

Instructions to complete your request for proposal:

This is a comprehensive RFP template. Please edit/complete with as much information as you are able to. This form is not meant to be completed in its entirety by all our clients. If you would rather submit your own document, please do so. Questions? When completed, please email back to us at : Info@CorinneAnnMurphyMedia.com

Add your company's name or logo
Add your company's power statement (if any)

Request for Proposal

Website Redesign & Development (or other specific request)

MARCH 20XX (today's Date)

Project Description/Scope/Purpose

[Edit] *The "Why + What". Don't just state what you want the provider to do; also state why. Articulate the problem that is motivating the project as best you can. If it's a redesign, what about the current version isn't working? This will allow providers to innovate and suggest solutions your team might not have thought of. Stay high level and keep it to two sentences max. "The intent of this RFP from org's name is..."*

All questions regarding this RFP should be directed to:

- Organization's name
- Contact name, Contact role
- Contact phone number
- Contact email address

Your Address:

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[Which contact method is preferred?]

[If different] Return to:

Organization's name

Contact name, Contact role

Contact via email only, please

Contact email address

[add your details] 100 M St SE #600, Washington, DC 20003

[add your details] website URL

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Timeframe

RFP Release Date: 3/4/20XX

Vendor Questions due: 3/20/20XX

5 PM

EASTERN

Consolidated Answers

3/30/20XX

Sent:

RFP Deadline: 4/16/20XX

5 PM

EASTERN

Initial Vendor Selection: 4/25/20XX

Vendor Presentations: Week of

5/5/20XX

Final Vendor selection: 5/19/20XX

Project Kick off: 5/26/20XX

Desired Launch Date: 11/18/20XX

Budget Details

We will consider proposals in the [\$25,000 - \$40,000] budget range. Additionally, we request information about any additional or ongoing fees and about what level of support and maintenance the website will require annually.

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About the Organization

Describe your organization.

Our Mission

Add your mission statement.

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Present-Day

A. URL(s)

Include all relevant website urls related to your main site (microsites for programs/ events, portals, intranets, etc) and specify which websites are part of the project scope.

B. Existing Hosting

Name of the hosting company

Your current plan level

C. CMS

If you're not sure, try using one of these tools to detect your site's Content Management System (CMS):

<https://WhatCMS.org> (paste your url; this one also tells you which version of the software is installed)

<https://BuiltWith.com> (simply input your Homepage url)

D. Previous Development & Maintenance

Date website was built

Maintenance history/re-designs

Who updates the website

E. Current Metrics

Current monthly web traffic

Traffic growth rate since last year

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Percentage of mobile vs desktop traffic

Sources of traffic (i.e. Our most popular fact sheets on dementia are most often the point of entry.)

Most popular pages

Geographic location of visitors

Goals and Objectives

Our goals for a new site are to:

1. Encourage traffic, bring increased exposure, broaden impact
2. Improve user experience
3. Update aesthetics
4. Be on a strong technological footing
5. Make the site easy for a small in-house team to manage
6. Enhance accessibility and equity through easy navigation, 508 compliance, language translation

Project objectives include:

- Build in Wordpress or other CMS that allows for multiple users and permissions levels for editing the site
- Migrate 100 content pages from our current site
- Display an event calendar for volunteer days
- Create multiple forms: contact us, request assistance, donations, etc
- Offer a comprehensive, searchable archive of our inventory
- Highlight our expanded services in our site infrastructure
- Optimize for SEO
- Achieve 508 compliance
- Translate content into multiple languages
- Include a press kit, press releases, links to related news articles
- Blog
- Integrate with social media (share buttons, follow buttons, etc.)

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Audiences, User Experience & Information Architecture

Our audience is primarily in the US, and our visitors are age 30+, with most visitors age 50+. They are mostly progressive, LGBTQ-affirming, social justice-minded individuals for whom Christian faith is both deeply personal and a matter of heritage. Many are news readers and are accustomed to reading longer pieces, though we certainly want to make website reading and navigation easier for all visitors.

Our primary audiences are as follows:

i.e. Churches

participating churches

prospective churches

Those seeking information on supporting LGBTQ members

Interested individuals

Our secondary audiences consist of:

Allied ecumenical and secular organizations

Media

Church hierarchy

Conservative caucus

Our third audience, etc:

User research information:

Summary of previous results from surveys of your website audience. If you are interested in user research, indicate whether you can recruit volunteers yourself or would prefer to go through a third party.

Vendors, please find a preliminary sitemap in the Appendix to this document.

