



FEMMES ET SPORT AU CANADA  
CANADIAN WOMEN & SPORT

# REQUEST FOR PROPOSALS

## Instructional & User Experience Design

May 2026

## ABOUT US

Canadian Women & Sport is a national nonprofit with a 43-year history of work as the leading voice and authority on women and sport. We believe in the power of sport as a platform for advancing equity for women across all areas of society. We are committed to creating a more equitable and inclusive sport system that empowers women and girls as participants and leaders, within sport and through sport.

Fueled by a growing team of 20 team members from Victoria, B.C. to Halifax, N.S. and our committed partners, we lead research, advocacy, and programs on this important topic. Read our 2023-24 Impact Report [here](#).

## WORKING WITH US

Canadian Women & Sport takes a highly collaborative approach to its work. We expect to work hand-in-hand with our partner in this effort. We recognize that there are timelines and interdependencies at play. We are committed to operating with full transparency, open lines of communication, and efficient decision-making. We want the experience of working together to be positive and enjoyable for all!

## TARGET AUDIENCE

Canadian Women & Sport is an organization focusing on systemic change. As such, we engage a diverse set of audiences, including sport organizations and leaders, multiple levels of government, media, foundations, and corporations. The target audience for the learning management system is sport leaders. This role varies greatly across the sport sector, and we are building to engage multiple levels including national and provincial/territorial sport administrators, community sport leaders, and municipal recreation administrators.

## PROJECT SCOPE

We are seeking an Instructional Design and User Experience (UX) partner to translate our existing programmatic content into a cohesive, high-quality, and scalable digital learning experience that drives engagement, application, and behaviour change.

This work is part of a broader organizational transformation toward a modular, scalable, and learner-centred program model that combines self-directed learning, high-touch facilitation, and community-based engagement. This work will directly support Canadian Women & Sport's readiness for future LMS implementation and scale (spring 2027).

The selected partner will play a critical role in ensuring our content and learning experience are ready to support this model at scale.

### Scope of Work

1. Instructional Design & Learning Experience Development

- a. A clear, documented instructional design strategy that outlines principles, standards, and approaches to guide content development and internal alignment
  - b. Redesign and transform approximately 20–25 existing content modules into engaging, learner-centred digital learning experiences
  - c. Apply adult learning principles and behaviour change methodologies to strengthen knowledge retention, reflection, and real-world application
  - d. Structure content within a modular, flexible architecture that supports both:
    - i. Always-on, self-directed learning
    - ii. Facilitated and cohort-based learning pathways
  - e. Ensure clear learning objectives, progression, and calls to action within and across modules
2. UX & Engagement Design
- a. Design for an intuitive, accessible, and engaging end-to-end learner experience
  - b. Embed opportunities for:
    - i. Reflection and application
    - ii. Peer interaction and community engagement
    - iii. Ongoing re-engagement across the learning journey
  - c. Identify and recommend interaction models (e.g., prompts, activities, discussion formats) that enhance participation and reduce friction
3. Accessibility, Inclusion & Quality Standards
- a. Ensure all modules meet accessibility best practices
  - b. Apply an equity-informed and inclusive design lens across content and experience
  - c. Support consistency in tone, structure, and learner experience across all modules
4. LMS Readiness & Platform Advisory
- a. Provide guidance on learning experience requirements to inform LMS selection and configuration
  - b. Translate instructional and UX needs into functional platform requirements (e.g., interactivity, tracking, community features)
  - c. Advise on how content should be structured and optimized for LMS delivery, including scalability considerations

We are seeking a designer who has:

- Demonstrated expertise in instructional design and user experience design for adult learners
- Experience designing modular, digital learning experiences that drive engagement and behaviour change
- Demonstrated experience working in traditional and community-based learning management systems, including platform selection and build
- Strong understanding of accessibility standards and inclusive design practices
- Ability to translate complex or research-based content into clear, engaging, and actionable learning experiences

Success in this role will look like:

- High-quality, engaging modules that are ready for digital delivery and scale
- A cohesive learner experience across all modules
- Clear guidance to inform LMS decisions and future digital infrastructure
- Content that supports real-world application and sustained behaviour change, not just knowledge acquisition

## PROJECT TIMELINE

Phase	Task	Responsibility	Date
1.	Program Instructional Design and User Experience Design Strategy and related outputs (i.e., learning modules, supported and engaging learning journey)	Designer	July - August 2026
2.a	Content review, revision, and writing	CWS Programs & Brand Manager	April - August 2026
2.b	Platform evaluation and selection	CWS Selection Committee (of which the Designer is a member)	July - August 2026
4.a	Learning Management System build, configuration, and internal testing	CWS Systems Administrator	September - December 2026
4.b	Creative Asset build (videos, graphics, etc.)	CWS Brand Manager	September 2026 - March 2027
5.	Learning Management System branding	CWS Brand Manager & Systems Administrator	January 2027
6.	Pilot Learning Management System	CWS Programs Staff & Select Partners	February - April 2027
7.	Learning Management System Integration of Learnings & Feedback	CWS Programs Staff Designer*	April - June 2027

8.	Launch	CWS Staff	July 2027
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\*Potential to re-engage based on depth of adjustments to be made after the pilot.

