REQUEST FOR PROPOSAL
Website Redesign

Issue Date: April 10, 2020

Revised: April 24, 2020

COMMUNITY FOOD BANK OF SOUTHERN ARIZONA

3003 S. Country Club Road
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REQUEST FOR PROPOSAL
Website Redesign

Issue Date: April 10, 2020 (revised 4/24/20)
Proposal Due Date: May 8, 2020 by 4:00pm (Arizona)

Questions about this RFP should be directed to:
Sio Castillo, Chief Development Officer
Community Food Bank of Southern Arizona
3003 S. Country Club Road | Tucson, AZ 85713
scastillo@communityfoodbank.org

I. Introduction

A. Overview of the Request for Proposal
The Community Food Bank of Southern Arizona (CFB) has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute, and deliver the redesign of our website www.communityfoodbank.org.

CFB seeks a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, and deployment. A vendor with experience working with nonprofit organizations is preferred.

B. Community Food Bank Overview
The Community Food Bank of Southern Arizona, a 501(c)3 nonprofit organization, responds to the root causes of hunger and seeks to restore dignity, health, opportunity, and hope to people living in poverty. We serve five counties of southern Arizona providing emergency food assistance, free fresh produce, community meals, school gardens and pantries, culinary training, nutrition education, and more to members of our community.

Mission: We change lives in the communities we serve by feeding the hungry today and building a healthy, hunger-free tomorrow.
C. **Project Background**

The Community Food Bank’s website is one of our most important tools for donor engagement, client support, public visibility, and branding. On a monthly basis, we record approximately 45,000 pageviews with 30% being new visitors.

Currently, the top three* most frequently viewed pages on our site are:

- **Get Help**
  https://www.communityfoodbank.org/Get-Help

- **Our Work/Programs**
  https://www.communityfoodbank.org/Our-Work/Programs

- **Get Involved/Volunteer**
  https://www.communityfoodbank.org/Get-Involved/Volunteer

*Donation links on our current site redirect to our fundraising platform through Classy. The links above reflect the top visited pages excluding any donation pages.

In 2016-17, CFB went through a rebrand which involved a total redesign of the website. The website was fully designed and built in-house using DNN and launched March 2017. While the current site features a more contemporary design that aligns with CFB’s refreshed brand, the web structure has led to some challenges with page maintenance and overall user experience. CFB has also increased our presence on social media and on other digital platforms, requiring greater connectivity between our various communication platforms.

II. **SCOPE OF WORK**

A. **Top Goals**

Design and develop a modern, responsive website for the Community Food Bank that provides excellent user experience and robust user engagement.

- Significantly increase audience engagement and access
- Improve the experience and value for existing visitors
- Attract and qualify new potential donors
- Implement a blog engine to further engagement across various digital platforms
- Optimize homepage navigation and user experience across website
B. **Target Audiences**

The site should be designed to function effectively with our primary target audiences. The site must serve several distinct audiences:

- **Donors:** Financial donors are a critical audience, whether they wish to make a one-time gift, a monthly gift, or a legacy gift. Food donors are also important, but major food donors (from food manufacturing, distribution and retail businesses) should be considered distinctly from individuals or organizations running food drives or donating small amounts of food.

- **Clients:** Individuals seeking food assistance use the site to locate food pantries and meal sites, programs, and links to helpful services. As shown through our analytics, the client section of our website contains some of the more frequently viewed pages and the most critical to our work.

- **Volunteers:** Individuals and groups seeking to volunteer access the site to find information about current opportunities. Corporate groups also make up a large part of our volunteer base and must be considered as well.

- **Partner agencies:** CFB’s over 350 partner agencies use the site to access training materials and helpful links and sign up for workshops and events. CFB recently implemented a “Partner Portal” which partners access through the website.

C. **Project Objectives**

- Responsive pages to take advantage of the available screen real estate on any device and convey a modern and polished aesthetic, supporting a mix of text, photos, graphics, and multimedia
- Optimized page load time for both mobile and desktop
- Meet [WCAG requirements](#) for accessibility
- Universal best practice code ([WordPress](#) and [W3C](#) standards) for future upgrades and expandability, developer maintenance, analytics, and SEO
- Wordpress CMS with template functionality that allows for creation of landing pages, full width and multiple column configuration content pages which are easy to update and customize regularly published content
- Dynamic and manual content serving capabilities possible—our website should ensure visitors can easily and quickly find the content they are seeking
- Successfully capture email sign-ups via Constant Contact plugin
• Successfully capture donations through third-party donation software Classy (currently our “Donate” button and any donation links link directly to Classy and should continue to do so)
• Social media sharing integration
• Integrated Google Map search function for service-wide food pantry and meal site locations
• Integrated event calendar function
• Follow CFB’s design and branding guidelines
• Documentation provided of the CMS implementation and any web customizations, including custom modules, shortcodes, and the architecture/logic they contain
• CFB can provide all photography and media

