



TERMS OF REFERENCE (TOR)

PROVISION OF DEMOCRACY TRUST FUND (DTF) WEBSITE REDESIGN AND UPGRADE SERVICES

INTRODUCTION

The Democracy Trust Fund (DTF) is a structured, independent national organization registered as a Trust on 9 December 2019. Its inception was a direct response to the persistent underrepresentation of women and marginalized groups in governance, despite the robust legal frameworks provided by the Constitution of Kenya (2010). Recognizing that structural and political barriers continue to hinder the full realization of women's constitutional rights, Echo Network Africa (ENAF) incubated DTF as a participatory funding model specifically designed to advance women's political leadership.

Operated by its own Board of Trustees and a functional Secretariat, DTF provides continuous, targeted support to women seeking leadership in political, civic, and governance spaces. The organization intentionally focuses on fostering inclusive governance, prioritizing young women under thirty-five (35) years, women with disabilities, and individuals from minority groups. Through strategic initiatives such as the Young Women Leadership Program and the Training of Trainers (ToT) approach, DTF builds a locally anchored ecosystem of mentorship and support, accelerating women's participation and balancing the face of power at all levels of society.

In response to the TOR, DTF is seeking a qualified Service Provider to overhaul its digital presence, transitioning and upgrading the organization's website to a modern, high-performance website.

RATIONALE FOR THE WEBSITE REDESIGN

The current DTF website remains anchored in the 2022 electoral context, which limits its effectiveness in the current political landscape. In the past few years, DTF has evolved significantly, launching new thematic programs and relocating its national headquarters to Mbaruk Road.

A comprehensive refresh of the website is required to address current visibility gaps, specifically the need for updated female leadership statistics, the integration of new multimedia advocacy tools (Podcasts/Video), and the optimization of resource mobilization funnels to support the 2027 "Chagua Mama" initiatives.

OBJECTIVE OF THE ASSIGNMENT

The primary objective of this engagement is to redesign and technically upgrade the DTF website to ensure it serves as a robust, secure, and user-friendly hub for the 2027 Election Cycle.

Specific objectives include:

- Modernizing the User Interface (UI) to align with current branding standards and intergenerational appeal.
- Updating all organizational data, governance profiles, and leadership statistics.



- Optimizing the "Donate" and "Membership" modules to facilitate seamless resource mobilization.
- Integrating a comprehensive Knowledge Hub for publications and multimedia content.

KEY TASKS, DUTIES AND RESPONSIBILITIES

The Service provider will execute the following:

1. UI/UX and Navigation Enhancements
 - Header & Footer Reconstruction: Implementation of a prominent "Donate" call-to-action in the header, linked to a high-impact summary page. The global footer must be expanded to include the new office location (House No. 204, Mbaruk Road), social media handles, and a brief organizational profile.
 - Navigation Audit: Review and update all primary navigation links to ensure accurate routing and improved user journeys.
 - Social Media Scaling: Enhancement of social media icon visibility across all landing pages to drive cross-platform engagement.
2. System and Conversion Optimization
 - Mobile Responsiveness: The site must be fully optimized for mobile devices, ensuring fast load times and intuitive navigation for grassroots users across all 47 counties.
 - Donation & Membership Funnel: Optimization of the checkout flow for the Ksh 5,000 membership fee and general donations. This includes clear visual cues for M-Pesa and Bank payment options.
 - Search Engine Optimization (SEO): Enhancement of on-page SEO to ensure high visibility for searches related to "Women's Leadership Kenya" and "2027 General Elections."
 - Speed & Performance: Optimization of image assets and code to ensure low latency, particularly for users in areas with limited bandwidth.
3. Data and Content Refresh
 - 2027 Election Integration: Installation of a live, dynamic countdown to the 2027 General Elections.
 - Leadership Statistics: Frontend update of accurate data regarding elected women (Governors, MPs, Senators, and MCAs) to reflect the post-2022 landscape.
 - Governance Update: Refreshing the Board of Trustees and member profiles with updated titles and professional photography.
4. Visual Rebranding and Multimedia Hub
 - Visual Identity: Adjustment of site CSS to strictly comply with the official DTF colour palette and typography.
 - Asset Refresh: Removal of all outdated 2022 photography, to be replaced with high-resolution imagery from recent programs like the Gender Justice Awards.



- Knowledge Hub Integration: Seamless embedding of the "Ni Time ya Mama" podcast series and direct access to "Women Changing the Way the World Works" (Volumes 1–3).
 - Homepage Video: Development and embedding of a high-quality video reel highlighting current DTF activities.
5. Technical and Contact Updates
- Location Mapping: Update of physical address details and Google Maps integration for the Mbaruk Road office.
 - Lead Routing: Configuration of all contact and inquiry forms to route directly to info@democracytrustfund.org.

CONTENT MANAGEMENT SYSTEM (CMS) REQUIREMENTS

The DTF website operates on an existing Content Management System (CMS). The selected Service Provider will be required to implement the redesign and all approved upgrades within the existing CMS environment.

DTF will provide the successful Service Provider with the necessary administrative login credentials to access the CMS for the duration of the assignment.

The Service Provider will:

- Work within the existing CMS architecture without migrating to a new platform
- Ensure the CMS remains stable, secure, and fully functional throughout the redesign process
- Configure role-based access for designated DTF staff, where applicable
- Ensure that all updated pages, publications, and multimedia content can be easily managed by non-technical DTF staff after handover

EXPECTED DELIVERABLES

The Service Provider shall submit the following:

- A technical proposal for the updated platform.
- A functional beta version for internal review and feedback.
- A fully responsive, optimized, and secure website.
- A brief guide for designated DTF staff on managing data updates on the website.



SKILLS AND COMPETENCES

The Service Provider must demonstrate:

- Experience in web development and graphic design, with a portfolio of work for similar projects.
- Technical proficiency in secure payment gateway integration and mobile-responsive design.
- Ability to deliver high-quality visual assets and adhere to strict branding guidelines.

DURATION OF THE ASSIGNMENT

The assignment spans a period of thirty (30) working days, commencing from the date of contract signing.

Expression of Interest:

Interested providers shall submit a technical and financial proposal, alongside a portfolio of similar projects, to DTF via info@democracytrustfund.org. All submissions must be received no later than **Friday, 27th February 2026**.