**REQUEST FOR PROPOSAL**

**WEBSITE DESIGN AND DEVELOPMENT**

**NONPROFIT ORGANIZATION**

**NONPROFIT ORGANIZATION NAME**

INSTRUCTIONS:

Replace “NONPROFIT ORGANIZATION NAME” with the name of your organization and complete this RFP.

**REQUEST FOR PROPOSAL**

**WEBSITE DESIGN AND DEVELOPMENT**

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# 1.0 Organization Background

## 1.1 Background

The NONPROFIT ORGANIZATION NAME, established in \_\_\_\_, is the \_\_\_\_\_\_. NONPROFIT ORGANIZATION NAME serves the \_\_\_\_\_.

## 1.2 Engagement

The NONPROFIT ORGANIZATION NAME is seeking consulting services to develop and execute a new website to increase the organization’s visibility, communication and public engagement capabilities, as well as its internal capacity to make updates and other content management maintenance changes efficiently.

## 1.3 Case Statement

The NONPROFIT ORGANIZATION NAME's vision is \_\_\_\_\_\_\_\_\_\_\_\_\_. To achieve this vision, a modern website is an essential information resource today.

We are seeking to retain a consultant who has experience developing and executing successful website builds using open-source content management systems or popular commercial platforms.

# 2.0 Request for Proposals

## 2.1 RFP Contents

This RFP contains the following sections:

* Organization Background
* RFP Introduction
* Consultant Instructions
* Project Scope of Work

## 2.2 Schedule of Events

The following represents the schedule of events relating to consultant selection for this RFP.

RFP released [DATE]

Questions re RFP/ Letter of intent to bid [DATE]

Response to Questions [DATE]

Response to RFP (Proposal) due [DATE] – **4:00 PM**

Notification of selection: anticipated date [DATE]

Project start date: [DATE]

Final Deliverable [DATE]

Final invoice by [DATE]

## 2.3 Consultant Instructions

### 2.3.1 Inquiries – Point of Contact

Any questions, requests for clarification, or requests for data in connection to this RFP must be made to:

**NAME**

**Email**: email\_address@domain.org

**Telephone**: 000-000-0000

**Mail** : NONPROFIT ORGANIZATION NAME

[Address]

[City], [ST] [ZIPCODE]

### 2.3.2 RFP Response Formats

NONPROFIT ORGANIZATION NAME requires responses to be provided in the following format:

* Via email electronically in Adobe Acrobat compatible file (.pdf) format.

### 2.3.3 RFP Submission Deadline

If your company intends to respond to this RFP, please email NONPROFIT ORGANIZATION NAME’s Point of Contact with any questions and letter of intent to bid by [DATE].

Final responses to the RFP must be submitted electronically to the NONPROFIT ORGANIZATION NAME Point of Contact no later than [DATE] at 4:00 p.m. EST.

### 2.3.4 RFP Cost of Proposal

Proposals and other materials submitted will become the property of NONPROFIT ORGANIZATION NAME. NONPROFIT ORGANIZATION NAME will bear no cost of proposal preparation.

### 2.3.5 Confidentiality

The consultant and/or its authorized dealers, representatives, or agents will not, without NONPROFIT ORGANIZATION NAME’s prior written consent, advertise or publish the fact that the consultant, its authorized dealers, representatives, or agents have contracted to furnish, are furnishing, or have furnished items or services in connection with the contract documents.

NONPROFIT ORGANIZATION NAME and each consultant shall expressly agree that confidential information identified as such by either party obtained during the course of preparing a proposal or during performance under contract shall not be divulged to any person or company outside authorized representatives of either party except upon receipt of prior written approval of the other. Each consultant who responds to this RFP, and the consultant who is selected, agrees to be bound by this statement.

### 2.3.6 Rejection of Proposals

NONPROFIT ORGANIZATION NAME reserves the sole right to decide whether a proposal does or does not comply with the requirements of the RFP; to accept, reject or negotiate modifications in and terms of consultants’ proposals or any parts thereof; and also to waive any irregularity, informality, or non-compliance with or non-response to the RFP or any part thereof. NONPROFIT ORGANIZATION NAME reserves the right to accept and award a contract hereunder to other than the lowest bidder. NONPROFIT ORGANIZATION NAME reserves the right to make no award to any bidder.

### 2.3.7 Supplier Selection

NONPROFIT ORGANIZATION NAME reserves the right to make an award based solely on the information provided and to conduct discussion or request proposal revisions, if deemed necessary. The consultant(s) selected for the award will be chosen on the basis of NONPROFIT ORGANIZATION NAME’s evaluation and determination of which consultant will provide the greatest benefit to NONPROFIT ORGANIZATION NAME, not necessarily on the basis of lowest price. NONPROFIT ORGANIZATION NAME has no obligation to reveal how consultant proposals were assessed.

