

LearnImpact

Website Development Requisition

Invitation to Qualified Suppliers | May 2026

1. Introduction

LearnImpact is a registered Tanzanian non-governmental organisation (Reg. 00NGO/R/8931) dedicated to improving learning outcomes through evidence, innovation, and partnerships with government and public systems. Operating independently since 2026, LearnImpact builds on over a decade of rigorous research and programme delivery — including the KiuFunza teacher incentive programme, which has generated internationally published RCT evidence and reached 330,000+ children across Tanzania.

This document is a formal requisition addressed to qualified web development suppliers. It outlines the full scope of work, strategic content requirements, design standards, technical specifications, and procurement process for the design, development, and launch of the LearnImpact organisational website.

NOTE

This is a LearnImpact-led procurement. All proposals and queries must be directed to LearnImpact contacts as specified in Section 10. Suppliers should note that LearnImpact operates independently and is not to be confused with any former host organisation.

2. Background and Strategic Context

LearnImpact is at a significant institutional inflection point. Having established its independent identity in 2026, the organisation now requires a flagship digital presence that reflects its positioning, evidence base, and strategic direction — clearly and distinctly.

2.1 Our Strategic Positioning

LearnImpact is an evidence-based learning systems transformation organisation. Our work is grounded in the MECS framework:

| Pillar | Programme | What It Does |
|-----------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MOTIVATE | KiuFunza | Performance-based teacher incentive programme. Over a decade of RCT evidence. 330,000+ children reached. Published in Quarterly Journal of Economics. |
| EQUIP | SOMA | Scale Pathways Pilot — teacher coaching via AI-assisted chatbot. 70-school RCT in Mtwara. Generates evidence for government handover at USD 3.12 per student. |
| CELEBRATE | Mwalimu Kinara | Annual teacher recognition initiative. Celebrates excellence. Reinforces a culture of accountability and learning improvement. |

2.2 Why We Need This Website Now

- LearnImpact is newly independent and must establish its own digital identity, distinct from any former host organisation
- Our current digital footprint does not reflect the depth of our evidence base, the strength of our partnerships, or our strategic direction
- Donors, government partners, and media need a single credible hub to access our work, evidence, and contact information
- The website is foundational to all external communications — every stakeholder touchpoint ultimately leads here

2.3 Design Inspiration

Suppliers are encouraged to review the following reference sites before preparing proposals:

| Website | URL | What We Admire |
|--------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| Mighty Ally | mightyally.org | NGO-focused storytelling, strong typography, purpose-driven tone |
| Hempel Foundation | hempelfoundation.com | Elegant minimalism, full-screen imagery, clear impact areas |
| Sahara Ventures | saharaventures.com | Clean layout, bold mission hero, animated impact counters |

3. Scope of Work

The selected supplier is required to design, develop, test, and deploy a complete website for LearnImpact. The scope includes the following:

3.1 Website Design

- Custom visual design aligned with LearnImpact's brand identity (colors, fonts, and logo provided in Section 5)
- Responsive, mobile-first design tested across all screen sizes and major browsers
- Full-screen hero section on the homepage with a bold mission statement and clear call to action
- Animated impact counters — children reached, schools supported, years of evidence
- Consistent visual language across all pages: typography, spacing, imagery, and color
- High-quality imagery reflecting real teachers, students, and communities in Tanzania

3.2 Content Management

- CMS setup with defined user roles and permissions for LearnImpact staff
- Staff training (minimum 2 hours) on updating content, uploading publications, and managing pages
- Full user manual provided at handover

DESIGN REFERENCE

LearnImpact may provide a working HTML/CSS prototype developed internally as a design reference. Suppliers should be prepared to receive, review, and build upon this prototype rather than starting from scratch, if instructed. This approach reduces design iteration time and ensures brand alignment from the outset.

4. Website Pages and Content Architecture

The website shall contain the following pages. Content for each page will be provided by LearnImpact during the content integration phase. Suppliers should design each page to accommodate the content types described below.

| Page | Purpose | Key Content Elements |
|--------------------|---------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Home | First impression — mission, credibility, call to action | Hero banner with mission statement, animated impact counters (children, schools, years of evidence), MECS programme cards, partner/donor logos, latest news/publications, newsletter signup |
| About LearnImpact | Our identity, history, and team | Organisational story, mission and vision, values, team profiles with photos, governance/board, registration and legal information |
| Our Work | Explain the MECS programme framework | MECS framework overview, individual programme pages (KiuFunza, SOMA, Mwalimu Kinara), theory of change, geographic footprint, government partnership approach |
| Evidence & Impact | Our proof — data, research, and results | Key findings (reading +21%, maths +18%, USD ~7/child/year), downloadable publications and reports, peer-reviewed research links, beneficiary stories, photo gallery, cost-effectiveness data |
| Insights | Thought leadership and analysis | Blog/articles (categorised by topic), ED commentary and perspectives, policy briefs, media appearances and press coverage, newsletter archive |
| Partners & Funders | Acknowledge relationships and invite partnership | Partner and funder logos/profiles, government partnership approach, how to partner with LearnImpact, expression of interest form |
| Contact | Enable visitors to reach LearnImpact easily | Contact form, office address, phone, email, map embed, social media links, media enquiries, partnership enquiries |

