



February 16, 2012

Requesting proposals for iPhone, iPad app

The National Sexual Violence Resource Center is seeking to partner with an organization, individual or team to create high-quality, interactive apps for mobile users of the iPad and iPhone. The app will focus on healthy sexuality.

BACKGROUND: Founded in 2000, the NSVRC identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. It provides national leadership, consultation and technical assistance. The NSVRC works to address the causes and impact of sexual violence through collaboration, prevention efforts and the distribution of resources. The NSVRC has developed several campaigns that emphasize healthy sexuality. For information on the 2012 Sexual Assault Awareness Month Campaign (SAAM), visit www.nsvrc.org/saam

EXPECTATIONS: We are seeking programmers that have an understanding of effective online learning principles and emerging communication strategies. We would prefer to work with programmers that have experience with other social justice or public health issues. All designs will need to meet 508 Compliance specifications for accessibility for people with disabilities; proposals featuring Universal Design elements preferred.

REQUIREMENTS: Consultant or group should have prior experience creating interactive apps. This project will require a significant amount of collaboration and we seek a partner that would be able to complete this project by **Sept. 30, 2012**. The goal of the app will be to build awareness about healthy sexuality. It will be for individuals and be offered for free. Proposals should consider multilingual design options and a variety of interactive features such as games, quizzes and eCards.

PROPOSALS SHOULD INCLUDE:

1. Applicant name and/or agency and contact information
2. Describe relevant expertise and experience related to app development
3. Offer examples of specific work that has a similar focus
4. Describe your process for collaborative app development
5. Describe your familiarity with 508 compliance, accessibility and Universal Design
6. Outline the time frame needed to complete this process
7. Detail the estimated cost for development

EMAIL PROPOSALS TO: Tracy Cox, Communications Director, tcox@nsvrc.org

DEADLINE: March 15, 2012. Selected proposals will be notified by **April 1, 2012**.

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