

Request for Proposals (RFP)

Website Development for the International Planned Parenthood Federation (IPPF)

Date: June 2026

1. About IPPF

The International Planned Parenthood Federation (IPPF) is a global healthcare provider and a leading advocate for sexual and reproductive health and rights (SRHR) for all. Founded in 1952 at the Third International Planned Parenthood Conference by a courageous group of women, IPPF has grown into a movement of 120 Member Associations across 148 countries.

Our work spans comprehensive sex education, contraceptive access, safe abortion care, maternal health, and humanitarian crisis response. We take pride in being local through our members and global through our network, ensuring that integrated healthcare reaches those who need it most—regardless of race, gender, age, sex, income, or geographic location.

2. Project overview

The website agency will work closely with IPPF to undertake a full review and overhaul of the current IPPF website's information architecture, ensuring the new website structure is strategically aligned with IPPF's brand and mission, user-focused, and scalable so it remains fit for purpose. This work includes the consolidation of six regional websites and the global site into a single platform, while enabling the user to seamlessly access, filter and navigate region-specific content. IPPF's current site is built in Drupal. API integrations include EveryAction – our Donor Management CRM, and Cloudflare.

The website is part of the broader global IPPF rebrand launched in early November 2025, where the new website will reflect our renewed identity, purpose, and vision. The agency selected through this RFP will be expected to collaborate closely with the rebrand team to integrate the new brand, its ethos and messaging into the website.

This new website will serve as IPPF's primary digital platform with a strong emphasis on accessibility, multilingual content, and user-centered design.

3. Project objectives

- **Design and develop a new IPPF global website with an optimised user journey and content architecture.** The website should support a clear information architecture and content model that enables different users to both easily understand the breadth of IPPF's work and access relevant information intuitively and efficiently. This should be informed by user research and stakeholder interviews, as well as workshops with regional communications teams. This work will be complimented by technical research sessions to review external user needs such as filter functionality needs, and internal editor needs, such as templated pages and an easy to navigate CMS system, set-up for optimal editorial experience. IPPF would like the website to be developed in Drupal.

- **Ensure the website is accessible, secure, mobile-responsive, and future-proof.** The website should be designed and maintained to meet modern digital standards and prioritise accessibility, robust security, and performance across different devices. The approach must be mobile-responsive to ensure an optimal user experience for visitors accessing the site from smartphones and tablets. Future-proofing measures – such as scalable architecture, regular updates, and compatibility with emerging technologies should be considered to support long-term functionality and adaptability.
- **Translate and support content across languages.** The site must have language translation capability, supporting core languages at launch, whilst ensuring that additional languages can be added, configured and managed via the CMS interface. (Core languages: Arabic, English, French, Japanese, Portuguese, Russian, and Spanish).
- **Ensure that analytics, SEO and GEO requirements are met.** The new website must incorporate Google Analytics and be grounded in SEO/GEO best practices to ensure content discoverability across both traditional search engines and AI-driven answer engines.
- **Ensure security measures and data management standards are met.** The new website must be GDPR compliant, and data handling and cookie consent must be clearly set out for the user. Penetration testing will be conducted by an independent CREST- accredited service provider post launch to identify any security gaps. Any remediation will be carried out by the agency as part of the project.
- **Support content review and migration.** The IPPF team will lead on the content review which is to be supported by the agency at discovery stage with user research and analytics audits to help define the scope of content migration and new content development.
- **Align the website with the IPPF brand.** Ensure the new website aligns with IPPF’s new brand identity and embodies IPPF’s ethos and values in the user experience by creating a digital environment that is inclusive, accessible, and centered on the diverse needs of all users.

4. Scope of work

Phase 1: Brand and website research phase

- Stakeholder engagement and strategy
- User and technical audit
- Review of brand, website strategy and existing assets
- Workshop with regional teams
- Current site audit and analytics review
- Review of current and future security features, including review and implementation plan for access control, and HTTPS and SSL/TLS implementation
- Internalisation phase of the agency with IPPF and our brand

Phase 2: Information architecture and design:

- Site map development
- Regional and global content strategy and audit against analytics, UX and research session strategy
- Visual content design and outline development
- User testing and feedback
- Accessibility review against WCAG 2.2 AA standards

Phase 3: Implementation and testing

- CMS and editorial development
- Technical SEO/GEO implementation
- Google Analytics 4 implementation
- Meta tag development
- Template content pages development: for example, homepage, landing pages, content posts, media centre
- Search functionality and multilingual functionality implementation
- Demos and testing – including editors' guide development and training
- Quality assurance testing
- Content migration and population
- Go-live

The agency will work with the website project manager to connect and work with IPPF divisions, such as Donor Relations to ensure the integration of fundraising pages connected with EveryAction and the IT department to ensure Cloudflare integration and review of website security features and data handling, such as cookies and consent and penetration testing.

5. Deliverables

- Project plan and timeline
- User persona and UX research summary
- Design mock-ups and content type mockups aligned with the new brand identity
- Fully functional multilingual website that combines the six regional sites and the global site into one
- Training sessions with the global communications teams and the development of user manuals
- Maintenance and support package – to be mark as a separate line item in the budget. Please include details of software update plans and monitoring and alerts to ensure minimum downtime. Please outlined the different service level agreements and what each package includes.

6. Budget

The allocated budget is **\$150,000–\$200,000**. Respondents should structure proposals to show the costs breakdown.

7. Proposal Requirements

- Company profile and relevant experience, including examples of comparable multilingual sites
- Approach to each project phase and collaboration with brand and communications teams
- Proposed team structure and roles
- Timeline and work plan
- Budget broken down by project phase and services

8. Desired Qualifications

The ideal agency should possess:

- Proven experience in designing and implementing website builds of comparable complexity, scale, and scope
- Experience with large, decentralized organizations, preferably in the non-profit or international development sector
- Experience in the development of multilingual sites for a range of stakeholders
- Strong understanding of website accessibility standards and criteria
- Familiarity with data privacy and regulations, for example GDPR
- Strong project management skills and the ability to relay website terminology and technical information in an accessible format for website content editors

9. Evaluation Criteria

- Relevance and quality of past experience
- Understanding of the scope and IPPF's mission
- Demonstrated ability to deliver brand-aligned digital experiences
- User-centered approach and multilingual experience
- Technical capability and security practices
- Value for money
- Cultural and regional awareness

10. Clarification of Request for Proposal

Prospective agencies requiring any clarification on the TOR may notify IPPF by e-mail. They shall submit any queries related to the TOR document to narmstrong@ippf.org by Monday 15th June. The responses (explanation of the query but without identifying the source of the inquiry) to these queries shall be uploaded on the website of IPPF (www.ippf.org) for ready reference of all prospective bidders.

11. Timeline

RFP issued	Friday 5 th June 2026
Questions on RPF due	Friday 12 th June 2026
Response to questions	Tuesday 16 th June 2026
Proposal deadline	Friday 19 th June 2026
Proposal review	By Friday 26 th June 2026
Project kickoff	July 2026

11. Submission Instructions

Please send your proposal by Friday 19th June 2026 to: Nicky Armstrong: narmstrong@ippf.org.
Subject line: "RFP – Website Development Proposal".