***Therefore, proposals should contain your best terms.***

### 2.3.8 Evaluation Criteria

Consultants will be evaluated against the following criteria:

* Description of work to be performed
* Demonstrated ability to meet the requirements stated in the RFP
* Overall qualifications of the organization/consultant and resources
* References and relevant project history
* Quality of submitted proposal
* Signed Livable Wage Statement of Compliance
* Total cost

## 2.4 Project Scope of Work

### 2.4.1 Project summary - New website design

NONPROFIT ORGANIZATION NAME desires a new website design reflective of current best practices and standards for an organization website and our primary audience. The new design should use, to the extent possible, images and colors supplied by or representative of NONPROFIT ORANIZATION NAME. Design should be responsive for mobile, desktop, and tablet. The new website must meet ADA accessibility standard WCAG 2.1 to the extent possible.

#### 2.4.1.1 Use existing content (copy and images) and information structure

For the purpose of this project, existing content on the current website should be used to develop the new website. The current content areas should be replicated, but may be re-ordered, grouped, or expanded to fit a new design and navigation structure.

NONPROFIT ORGANIZATION NAME currently uses XX external services within the website. [example, MailChimp or Constant Contact, Google Translate, etc.)

#### 2.4.1.2 Content management system (CMS)

The new website for NONPROFIT ORGANIZATION NAME must be a Content Management System (CMS) capable of user content management without the purchase or download of proprietary or specialized software. The CMS must work on a variety of computer systems and platforms, including but not limited to Microsoft Windows, Apple Mac OS, Linux, Apple iOS and commonly used Internet browsers (Safari, Firefox, Chrome, Edge, etc.)

#### 2.4.1.2.1 Open source framework (WordPress, Joomla, Drupal) or popular commercial service (Squarespace, Wix, HubSpot)

The platform or engine must be a popular and well-supported open source framework such as WordPress, Joomla, or Drupal or a popular, reliable commercial service with a large user base such as Squarespace, Wix or HubSpot. The consultant will ensure the framework is using the most current version and all known security updates or patches have been applied.

#### 2.4.1.3 Include Google Analytics

The new website shall use Google Analytics for web metrics reporting.

#### 2.4.1.4 Integrate social media

The new website design shall include dual integration (follow or share) with Facebook, YouTube, Instagram, X (Twitter), and other popular social media networks. Website visitors shall have the option of becoming a follower on the NONPROFIT ORGANIZATION NAME Facebook page or follow NONPROFIT ORGANIZATION NAME on X (Twitter) and others.

#### 2.4.1.5 Required capabilities

The new website shall include the following capabilities:

* Contact form submissions notifications to email
* Accessibility tools, such as UserWay or Accessibly, include best practices for Section 508 ADA compliance
* Languages / translations to **XXXXXXX** (if required)

#### 2.4.1.6 Website hosting service

The new website may require new hosting services. The consultant should list expected hosting costs for the first year and one year renewal. Hosting must be secure and managed. The consultant will be responsible to implement DNS changes when the new website is ready for debut without interruption to NONPROFIT ORGANIZATION NAME email. NONPROFIT ORGANIZATION NAME will supply domain name registration account information when needed.

#### 2.4.1.7 User training

Consultant will conduct user training sessions with NONPROFIT ORGANIZATION NAME staff to teach use of the CMS and other features in the new website. Training, at minimum, will cover content editing, page creation, menu/navigation changes, image library, and document linking.

### 2.4.2 RFP Scope and deliverables

The project shall include the following:

* Planning brief with site map
* Design
* Scheduling (timeline)
* Execution of front-end website development
* User training

Final deliverable is a functional website with a content management system and integration with the existing third-party services.

### 2.4.3 RFP Assumptions

Consultants should base all responses and costs on the following assumptions:

1. The chosen consultant will not subcontract any parts of this project out to another organization or individual without the explicit prior agreement of NONPROFIT ORGANIZATION NAME. (List all sub-contractors in your response.)
2. Website traffic reports for the past year will be provided
3. Existing digital assets such as the logo and photography will be provided
4. Implementation of required elements as described.

## 2.5 Cost Proposal

Enclose your best-price cost proposal for fixed price to complete the tasks described above. Note any possible additional fees or costs anticipated beyond the scope of services.

### 2.5.1 Terms

Project billings will be based on completion of milestones and delivery. Invoices must be submitted for consideration of payment. Terms are net 30 days.