Note: Canadian Women & Sport reserves the right to alter this schedule at any time.

## PROPOSAL ELEMENTS

The written proposal should include the following elements:

- Primary Contact: Identify a single point of contact for all correspondence.
- Ideation: Aligned with the scope of work, provide your framework and approach for carrying out Phase 1 of this work. We are interested in seeing your process and the critical path timeline for that phase. Describe your process for embedding Diversity, Equity, Inclusion and Belonging lens to your process and subsequent outputs.
- Past work: Share two examples from the past three years (that we can see ourselves in). Tell us why you think you would be a great fit. This should include two Client references.
- Budget Breakdown: Include a high-level budget breakdown for each phase, including fees and other costs, to give us a general sense of how you believe our dollars should be allocated.

## INQUIRIES

All inquiries/questions to support completion of the RFP must be submitted by May 29, 2026, to Jacqueline Tittley (jacqueline.tittley@womenandsport.ca). Expect responses by June 5, 2026.

## SUBMISSION DEADLINE

All final submissions must be received by June 19, 2026. Submissions not received by the above-mentioned deadline will not be considered.

## SELECTION CRITERIA

All proposals will be evaluated based on the following criteria weighting (in %) rubric, which include:

- Overall Proposal (40%): Was the proposal clear, concise, and in line with the RFP requirements? Have they demonstrated an ability to meet timelines?
- Experience & References (35%): Did the designer demonstrate a collection of previously successful projects that fit within the project's scope and clearly demonstrate their expertise designing user experience in traditional and community-based systems? Does the designer have experience in sport and/or not-for-profit? Do their references check out?
- Cost/Value (15%): Is the proposed high-level budget close and realistic?

- DEI & Values Alignment (10%): Does the designer demonstrate their commitments, priorities, and actions related to DEI? Do they have the experience and competencies to help enhance our offerings through that lens? Are the designer values aligned with ours? Would it be a good fit from that perspective?

## SELECTION PROCESS

Should it be necessary, designers will be invited to present their proposals to selection committee of CWS staff members. Designers will be allocated a maximum of 60min for their proposal presentation which should include a minimum time of 15min for questions. Presentations will be done virtually.

All applicants will be notified of their status by July 6, 2026.

## LEGAL

### Vendors to Bear Their Own Costs

Each vendor will bear all costs associated with or incurred in the preparation and presentation of its proposal in response to Canadian Women & Sport's Request for Proposal (RFP) for this strategy.

### Confidential Information

All information provided by or obtained from Canadian Women & Sport in any form in connection with this RFP either before or after the issuance of this RFP:

- a) Is the sole property of Canadian Women & Sport and must be treated as confidential
- b) Is not to be used for any purpose other than replying to this RFP and the performance of any subsequent contract for the services described herein
- c) Deliverables must not be disclosed without prior written authorization from Canadian Women & Sport

### Intellectual Property Rights

#### 1. Ownership of Pre-Existing Intellectual Property

All intellectual property rights, including but not limited to copyrights, patents, trademarks, trade secrets, and other proprietary rights, that were developed or owned by either the Proponent or the Issuing Organization prior to the issuance of this RFP ("Background IP") shall remain the sole property of the respective owner. Nothing in this RFP or any resulting agreement shall transfer ownership of such Background IP.

#### 2. Ownership of Deliverables

Unless otherwise agreed in writing, all materials, documents, software, data, reports, designs, specifications, and other deliverables created specifically for the Issuing Organization under any resulting contract ("Deliverables") shall become the property of the Issuing Organization upon

full payment. The Proponent hereby assigns all rights, title, and interest in and to such Deliverables to the Issuing Organization.

### 3. License to Proponent Background IP

To the extent that any Deliverables incorporate or rely upon the Proponent's Background IP, the Proponent grants the Issuing Organization a non-exclusive, perpetual, irrevocable, royalty-free, worldwide license to use, reproduce, modify, and distribute such Background IP solely as necessary to use and benefit from the Deliverables.

