

Wikimedia UK wishes to commission a digital agency or individual for two specific pieces of work. These need to be completed and in place by the end of July, sooner if possible. Content is no problem, the work required is simply for design. Wikimedia UK will provide all required content.

The two pieces of work required are:

- Design and code of two email templates
- A five page website which overlays our mediawiki installation

There is also a separate piece of work to create a logotype and appropriate CSS skins for the Open Coalition website but this will be handled at a later stage.

Each of these pieces of work is a stand-alone project. The most urgent of these is the development of a website to overlay the Wikimedia UK mediawiki site. This needs to be tested and live before the beginning of August so there is some urgency here.

Wikimedia UK website

Wikimedia UK's web presence is almost entirely built on the mediawiki platform. This is for the most part editable by anyone (although some key pages are locked so that only users with special privileges can edit). While this is useful as a working platform and a space for collaboration, when it comes to being a suitable front end of a public facing website it is less effective.

In order to address this Wikimedia UK would like to commission a small website of five pages which sits above the mediawiki installation. All of these pages would provide an easy and clear link to the wiki. However unlike the wiki, these pages would not be directly editable except via an administrative back end to the site accessible by Wikimedia UK staff.

The website would need to be consistent with our brand and our visual identity. Plenty of examples of this can be provided.

One of the key requirements is that there is a clear button on each page which links through to the community editable wiki. There should also be the option that a user, if they wish, do not see the website again and are directed straight to the wiki. This is crucial.

In terms of accessibility the website should comply with Web Content Accessibility Guidelines (WCAG) 2.0 as a minimum. All pages should be consistently viewable on all browsers and platforms, including mobile and tablet, and should be usable by screen readers and any other accessibility aids.

One of the pages should act as a "volunteering portal" which outlines options and calls to action for potential and new volunteers. One of the pages needs to act as a portal for education-related

activity and people interested in education. A third page needs to act as a portal for GLAM-related activities and people interested in GLAM (Galleries, Libraries, Archives and Museums).

All pages should make effective use of imagery and design and reflect the Wikimedia UK identity. Wikimedia UK can provide any assets and logos that you require for the design.

All designs and content for the website must be released under a Creative Commons-Attribution-ShareAlike licence.

There are good examples of how this can be done from other Wikimedia Chapters, such as the following:

Wikimedia Sweden - <http://wikimedia.se/>

Wikimedia Switzerland - <https://www.wikimedia.ch/> - this is especially good

Wikimedia Germany - <https://www.wikimedia.de/wiki/Hauptseite> - this has some nice elements but it is this stripped-down, wiki-feel that we want to move away from in the overlay.

Wikimedia Netherlands - <http://www.wikimedia.nl/> - this is very good

Wikimedia France - <http://www.wikimedia.fr/> - quite good.

Email templates

We need two templates:

Friends of Wikimedia newsletter
Recent Changes newsletter

The templates must be flexible in terms of the number of articles they feature, although the expectation is that this will be consistent from issue to issue.

Friends Newsletter

This is sent to members and people who have chosen to directly subscribe to the newsletter. This has an internal focus and most of its readership is familiar with the charity and our work. It is sent out at the beginning of each month.

Donor newsletter

The audience for this newsletter is people based in the UK who have donated to either Wikimedia UK or Wikipedia during the annual fundraising campaign. These readers are often less familiar with the internal workings of Wikipedia and Wikimedia UK but are supporters of the projects.

This goes out every three months - at the end of May, August, November and Feb.

Has an existing header designed by Jayne in 2013 -

https://commons.wikimedia.org/wiki/File:Wikimedia_UK_%27Recent_Changes%27_banner.jpg

Brief

- Must be mobile friendly
 - (Depending on design) When viewed with a mobile device, the article text in the body are hidden by default, and only expand when selected by user.
- Must comply with/facilitate https://wikimedia.org.uk/wiki/Accessibility_of_the_Wikimedia_websites
- Must be compliant with trademark and branding guidance
- Must display fairly consistently across different email clients / services

Friends of Wikimedia Newsletter

- Header image
- Main body
 - Sidebar (either side is fine) - may be hidden when viewed with mobile device
 - Section with links to upcoming events
 - Section with couple of other useful links and or CSS buttons
 - Main content
 - Space for flexible number of articles
 - Alternate side floating image which may be horizontal, vertical or square. One of two dimension may be a specific length, but the other dimension will depend on the image used.
 - Small caption under image for image credit
 - Article headers
 - Paragraph of text, with a hyperlinked "Read more..." afterwards
- Footer to include:
 - Follow on Twitter | Friend on Facebook
 - Date of end of membership term: {contact.custom_49} | Your Membership Status: {contact.custom_47}
 - Moved recently? Why not update your address?
 - We take your privacy seriously - to find out more please read our Data Protection Policy
 - Wikimedia UK is a Company Limited by Guarantee registered in England and Wales, Registered No. 6741827. Registered Charity No.1144513. Registered Office: {domain.address}
 - Wikimedia UK is the UK chapter of a global Wikimedia movement. The Wikimedia projects are run by the Wikimedia Foundation (who operate Wikipedia, amongst other projects). Wikimedia project logos are copyrighted by and trademark of the Wikimedia Foundation. Wikimedia UK is an independent non-profit charity with no

- legal control over Wikipedia nor responsibility for its contents.
- (Optional) This email is released under the Creative Commons Attribution-ShareAlike 3.0 Unported Licence.
- unsubscribe from newsletter | opt out of emails from Wikimedia UK
- Others
 - Facebook share, Twitter tweet, and email forward buttons/links
 - (Optional) Space to specify “Issue XY”

Donor Newsletter

- Header intro text space
- Header image
- Main structure:
- Right hand sidebar with logo and text box top, and list for events under image below
- Main body list style text boxes for paragraphs of text with images inline, alternating left and right alignment with captions for images
- Footer to include following text
 - Follow on Twitter | Friend on Facebook
 - We take your privacy seriously - to find out more please read our Data Protection Policy
 - Moved recently? Why not update your address?
 - Wikimedia UK is a Company Limited by Guarantee registered in England and Wales, Registered No. 6741827. Registered Charity No.1144513. Registered Office: {domain.address}
 - Wikimedia UK is the UK chapter of a global Wikimedia movement. The Wikimedia projects are run by the Wikimedia Foundation (who operate Wikipedia, amongst other projects). Wikimedia UK is an independent non-profit charity with no legal control over Wikipedia nor responsibility for its contents
 - unsubscribe from donor emails list | opt out of emails from Wikimedia UK

Previous email template for reference

- Current Friends Newsletter <<http://www.ktchan.info/files/wiki/Friends.html>>
- Previous Members Newsletter <<http://www.ktchan.info/files/wiki/Member-New.html>>
- Even older Members Newsletter <<http://www.ktchan.info/files/wiki/Member-Old.html>>

When responding to this call, please include a quote for the website and for the email templates together. Please also confirm that the website can complete and live by 1 August. Please present any bids for the work before Friday 13 June so that work can begin as soon as possible.