REQUEST FOR PROPOSAL

WEBSITE REDESIGN

Responses are due by OCTOBER 7, 2022

Issued by:
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Summary

The Athens County Foundation (ACF) is seeking vendor partners to redesign and redevelop the Foundation’s website to improve user experience, which includes improved adaptability and accessibility, and to increase stakeholder engagement. The project scope includes a review of the current website, development of a revised design and template; content migration; and development of an ongoing support plan.

The existing ACF website (see www.athensfoundation.org) was designed in 2016* by Eden Marketing, a website marketing and solutions agency in Athens, Ohio. Minor modifications were made to a few key pages throughout the years by our in-house staff.

By October 21, the ACF will also add an additional portal for donors and grant applicants (see https://athens.fcsuite.com/erp/donate). This portal is hosted by Foundant CSuite and will need a skin that matches the Foundation’s new web aesthetic.

Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals are due on or before **Friday, October 7, 2022.**

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price quote must be inclusive. If the price excludes certain fees or charges, the applicant must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Contract Terms

The Athens County Foundation will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.
Purpose, Description, and Objectives

Purpose

The Athens County Foundation currently has a web presence that is outdated in appearance, structure, functionality, and in presentation of content. Outside of edits to the text, images, links, HTML & CSS, and video content – the existing site functionally has had only minor adjustments for approximately six years. A new portal will also be introduced in October 2021, which will need a skin that matches the redesigned ACF website.

Our site, although rich in information, is quite text-heavy and lacks a visual storytelling component. There is an opportunity to re-engineer the website to better reflect the work and impact of the Athens County Foundation. Upon completion of the development of the site, ACF will assume full responsibility for website content maintenance and administration. All content, coding, and graphics will become the property of the Athens County Foundation.

Description

Redesign the current ACF website to be flexible, informative, up-to-date, easy to maintain, and viewable by desktop and mobile devices. In addition, we are seeking a design partner that provides tools for search engine optimization and social sharing.

Current Status and Issues

- The ACF website is currently a WordPress site hosted externally. We are open to considering other hosting options based on recommendations.
- We currently receive donations, manage events, and send online communications through Network for Good. This will change to Foundant (for donor, grant management, and events) and Mailchimp (for communication) later this year.
- The site currently links to all our social media accounts but with limited integration.
- We have received several messages that some of our web pages are not loading properly or are being blocked by our visitor’s browsers. This remains to be an issue despite several attempts to rectify it.
- There are several dead links scattered around the current website that needs to be cleaned up.
- The current website does not adapt very well to mobile devices.

To be effective, our website must be:

- Safe and secure
- Easy and intuitive
- Visually pleasing
- Informative
- Easy to maintain
- Quick to load and operate
- Seamlessly integrated with other external platforms used by the Foundation
- Responsive for mobile device and desktop
- Search Engine Optimized with proper Keyword Research
Objective

An upgrade to our current website is needed to enable ACF to provide information and resources to our stakeholders. Our site should engage visitors by presenting attractive visual images, intuitive navigation, and concise messaging while at the same time increasing functionality and ease of use for existing donors, grantees, and community partners. The tools that are incorporated must allow for timely delivery of content using basic technical skills and limited personnel.

Vision

To meet ACF’s goals, our new website must:
- Serve as an ambassador for the ACF brand
- Provide a modern, relevant design update
- Showcase the programs, opportunities, and resources offered by the foundation
- Provide an optimal infrastructure to direct visitor engagement (i.e., donation, apply, contact)

Strategies

- Utilize responsive design with the latest technologies to provide a consistent user interface across all devices
- Establish a clear path for visitors to access information relevant to them
- Present clear and concise information to end users
- Integrate with ACF’s social media platforms
- Seamlessly direct traffic to ACF’s external platforms such as MailChimp subscriptions, Foundant, and Social Media Accounts
- Leverage limited human resources through improved efficiencies in web management
- Maximize search engine optimization through strategic mark-up language and content
- Incorporate web analytics tools to analyze visitors’ site behaviors

Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Release Date</td>
<td>9/6/2022</td>
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<tr>
<td>Vendor Questions Due</td>
<td>9/23/2022</td>
</tr>
<tr>
<td>RFP Deadline</td>
<td>10/7/2022</td>
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<td>Initial Vendor Selection</td>
<td>10/14/2022</td>
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<td>Vendor Presentations</td>
<td>Week of 10/17/2022</td>
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<td>Final Vendor Selection</td>
<td>10/24/2022</td>
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<td>Project Kickoff</td>
<td>10/30/2022</td>
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<td>Desired Website Launch Date</td>
<td>February 2023</td>
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The completion and delivery dates of the project and its phases will be mutually agreed upon prior to signing a contract.
Budget

We will consider proposals up to $20,000.

