



REQUEST FOR PROPOSALS

Website and Logo Design Lethality Assessment Program-Maryland Model (LAP)

Section 1 | Description, Purpose, and Objectives

Description of the LAP

The Lethality Assessment Program—Maryland Model (LAP), created by the Maryland Network Against Domestic Violence (MNADV) in 2005, is an innovative strategy to prevent domestic violence homicides and serious injuries. It provides an easy and effective method for law enforcement and other community professionals—such as health care providers, clergy members, case workers, and court personnel—to identify victims of domestic violence who are at the highest risk of being seriously injured or killed by their intimate partners, and immediately connect them to the local domestic violence service program. The LAP is a multi-pronged intervention that consists of a standardized, evidence-based lethality assessment instrument and accompanying referral protocol that helps first responders make a differentiated response that is tailored to the unique circumstances of High-Danger victims.

Where is the LAP currently being implemented?

As of 2014, 96% of Maryland's 109 law enforcement agencies and 100% of the 20 comprehensive domestic violence service programs (DVSPs) in Maryland have been trained in the LAP. MNADV has also started incorporating the LAP model in different settings, including hospitals and cabinet-level departments (e.g., Departments of Human Resources, Juvenile Services, and Public Safety & Correctional Services). The LAP has been implemented in 30 states, including Maryland, with further expansion of the LAP continuing to occur.

Current website content

Currently, the LAP is featured on the MNADV's webpage. The LAP does not have an official logo.

To view the information currently available online:

<http://mnadv.org/lethality/>

<http://mnadv.org/lethality/lap-maryland/>

<http://mnadv.org/lethality/lap-nationally/>

<http://mnadv.org/lethality/lap-recognition/>

Purpose

The purpose of the LAP website and logo is to:

- Provide comprehensive, up-to-date information about lethality assessment as a practice and procedure.
- Educate about the history, development, success, current reach and impending expansion of Maryland's own evidence-based LAP, and the services MNADV provides to jurisdictions interested in training/implementation of the LAP model.
- Serve as a resource center for already-implementing LAP sites.

Objectives

This Project includes:

- Designing a logo and website for the LAP.
- Meeting with and conducting teleconferences with MNADV staff to determine the project timeline and benchmarks, design the project, gather information and materials, designing the layout, creating the user interface and navigation system, creating an interactive visual design.
- Providing proofs and making several rounds of edits.
- Providing the website content as a web-friendly PDF to be submitted to the funder for approval well in advance of the project end date.
- Overseeing content migration and build out (importing the MNADV information), and installing and configuring the CMS (WordPress) and setting up the production server for use by the MNADV.

Audience

The logo and website must reflect a clear connection to the MNADV. The audience for the LAP website and logo consists of:

- Professionals, including law enforcement, domestic violence advocates, hospitals, State Departments, prosecutors, judicial system, educators, general public, researchers, etc., both from already implementing LAP jurisdictions, and from jurisdictions interested in implementing the LAP.
- Funders
- Donors
- Legislators
- Reporters

The products will be made available to the general public on the MNADV and LAP website.

Components

The following components are essential to the LAP website:

- A clear connection to the MNADV;
- Description of history and development of the LAP, including the status in Maryland, and the LAP's expansion nationally;
- Informational / promotional materials (brochures, talking points, FAQs, etc.);
- Statistical / annual reports, newsletters and public memos;
- Interactive Maryland and U.S. map displaying where the LAP has been implemented and other information, as needed;
- LAP recognition and accomplishments in the form of newspaper articles, video segments, press releases, etc.;
- Graphics depicting LAP participants;
- Infographics depicting LAP data, status, etc.;
- Calendar of upcoming events, webinars and trainings;
- Password-protected webpage access with individual username/passwords to access informational, training and implementation materials;
- Ability for individual users to input data; and
- Link to the MNADV's website.

Section 2 | Budget and Cost Estimates

The budget for this Project is **\$8,000** (This costs includes any stock photos, fonts, or other charges associated with the design of the website and logo). As a private non-profit, MNADV values cost-effectiveness very highly.

Terms and Conditions

- MNADV must retain the rights to publish and disseminate the website and logo.
- Terms for Proposal
 - Proposals should be emailed to Amy Johnson, Assistant Executive Director, ajohnson@mnadv.org by 5:00 pm (EST) on **Friday, February 13, 2015**.
 - All proposals should include the following information:
 - Name of organization, physical address, mailing address (if different), website, phone number, fax number.
 - Point of contact: name, title, description of role, email, and direct phone number
 - Organizational structure: Names and descriptions of principal, other staff in leadership roles, and any other staff who will take part in the project.
 - Quote and pricing information, including an estimated breakdown of costs for the logo design and website separately
 - Information related to timeline
 - Information related to your vision of the project
 - Information related to providing proofs, making revisions, or communication about the project
 - Demonstration of experience in logo and website design, and specific experience using WordPress
 - Links to sample webpages and logos
 - At least 3 professional references
 - Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
 - Bidder must disclose any potential conflicts of interest and/or pending lawsuits.
 - Bidder, including employees, must refrain from the abuse of current or former intimate partners. Bidder must disclose any past or pending criminal or civil actions against a current or former intimate partner in which they are or were a defendant or respondent.

Section 3 | Background of MNADV

The Maryland Network Against Domestic Violence (MNADV) is the state domestic violence coalition that brings together victim service providers, allied professionals, and concerned individuals for the common purpose of reducing intimate partner and family violence and its harmful effects on our citizens. The Network accomplishes this goal by providing education, training, resources, and advocacy to advance victim safety and abuser accountability. MNADV was founded in 1980 and is a private, non-profit, 501c3 organization. Information about MNADV can be found here: <http://mnadv.org>

Each state and territory in the U.S. has a domestic violence coalition. Domestic violence coalitions DO NOT provide direct services such as shelter, counseling, etc., for victims. Instead, the direct service providers are our member programs, and we work to represent their interests and to provide them with advocacy and training so their services are strengthened. We also work with many types of professionals to provide training, education, awareness, systems change, and legislative change that will have a statewide impact for victims of domestic violence.

MNADV has an Executive Director, two senior staff members, nine project management and trainer staff, and one administrative support staff. In addition, MNADV has a small handful of consultants that provide periodic services such as: legislative advocacy, accounting, IT, project management, training, technical assistance, and graphic design. MNADV has a Board of Directors made up of 15 professionals from a diversity of fields related to domestic violence from around the state. There are several committees which are part of the structure including: the Executive committee, which is the leadership of the Board; the Development committee, which works on fundraising and membership; and the Program Standards task force, which develops standards for domestic violence programs.