database via apps and other add-ons.

Through grant funds, Girls Empowerment Network was able to utilize a consultant to help architect, build, and migrate data to the phase one build-out of GIRLS' Salesforce instance. Over fall 2017, GIRLS worked with Prolocity, based in Kentucky, as the agency's chosen consultant. Beginning in early 2018, GIRLS began fully using Salesforce as its development database and relationship tracking database. In fall 2018, initial programmatic use was introduced and staff began tracking girl enrollment, demographic, and attendance data for Girl Connect, its school-based program, and one-time workshops in Salesforce. Tracking of summer programs (Pathfinder and camp) will likely be introduced summer 2019. Many phases of use remain to be achieved, including comprehensive volunteer data tracking, We Are Girls Conference series data tracking, enhanced development data tracking, automated marketing, linkage of other platforms used by GIRLS (Eventbrite, website forms, etc.), and more.

Between fall 2015 and present, Elena Carey, Development Manager has been the primary database manager, including project management of the transition to Salesforce and overseeing use, including: designing and implementing trainings, building manuals and documentation, assigning and supervising data entry roles, back-end architecture, report-building, directing clean data guidelines, and anything else required. Elena is a beginner, self-taught Salesforce administrator and leaves GIRLS in early June for grad school. Consequently, the agency is reorganizing its database administration structure: seven staff members selected across all three departments have been appointed “Salesforce Champions” and will step into roles overseeing and use and maintenance of the database in their departments. However, GIRLS will still require an expert-level Salesforce Consultant to handle some very high-level Salesforce functions on an ongoing basis, as well as answer questions and support refinements, updates, and expansions on an as-needed basis.

- c. **Database Context/Infrastructure:** GIRLS uses the Nonprofit Success Pack (NPSP) and currently only utilizes Salesforce standard objects – no custom-built objects. GIRLS primarily uses the following objects:
- i. Contacts (2 record types; ~14,000 contacts +2,500 - 5,000 annually)
 - ii. Accounts (3 record types; ~14,000 accounts + 2,000 - 4,000 annually)
 - iii. Campaigns (10 record types; ~1,100 Engagements + 1,000 annually)
 1. Campaigns are used to track fundraising campaigns, program enrollment and attendance, agency events, and volunteer campaigns.
 - iv. Opportunities (8 record types; ~15,000 records + 3,000 annually)
 1. GIRLS uses Click-and-Pledge as its online donation platform. This is directly linked to Salesforce.

GIRLS utilizes the 10 user licenses that are freely allotted to NPSP users. Data is primarily manually entered into the database by assigned members of the team. GIRLS currently tracks the following data sets through Salesforce:

- i. Received pledges and donations of all kinds (Opportunities, Contacts, Accounts, C&P Online) – entered by Accounting Clerk
- ii. Notable interactions with community members (Activities) – entered by relevant staff based on who had the interaction
- iii. New contacts and accounts in network (Contacts and Accounts) – entered by relevant staff
- iv. Girl Connect programs (Campaigns) – entered by Operations Clerk
- v. Girl Connect enrollment and attendance (Contacts, Campaigns, and Campaign Members) – entered by program team
- vi. Girl Connect program participant demographic and participation data (Contact record details) – entered by Operations Clerk
- vii. Workshop programs and attendance (Campaigns, Contacts, Campaign Members) – entered by program team

If you require additional information about Girls Empowerment Network’s Salesforce instance in order to submit your proposal, please reach out to Elena Carey at elena@girsl empowermentnetwork.org.

3. Project summary/goals:

- a. **Overarching goal:** Support the Girls Empowerment Network staff as an ongoing Salesforce consultant, committing 5-30 hours per month on an as-needed basis. Ensure database alignment, accuracy, and functionality to empower the agency with the tools it needs to continue empowering girls. Occasionally, additional time may be requested to dedicate towards one-time projects.

b. Ongoing Responsibilities:

- i. Support Girls Empowerment Network’s “Salesforce Champions,” who function as on-the-ground database managers for the agency, when they elevate issues or challenges (see “As-Needed Responsibilities” for most common types of issues/challenges that may be elevated to consultant).
- ii. Implement and uphold a position as “gatekeeper” on high-level Salesforce changes proposed by staff to ensure that all Salesforce components continue to work in synchronicity.
- iii. Import data to Salesforce -- approximately 1-5 imports monthly containing 50-500 records that affect 1-4 objects.
- iv. Visit the Central Texas GIRLS Office (2801 S. IH35, Ste. 110, Austin, TX 78741) at least once a month for a regular, standing meeting with GIRLS Salesforce Champions and periodically when other in-person support is required.
- v. Help enhance efficiency for team’s Salesforce use through exploring, proposing, and designing new solutions, potentially to include workflow automations and other development.

c. As-Needed Responsibilities:

- i. System development and edits

- ii. Integrating new apps and add-ons
- iii. Support with refining/tailoring user permissions
- iv. General security guidance
- v. Designing reports
- vi. Implement systems that “Salesforce Champions” can maintain to help them better monitor data and ensure accuracy

d. Prospective Future Projects:

- i. Building and integrating relational databases (SQL)
- ii. Development of Salesforce Communities
- iii. Development of portal sites
- iv. Helping agency utilize currently unused Campaign Record Types to track additional programs
- v. Helping develop internal auditing and data-cleaning process
- vi. Tailoring and updating Opportunity Stages
- vii. Creating new dashboards

4. Requested proposal contents:

- a. Contractor background—experience and relationship to mission of Girls Empowerment Network
- b. Contractor competencies—strengths/experience contractor would bring to the project, testimonials
- c. Case studies and references for previous work (previous work with nonprofits preferred)
- d. Project plan—scope and summary of work to be performed
- e. Budget—include a detailed fee proposal, which outlines the specific component of the work you propose to do, the alignment with the project schedule, a total fee for all components included, and payment structure over 12-month period
- f. Other supporting materials as selected by the contractor

5. Proposal Evaluation:

- a. Proven contractor competency; ability to meet agency needs: ~50%
- b. Cost/affordability; total time available per month at price point: ~25%
- c. Efficiency; estimated amount of work can complete on monthly basis: ~25%
- d. ***Contract must be located in the Central Texas area; vendors who cannot regularly visit the GIRLS office in-person will not be considered.

6. Timeline for Proposal:

- a. April 30th: Solicitation released
- b. April 30th – May 22nd, upon request: Vendor information session
- c. May 22nd: Proposals due from vendors
- d. May 22nd – May 28th : Follow-up questions to vendors/Review by GIRLS
- e. May 30th: Partner selected
- f. May 30th – June 7th: Partner orientation (estimated total time: 2 hours, scheduled based on partner and GIRLS availability)

7. Funding Amount:

- a. It is anticipated that a proposal addressing the areas described should not exceed \$1,750/month. Although there is flexibility in the budget, cost-effective proposals will be given priority.

8. Submission guidelines:

Please submit completed RFP to Elena Carey, Development Manager, at elena@girlsempowermentnetwork.org as soon as possible. Intended consultant start date is May 30, 2019. All questions can also be submitted to Elena via email.