D. Maintenance and Support
An essential part of this contractual relationship is the ability to provide rapid and effective maintenance and support to ensure uninterrupted functioning of a high-quality site. CFB has the following expectations for maintenance and support:

• **Initial training**: Before the launch, in-depth training should be provided for all personnel involved with maintenance of the site, with a more general training for staff who interact with the site or assist end-users.
• **Ongoing training**: As needed training to improve CFB’s use of the site or to adjust to new technologies should be easily available.

III. Proposal Requirements *(to be completed by the submitting firm)*

a. Your Company’s Description

b. Your Qualifications and Experience

c. Your Approach to Website Redesign

d. Your Website Maintenance and Training Process/Program

e. Project Staff and Subcontractors

f. References (3)

g. Detailed Project Description
h. Preliminary Audit, Analysis, and Project Plan
   1. Site audit describing the strengths and weaknesses of the current website with suggestions on content that can be used from current site and how that content will be migrated
   2. Preliminary assessment of goals, audiences, existing technologies, functional requirements and development of a preliminary project plan

i. Preliminary Project Timeline

j. Cost Proposal

IV. List of Deliverables *(once firm has been selected)*

At a minimum, it is expected that the submitting firm will produce the following:

a. Audit, Analysis, and Project Plan
   1. Site audit describing the strengths and weaknesses of the current website with suggestions on content that can be used from current site and how that content will be migrated
   2. Assessment of goals, audiences, existing technologies, functional requirements and development of a project plan and timeline

b. Design and Site Architecture
   1. Two design directions/concepts for homepage and secondary-level pages with demonstration of functionality
   2. Technical and implementation specifications

c. Detailed Design and Content
   1. Test plan, including tests with identified key audiences
   2. Detailed design and coding

d. Content Development
   1. Plan for working collaboratively with CFB to gather information, photos and other assets (graphs, videos, maps, etc.). It is expected that CFB will provide these assets and deliver copywriting for the site, with guidance and revision/editing from the Selected Firm.
   2. Migration plan of current content to new website including costs and time associated with transfer of information

e. Site Development
1. Finished site with all templates, source code
2. Technical documentation
3. Custom programming
4. Usability test plan

f. Testing and Training
   1. Maintenance training and documentation
   2. Implementation

g. Maintenance and Upkeep Plan
   1. Plan for updates with focus on empowering CFB staff to perform daily text and graphic updates.
   2. Plan for minor redesigns as needed over contract period.
   3. Adding new technologies as needed.
   4. Archive and recovery plan.
   5. Plan and cost structure for support calls, including response time.

V. Selection Process, Selection Criteria & General Information

A. Schedule
   CFB would like to have a vendor in place by the start of fiscal year 2021 (July 1, 2020). Our selection timetable is:

   **May 8, 2020**: Proposals due

   **May 18-22, 2020**: Proposal presentations (via web, phone, or in-person)

   **June 15, 2020**: Contract awarded

B. Submission of Proposal
   One electronic version of the proposal must be submitted by the proposal due date (May 8, 2020) to:

   Sio Castillo, Chief Development Officer
   Community Food Bank of Southern Arizona
   scastillo@communityfoodbank.org
C. Selection Criteria

a. Capability
   The submitting firm must demonstrate that it has the human and technological resources, expertise, availability and track record to successfully complete the project and provide ongoing support.

b. Solution
   The submitting firm’s solution to the RFP must reflect a full understanding of the project and cutting-edge knowledge of the field to ensure the longest possible lifespan for the redesigned site.

c. Cost
   The affordability of the proposal will be a key factor in CFB’s decision. We prefer to segment the cost of redesign from the cost of maintenance and training so that we can closely track expenses.

d. Experience
   The relevant work experience of the submitting firm, including customer references, will be factored into CFB’s decision.

D. General Information

a. If it becomes necessary to revise or clarify any part of this RFP, CFB will provide an addendum to each agency receiving this RFP.

b. CFB is not responsible for any expense incurred in preparing and submitting a proposal or taking any action in connection with selection process or for the cost of any services performed in connection with submission of a proposal.

c. CFB reserves the right to research the qualifications of any agency that it deems appropriate, negotiate modifications to any of the items proposed in the proposal, request additional information from any agency, reject any or all proposals, and waive any irregularities in any proposal.