5. Design and Visual Requirements

5.1 General Aesthetic

The website should project a professional, credible, and evidence-driven image — appropriate for an organisation that works with governments, international donors, and academic institutions. The visual style should be:

- Clean and purposeful, with generous use of white space
- Bold and confident in typography, especially for headings and the mission statement
- Warm and human in imagery — real teachers, students, and communities, not stock photography stereotypes
- Modern without being corporate or cold — this is a mission organisation, not a consultancy

5.2 Brand Color Palette

The following colors are mandatory and must be applied consistently across all pages. No substitutions are permitted.

| | | | | |
|--|--------------------|----------------|------------------|---------------------------------------|
| | Deep Indigo | #354062 | PRIMARY | Headers, navigation, main buttons |
| | Sunglow | #FFC650 | SECONDARY | Accents, highlights, section dividers |
| | Cedar Chest | #BE6243 | ACCENT | CTAs, important callouts, highlights |
| | Sky Blue | #5EA6B8 | SUPPORT | Body text support, icons, links |
| | Off-White | #F4F4F4 | NEUTRAL | Section backgrounds, cards, shading |

5.3 Typography

- Primary font: Modern sans-serif — Inter, Poppins, or equivalent
- Clear typographic hierarchy between H1, H2, H3, and body text
- Minimum body font size 16px. WCAG AA contrast compliance required

5.4 Navigation

- Sticky top navigation bar visible on scroll
- Dropdown menus for sub-pages under Our Work and Evidence & Impact
- Mobile hamburger menu
- Footer with quick links, social media icons, newsletter signup, and full contact details

6. Deliverables

- Fully designed and developed website, live on production server
- All source files (design files, code, assets) handed over to LearnImpact
- CMS configured and ready for use with defined user roles
- User manual and documentation for content management
- Staff training session (minimum 2 hours)
- 30-day post-launch technical support and bug fixing
- SEO audit and performance report at handover

7. Indicative Project Timeline

Suppliers are expected to propose a realistic timeline. The indicative phases below serve as a guide. Total project duration should not exceed 10 weeks from contract signing to launch.

| # | Phase | Duration | Key Output |
|---|--------------------------|---------------|------------------------------------------------|
| 1 | Discovery & Requirements | 1 week | Confirmed brief, sitemap, content architecture |

| | | | |
|---|-------------------------------|-----------|--------------------------------------------------------------------------|
| 2 | Design Mockups | 2 days | Design prototypes (homepage + key pages) (To be provided by LearnImpact) |
| 3 | Client Review & Approval | 1 week | Signed-off design |
| 4 | Website Development | 3–4 weeks | Functional website on staging environment |
| 5 | Content Integration & Testing | 1 week | Content uploaded and tested |
| 6 | Final Review & Revisions | 1 week | Final client sign-off |
| 7 | Launch & Deployment | 3 days | Live website |
| 8 | Training & Handover | 3 days | Documentation, trained staff |

8. Supplier Proposal Requirements

All suppliers responding to this requisition must submit a proposal that includes the following:

- Company profile and portfolio of at least three (3) comparable website projects for NGOs, research institutions, or public-sector organisations
- Technical proposal explaining the platform, CMS, tools, and development approach
- Itemised cost breakdown: design, development, hosting (if applicable), training, and post-launch support
- Proposed project timeline with key milestones and dependencies
- Team structure including names, roles, and relevant experience
- Maintenance and support packages available after handover
- References from at least two (2) previous clients

IMPORTANT

Proposals that do not include all required items may be disqualified from consideration. LearnImpact reserves the right to accept or reject any proposal without providing reasons, and to negotiate with more than one supplier simultaneously.

9. Evaluation Criteria

| Evaluation Criterion | Weight |
|------------------------------------------------------------------|--------|
| Relevance and quality of portfolio / past work | 25% |
| Understanding of LearnImpact's mission and strategic positioning | 20% |
| Technical approach and platform suitability | 20% |
| Value for money (cost relative to deliverables) | 20% |
| Proposed timeline and project management | 10% |
| Post-launch support and maintenance offering | 5% |

10. Submission Instructions

| Item | Detail |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| Submission Deadline | 30 th May 2026 |
| Submission Method | Email submission only |
| Primary Email | mkamukulu@learnimpact.org |
| CC Email | kexpellah@learnimpact.or.tz , syusuph@twaweza.org |
| Subject Line | Website Development Proposal — [Your Company Name] |
| File Format | PDF or Word, maximum 20MB |
| Queries | Direct to mkamukulu@learnimpact.org |

11. Terms and Conditions

- All intellectual property — including design files, code, and assets — shall be fully owned by LearnImpact upon final payment
- The supplier must sign a Non-Disclosure Agreement (NDA) prior to project commencement
- All work must be original. The supplier must not use unlicensed third-party assets
- Payment shall be made in agreed installments tied to project milestones
- Any changes to scope during development must be documented and agreed in writing before work proceeds
- The supplier is responsible for a bug-free website at launch. Critical bugs reported within 30 days of launch must be resolved at no additional cost
- LearnImpact may terminate the contract with 14 days written notice if deliverables are not met