



Request for Proposals

Seeking: An Evaluation of NonprofitNext, a web-based resource for members of the New Hampshire Center for Nonprofits (the Center) offering tools, templates, cost-savings and connections with colleagues.

Background

NonprofitNext (“the project”) was launched in June 2011, following 2 years of development and fundraising activities. The genesis of the project began with discussions between the New Hampshire Charitable Foundation and CCA Global, which offers a national “cooperative” model of services and cost savings to small businesses throughout the country. The NH Center for Nonprofits emerged as the best organization to develop and implement the project, and fundraising to support the work began in earnest. In all, in addition to the partnership with the NH Charitable Foundation and CCA Global, 18 different funders came together to underwrite this work, underscoring their belief in its ability to assist every nonprofit in the state. Evaluating its importance is important both to the Center and the funders, with evaluation efforts advised by a committee comprised of interested funders to the project.

While NonprofitNext is a member benefit of the NH Center for Nonprofits and requires a log-in, www.nonprofitnext.org will provide an overview of the extent of information available.

Evaluation Focus

The Center anticipates conducting a two phase approach to understanding the impact of the project. Phase 1 will help us understand the usage metrics and customer satisfaction over the course of the first year. Phase 2 will seek to understand the long term impact the project has had on NH nonprofits over a longer time horizon, likely 2 – 3 years.

As part of Phase 1, we want to understand the answers to these questions in the short term:

- Who is using the site and how often?
- What content are users finding most helpful? How are they using it? What’s missing?
- How satisfied are users with the content? What can be improved?
- How are they finding out about NonprofitNext? What are the barriers for those not yet using it?
- How much time and money are users saving through NonprofitNext?
- What impact is NonprofitNext having on the Center as a whole – both in demand for services and financial impact?

Please note that for the scope of this RFP, we are focusing on evaluation support activities only for Phase 1. However, the evaluator should be mindful of implications of the Phase 2 evaluation when designing Phase 1 activities. It is not yet decided whether a separate RFP process will be conducted for Phase 2.

Evaluation Activities

In conducting this work, the evaluator will have access to back-end analytics of the site as well as the opportunity to reach out to users through email, focus groups, interviews and surveys. The evaluator will be key in helping the Center to design and finalize a meaningful evaluation of Phase 1 early usage, so that the site is as effective as possible. So, while the design of the exact evaluation strategy will be a joint effort, at a minimum we envision the evaluator to help us understand:

- **Monthly metrics reports** - Deciding on which metrics/outcomes to report and track on a monthly basis. As examples, we will likely track the numbers of: users, those who've logged in, users logged in, organizations represented, days since user last logged in, visits, page views, visits per day, hits per page, amount of time on site, and top content visited
- **Ongoing Customer Satisfaction Surveys:** Designing, implementing and creating reports on customer satisfaction with the site. We anticipate regularly asking users what they like about the site, what is most useful and suggestions for improvement. Other groups to possibly survey include: Renewing members, Non-renewing members, and people who have requested a log in, but have not yet logged on
- **Cost Savings:** Are the cost savings programs used? If so, how much are organizations saving?
- **Connecting with colleagues:** Is the "community section" used? What community groups were created? How many people are involved? What was the outcome/benefit of these relationships? If useful, how can we encourage greater use of this feature?

For all of these projects, it is expected that the consultant would lead the work with input from Center staff, design evaluative tools, provide a level of objectivity for respondents, analyze the data and create reports to be used as management tools for the site, as well as for the Center and funders to understand the impact the project is having. Both qualitative and quantitative approaches are advised when possible and appropriate. In addition, the scope of work contains any other mutually agreed upon activities that serve to maximize learning and improvement of the project.

Deliverables

The consultant will meet regularly with the NonprofitNext Project Director to design and finalize the Phase 1 evaluation strategy. The evaluator will create written quarterly progress reports, which will be shared with the evaluation advisory committee. During the course of the design

process, both parties will agree to the time frame and process for gathering data and the structure and timing of a final report. All reports become property of the Center.

At a minimum, the final report should include:

- Assessment of the project's work to date
- Assessment of the project's strengths and weaknesses
- Examples of where project goals have been met or exceeded
- Examples of where project goals have not been met
- Analysis of the factors that have had the greatest influence on success to date
- Recommendations for improvements to the project to enhance its effectiveness and usability.
- Supporting material/appendices with individual interview/survey results, sanitized as needed and appropriate

Qualifications

Qualified candidates will possess the following:

- Experience with a range of evaluation techniques for non-profits
- Strong background in the capacity building needs of New Hampshire Nonprofits
- Willingness to work in partnership with both the Center staff and advisory committee in designing and implementing the evaluation
- Ability to produce quality materials and reports in a timely manner
- Ability to represent the Center and the project in a way that conveys the respect the Center holds for nonprofit leaders and the intention of the project to bring materials that are truly needed and useful.

Proposal Format

No specific format is required; however, applicants should include information on the following:

- Knowledge and experience with prior evaluation efforts
- Suggested methods to be pursued
- Timeline and budget for completing work
- Statement of qualifications including resume, supporting letters and/or references as appropriate
- Examples of previous evaluation work

Timeline and Submission Requirement

Proposals should be received by the Center **no later than October 16 @ 5 pm**. Vetting of proposals and selection of the evaluator will take place within the next few weeks, with the work expected to commence shortly thereafter.

Please submit all materials via email to : Ellen Koenig, Project Director – ekoenig@nhnonprofits.org. Direct inquires to Ellen via email or at 603.225.1947. No written submissions – only email, please.