Websites Examples

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We like the following websites:

- Bureau of investigative journalism - because of the highly visual element and the use of icons

- Europa Bio – because of the consistent colour-coding for each audience/tranche - Teach First – because of its ‘get involved’ tab that tells audiences quickly how to participate

- Enseignons.be – because of their “first visit” cards leading to different types of content

- BELvue.be – for their “prepare a visit” page and the use of icons on top of the homepage

- lhecs-academy.be – for their clear top menu with green and blue cards - International civil society centre – because of their use of pictures and visuals - Finance watch – because of their take action button on the top-right corner and clear identity

- Amfori – because of their ‘counting’ feature

- MedTechEurope – because of their “what we work on” icons

- REHVA – because of their clear mission statement banner

Branding & Graphic Design

Vendors, please find our most current [brand style guide/logo] in the Appendix to this document.

Our budget for branding and graphic design assets is in the [\$1,500 - \$8,000] range and includes the following deliverables:

- [Item 1, etc]

Content

Vendors, please find a preliminary sitemap in the Appendix to this document. •

Number of pages and types of content to migrate

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- Copywriting services required?
- Photo/video services required?
- Do you need help with on-page SEO?
- Additional content services, i.e. audit or strategy

Digital Marketing

- a. SEO & Analytics: Google Tag Manager, etc?
- b. Organic Social Media: Embedded streams? "Share" buttons? Login using social?
- c. Paid Social Media Ads: Landing pages?
- d. Google Ad Grant/Google Ads: Are you already using this free advertising from Google or do you need help setting it up?

Technical Components

B. Integrations

Are you willing or able to change any of the below?

Will you link them to your website via API, a "skin" or an embedded form?

- a. Email marketing
- b. CRM (Client Relationship Management)
- c. Donor Management
- d. Event Management
- e. E-Commerce
- f. Learning Management (LMS)
- g. Member Management
 - i. Paid memberships?
 - ii. Member-only content hosted on the website?
 - iii. Member-discounts for event registration or e-commerce?

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- iv. User-generated content?

C. Custom Code

Does your audience have access to high speed internet?
How long do you expect to use your new website's design?

D. Website Sustainability

Vendors: Please clarify if you require a monthly retainer for site maintenance. Please also provide information about who owns all assets and whether you will provide full documentation to migrate the website to another support provider in the future.

How will you update software on the backend after launch?
Who will make these updates?

E. Future Hosting & Domain Name

Do you own your desired domain currently?
Are you locked into a hosting contract?

F. Accessibility

WCAG 2.0 vs WCAG 2.1 standards for complying with the Americans with Disabilities Act (ADA)
External auditor for certification?

G. Languages

Languages in addition to English
Difference in content between languages
Who will translate?
Translated tagline + logo for each language?
SEO research in each language?

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Forms that accept data in each language?

H. Site Search

Our Future Need:

An intuitive navigation structure and robust search capability to attract traffic through external search engine (and site-based) searches using the following terms: caregiver, caregiving, caring, parent care, elder care, Alzheimer's, Parkinson's, stroke, dementia, family, burnout, stress, home health care, caregiving classes, caregiver support, help caring for parents/mother/father/partner/spouse.

Our Current Site:

Site search is not effective; advanced search is not user-friendly and not useful. Presently have two Search systems implemented, for caregivers and the learning center. Navigation is not intuitive either; navigation bar organization and verbiage need to be reviewed and revised.

I. User-Restricted Content

Type of content (resources, calendar, meeting minutes, 3rd-party hosted webinars)

How many levels of users? (Board, staff, clients, parents etc) What each user type should access

Single Sign-On?

Includes user-generated content?

J. Micro-Sites

Content, software, and audience for each event site, etc

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Wishlist

Note: we hope to add each of these elements at some point in the future. Thus, the website should be able to accommodate all of the following features, even if they are not built

presently. Please price separately.

- [Item 1]

Process & Expectations

We will need to do a phased approach over 12 months to our re-branding and website re-design due to limited staff capacity. We require accessibility testing on desktop included in our QA. Our internal regulations also require that we pay vendors based on completion of different deliverables after an initial deposit.

Selection Criteria

The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate bid proposals received in response to this RFP. The evaluation criteria categories may be used to develop more detailed evaluation criteria to be used in the evaluation process.

- The bidder's general approach and plans to meet the requirements of this RFP.
- The bidder's detailed approach and plans to perform the services required by the Scope of Work Section of this RFP.
- The ethnic, gender, disability and other diversity of leadership and permanent staff
- The bidder's documented experience in successfully completing contracts of a similar size and scope of those required by this RFP.
- The qualifications and experience of the bidder's management, supervisors, or other key personnel assigned to the contract, including level of experience, background, and references of the team assigned to this project.
- The overall ability of the bidder to mobilize, undertake and successfully provide the services requested by this RFP within the necessary time frame.

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- The ability of the bidder to respond to urgent needs of the Foundation regarding its website when required.
- The bidder's cost proposal.

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