Vendor Requirements

This opportunity is open to all vendors located in the state of Ohio, with priority given to organizations located or have worked with clients in Appalachian Ohio.

Proposals shall include the following information:

I. Executive Summary
   a. Describe your understanding of our current website needs and challenges
   b. Summarize your proposed solution and how your solution will resolve our current needs
   c. Provide a summary of pricing for the proposed services and products.

II. Applicant Information
   a. Company Overview – tell us about your company, experience in web design similar to ours, and experience working with nonprofit clients, specifically community foundations. Provide links to your agency website, online portfolios, and social media.
   b. Team – identify the team who will work on this project. Include name, title/role, and brief background and experience of each. Include subcontractors if possible.
   c. References – provide a list of at least two client references who can speak to services requested in this RFP, preferably clients from the nonprofit/community foundation industry. Please include contact information and a brief description of the work done for those clients.

III. Proposal Narrative
   a. Solutions Menu with Pricing – based on the elements included in this RFP, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include phases and tasks, along with a line-item breakdown of costs.
   b. Project management approach – tell us about how you plan to track and document the status of this project.
   c. Deliverables – outline the products and or services that will be delivered.
   d. Schedule – provide the suggested project schedule detailing the time required for each major step or phase of the project.
   e. User training and support – provide details on the user training and support included for our content editors along with the training support format (i.e., on-site/in-person, virtual, chat, email, phone-based, hard copy, etc.)
   f. Payment – include any requirements or preferences regarding invoicing and payment.
   g. Anything else deemed relevant/important to the vendor.

Please submit all proposals to info@athensfoundation.org on or before October 7, 2022.
About the Athens County Foundation

The Athens County Foundation (ACF) is a 501c3 community foundation serving Athens County, Ohio. ACF invests in local strategies to empower the residents of Athens County and build the strengths of the region now and for generations to come. ACF enhances the quality of life for the people of the region through building endowments, awarding grants, and providing leadership on key community issues.

The Athens County Foundation comprises over 30 different funds, including the Athens Bar Association Fund, the Women’s Fund, the Athens County Racial Equity Fund, the Thomas and Barbara Kostohryz Fund, and the Imagination Library Fund of Athens County. With a strong base for programs and initiatives to advance the well-being of the region, ACF continually seeks to expand the support available for Athens County communities through the Foundation.

Strategic Areas

ACF invests in projects that:

▪ **Build upon Economic Vitality** – Build on our regional strengths. Create a community people want to live and work in. Support an educated community

▪ **Support Thriving Communities** – Become more livable, more self-sustainable, and create spaces for diverse voices to come together

▪ **Focus on Individual Health and Wellbeing** – sustainable solutions for individuals and families to become secure- such as food security, mental and physical health initiatives, and safety and advocacy efforts

Programs

▪ **Leadership Athens County** – Established in 2005, Leadership Athens County is an annual program spanning 9 months aimed at developing a corps of leaders who wants to make an impact in Athens County, Ohio. Participants in this program explore Athens’ economic, political, social, and cultural landscape through site visits, service projects, and conversations. LAC provides professional and personal development opportunities to civic leaders.

▪ **Grantmaking** – ACF invests in local strategies that build upon economic vitality, support thriving communities, and improve individual health and wellbeing. ACF offers several funding options, including a rapid response grants program (e.g., Response and Resilience Fund) and regular funding cycles (e.g., ACF Regular Fall Cycle).

▪ **Nonprofit Support Services** – ACF aims to build the strength of Athens County’s nonprofit ecosystem through support services like strategic planning, convening, workshops, fiscal sponsorships, and many more.

Audience

Our audience is primarily in the US, and our visitors are age 25+, with most visitors between the ages of 35 and 54 and females. They are mostly progressive, community-minded individuals who are looking for ways to impact Athens County, Ohio, through philanthropy or other community-engaged work. Specifically, our audiences are as follows:
- High-traffic visitors
  - Donors and fund representatives
  - Grant applicants
  - Corporate and nonprofit partners
  - Local leaders
  - Interested individuals
- Low-traffic visitors
  - Media
  - General public

Scope and Guidelines
The scope of this project is to redesign the existing ACF website (www.athensfoundation.org) with a fresh look and greater functionality. This project also requires the candidate to provide coding based on the new website aesthetic to skin our new donor and grant management portals hosted by Foundant. The ACF will provide the successful candidate firm with the photography and content necessary to populate the new site.

