2023 Website Design
Request for Proposals

OVERVIEW

The Sacramento Region Community Foundation is dedicated to connecting people who care with causes that matter. As the capital region's primary provider of philanthropic services, we help people give back and achieve their philanthropic goals effectively, confidently, and with the support of an expert team connected to the pulse of our community.

The Foundation houses 700 charitable funds for people, families, businesses, and nonprofits, the majority of which are endowed to ensure they provide support for important causes in perpetuity. We have been the region's trusted steward of philanthropic funds since 1983, and today manage $179 million in assets.

Together with our fundholders, we are one of the largest local grantmakers in the region: Over the past 40 years, we have awarded more than $225 million to support important causes, most of which have made a positive difference directly in El Dorado, Placer, Sacramento, and Yolo counties. In addition to managing their charitable funds, we work in partnership with our fundholders and other local leaders to transform the capital area through strategic grantmaking and impact initiatives that foster a more vibrant and equitable community for all — including our most visible program, Big Day of Giving.

Our vision is a thriving and resilient region where generosity and collaboration create equitable opportunity, and our mission is to lead, serve, and inspire enduring philanthropy for a just and vibrant Sacramento region.

We are seeking proposals from website developers to partner with us in reimagining and relaunching the Foundation's website, sacregcf.org. Our main objective is to modernize our website to inspire investment and invite partnership.

Preference will be given to partners that have demonstrated alignment with our mission, vision, and values; have experience with community foundations, nonprofit or other social change organizations; and/or are headquartered in the Sacramento region.

TIMELINE

We aim to complete work by December 31, 2023. All proposals are kindly requested to be returned by EOD Friday, May 26, 2023. We aim to select a firm by July 1, 2023, and begin work soon after.

SCOPE OF WORK

We are seeking to refresh the front- and back-end of the Foundation's website to improve the visitor's understanding of our work, particularly our philanthropic services and impact initiatives. The website should be:

- **Modern**, built on a dynamic, no/low-code platform that supports advanced, cross-channel digital marketing tools, strategies, and optimizations (including Google Analytics 4, Google Tag Manager, Sumo Forms, and other integrations); mobile-first and designed to reflect the Foundation's refreshed brand; and ensure a cohesive online experience for partners by aligning the design of the new website with other properties, including our donor and donation portals. These portals are hosted on a third-party platform, C-Suite, and can be customized through CSS stylesheets. Please include this work in the proposal.

- **Intuitive**, with site architecture, navigation, and content management tools that clarify and promote the Foundation's services and impact to key audiences, respecting their needs and expectations.

- **Fast**, meeting the expectations of visitors — including digitally savvy "next generation" donors — who equate website speed with organizational efficacy.

- **Accessible**, to help ensure the Foundation's most important communications vehicle demonstrates and reinforces ADA requirements and DEI commitments.

AUDIENCE

While our aim is to ultimately engage a broad audience, the priority target for this site are potential donors (whom we refer to as "fundholders"), professional advisors who refer fundholders, and nonprofit partners. We also serve students seeking scholarships.

WORK PRODUCT & PROCESS

To guide scope development, we have outlined below key activities. The selected partner will be responsible for developing a concrete scope of work based on these phases, along with recommended process and timing.

These activities should include the following requirements:

- **Creative Design**:
    - Engage in an iterative exploration/ideation process with the goal of identifying and aligning solutions to achieve project goals. Critical informers of this phase will be:
        - Foundation staff and the Visibility Committee of our Board of Directors
        - The goals of the Foundation's new Strategic Roadmap

- ▪ The results of our 2023 Communications Audit
  - o Develop mock-ups illustrating how objectives will be achieved.

- **Website Build**:
  - o Develop a plan for migration of content where the work is split between the Foundation and the developer in a logical and cost-effective way.
  - o Manage site launch and ensure a smooth transition between the old website and the new one.

We envision a collaborative process with regular communication. Time for regular meetings should be included in the budget. We would like to work as close partners in the design and development of the site. We will provide support in convening internal and external stakeholders, curating copy for the new site, and supporting content migration.

We do not have internal IT staff. We share responsibility for updating site content throughout the organization, with primary responsibility held by the Communications Team.

BUDGET

We are seeking proposals that fall within a $30,000 budget. Please separate value-add services and additional fees to allow us to more easily compare proposals. Please include an additional estimate for annual maintenance and improvements beyond the initial build.

HOW TO SUBMIT

All proposals are kindly requested to be returned by EOD Friday, May 26, 2023, to the form on sacregcf.org/website. Please include:

- Narrative outlining your approach to the project
- Proposed timeline
- Budget
- Roles and expertise of key staff
- Examples of previous work that is most similar to what you'll do here
- Two to three referrals from previous or current clients (preferably from community-serving organizations with websites similar to ours)

QUESTIONS

Submit questions to Vasey Coman, vasey@sacregcf.org, by Wednesday, May 17, 2023. All questions and responses will be posted at sacregcf.org/website.