### 4. Third-Party Intellectual Property

The Proponent shall ensure that any third-party intellectual property included in the Deliverables is properly licensed for use by the Issuing Organization. The Proponent warrants that it has obtained all necessary rights, permissions, and licenses, and shall provide evidence upon request.

### 5. Moral Rights Waiver

Where permitted by law, the Proponent shall waive, or ensure the waiver of, any moral rights in the Deliverables in favor of the Issuing Organization.

### 6. Infringement Indemnity

The Proponent shall indemnify and hold harmless the Issuing Organization from and against any claims, damages, liabilities, and expenses arising from any allegation that the Deliverables infringe upon the intellectual property rights of any third party.

### 7. Use of Proposal Materials

All proposals and supporting materials submitted in response to this RFP shall become the property of the Issuing Organization and may be used for the purposes of evaluation and selection. Notwithstanding the foregoing, proprietary or confidential information clearly identified by the Proponent shall be treated in accordance with applicable confidentiality provisions.

### 8. Survival

This Intellectual Property clause shall survive the completion, termination, or expiration of any contract resulting from this RFP.

### No Contract Until Execution of Written Agreement

This RFP process is intended to identify prospective suppliers for the purposes of negotiating potential agreements. No legal relationship or obligation regarding the procurement of any good or service will be created between the vendor and Canadian Women & Sport by this RFP process until the successful negotiation and execution of a written agreement for the acquisition of such goods and/or services.

Further, CWS reserves the right to cancel this RFP, reject any or all proposals, or accept no proposals at its sole discretion.

## APPENDIX

### Website & Social Media:

- [www.womenandsport.ca](http://www.womenandsport.ca)
- [LinkedIn](#)
- [X](#)
- [Facebook](#)
- [Instagram](#)

### Learning Management System Functionality to be considered:

Category	Function
Use case	<ul style="list-style-type: none"> <li>• Build customized learning plans and landing pages</li> </ul>
Core	<ul style="list-style-type: none"> <li>• Can create multiple spaces to reflect themes</li> <li>• # of spaces that can be created is adequate</li> <li>• Can be configured in French and English</li> <li>• Can host chats</li> <li>• Can host streaming/live events</li> <li>• Can create events and invite people to register</li> <li>• Mobile app</li> <li>• Gamification</li> <li>• Users can earn badges/certifications</li> <li>• Users can complete assignments</li> <li>• Assignments can be reviewed/scored</li> <li>• Resource Base</li> <li>• Ability to make edits to content and branding ie. Logos easily internally</li> </ul>
Integrations & Automations	<ul style="list-style-type: none"> <li>• Data can flow through Zapier</li> <li>• Data can integrate to Zoho CRM</li> </ul>

### Modules to be scoped:

Module Name	Description
Introduction to Organizational Change	Participants are introduced to the learning pathway and how it can lead to organizational change
Gender Equity Terminology & Concepts	Participants are introduced to various terminology and concepts related to gender equity that will be referenced throughout the modules.
Persuasive Communication	Participants learn why persuasive communication is so important in gender equity and some techniques to help them build the skill.

Creating Buy-In	Participants learn how buy-in is built over time and how to proactively have conversations that build buy-in.
Data Collection and Analysis	Participants learn the CWS approach to data collection, why it is important, and what to measure.
History of Women in Sport	Participants learn about the history of settler women's sport and activity in North America and the effects of gender inequity, bias, and racism.
Identity & Experience in Sport	Participants explore the sport experiences of diverse people.
Building your Gender Equity Vision	Participants learn how to collaboratively build a Gender Equity Vision for their organization.
Capacity Building	Participants learn how to recruit and train to build capacity.
Gender Equity in Governance	Participants learn about equitable leadership practices and explore practical skills to build good governance.
Rally Report	Participants walk through the Rally Report and are provided with opportunities to reflect on their own context.
Pro Sport - It's Time	Participants walk through the It's Time reports on the business case for women's professional sport in Canada.
Leadership Snapshot	Participants walk through the Leadership Snapshot report on the composition and experiences of leadership in the Canadian sport system.
Inclusive Program Design Considerations	Participants learn and apply various research-informed design considerations to re-imagine sport for women and girls.
Injury Prevention	Participants learn about injury prevention through a gender equity lens.
Gender Equity in Coaching	Participants learn about the coaching landscape in Canada, explore barriers and facilitators for the recruitment and retention of women coaches.
Individual and Organizational Action Planning	Participants are guided through an action planning exercise right sized for their needs.