Discovery
Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design
Disclosure of website information architecture, graphic look and feel, user navigation, home page, and main navigation templates for each of the main navigation links.

Development Guidelines
The website designed by the successful candidate must meet the following criteria
- Build in WordPress or other CMS that allows for multiple users and permission levels for editing the site.
- Convert and revamp substantial amounts of existing content to the new website.
- Each section of the site should have a common look and feel. The ACF logo should be prominently displayed on every page as a common header.
- The site must be clean and attractive, with a mix of text and graphics. Visually, the site should be modern, distinctive, memorable, and engaging. It should fit as close to a single displayed page on a typical-size monitor as possible.
- The use of photography and fonts should be consistent throughout the site, with the layout of each page having a great deal of consistency. Pictures on the front page should be a larger size than other subpages.
- The site should be easy to navigate, where information is grouped and presented in a logical manner with a minimal number of levels needed for the user to find the desired information. The navigation design should complement the capabilities of touch-enabled, mobile devices.
- The site must seamlessly navigate to ACF’s new Foundant-hosted donation and grant application portals.
• Make the site easy to manage for a small in-house team. Once the site has been completed and accepted by ACF, the site will be maintained primarily by the ACF staff. Please keep this in mind when selecting tools to be included.
• Include templates that incorporate into the content management system that will permit ACF staff to update website content on specific pages.
• Integrate with social media (share buttons, follow buttons, etc.)
• Provide search capabilities using keywords or phrasing that will identify content throughout the site and optimize Google Rankings.
• An assigned project manager will be made available to present information and coordinate with the ACF staff, including a reasonable number of meetings (either in person or online) to present design and development solutions.
• Once the website has been completed and accepted by the ACF, the website design and all its contents, software, and architecture become the property of the ACF.

Site Specifications
The ACF encourages creativity in the proposals submitted, but there are certain requirements for the website project. Your proposal must account for all of these requirements.
• Site must be compatible with current and one (1) previous version of Internet Explorer, Firefox, Chrome, and Safari browsers.
• The site should be developed to meet all current federally mandated ADA access requirements.
• The site must be built in accordance with the latest Web Content Accessibility Guidelines and should also be easily accessible to the novice as well as the experienced Internet user.
• The website must be designed with a mix of text and graphics such that each page loads in a way that is acceptable to the typical user having an average home internet connection speed.

Research
Internal and external research, including focus groups and a comprehensive review of existing Google Analytics, must be included in the scope of the proposal.

Testing
Testing of the site on all applicable platforms to ensure that website works as promised, including an explanation of the testing plan.

Delivery
Delivery will be providing approved designs to the CMS provider. Provisions for support must be made in order to assist the ACF staff when they are making the site live.
Site Sustainability

Provide ongoing site support and maintenance. We request information about any additional or ongoing fees and about what level of support and maintenance the website will require annually. 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.

Website Examples

We like the following websites:

- North Carolina Community Foundation – “increase font” button at the bottom is a nice touch; easy to navigate; flows very well; action buttons are easy to find; donation portal skin looks exactly like the main website and includes the main navigation menu
- Foundation for Appalachian Kentucky – highly visual, easy navigation
- Philanthropy Ohio – ease of navigation, visual, blog feature
- Council on Foundations – ease of navigation to resources and information
- Rose Community Foundation – highly visual; donor portal skin matches with the main website
- The Dallas Foundation – clean and visual; donor portal skin matches with the website and even includes more info about donating via check. Takes a while to find the button to donate, though

Branding & Graphic Design

Please find our most current brand style guide here.

We would like to use our current brand style and logo. We are also open to subtle aesthetic modifications to our brand style if need be (e.g., introduction of new color palettes or other design elements)

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.

- A portal for our Leadership Athens County alumni to connect and share information
- A page to link community members to resources such as links to documents, link to Athens County resources, link to nonprofit resources
- Ability for grantees to submit content and promote their grant-funded projects
- An image scroll or gallery highlighting the work of grantees in photos
- Integrate 2021 YouTube videos on website pages
- Show the impact of our organization through guest stories/experiences and program stats
- Live Chat functionality
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 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 the 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.
- The bidder’s cost proposal.