

August 10, 2012

Dear Vendor,

In order to better fulfill our mission of helping women discover new abilities, connect with new peers and take action to improve their lives and communities, the Women's Environmental Network has identified the need to develop a new website.

We are inviting you to submit a proposal that follows the guidelines and meets the requirements described in this Request for Proposals (RFP) document.

Proposals are due **Friday, September 14, 2012 by 3:00 pm to the e-mail below**. Late or incomplete proposals will not be considered. Please review this RFP, its requirements, the timeline described within and submit your proposal accordingly. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Suzanne Frances', with a large, stylized loop at the bottom.

**Suzanne Frances**

Chair

Women's Environmental Network

[suzdsouza@gmail.com](mailto:suzdsouza@gmail.com)

612-741-1365

## **REQUEST FOR PROPOSAL: Website Development**

- 1. Overview of the Women's Environmental Network**
- 2. Vision and Goals**
- 3. Technical and User Requirements**
- 4. Scope of Work**
- 5. Budget**
- 6. Submission Details and Questions**
- 7. Timeframe**
- 8. Proposal Format**
- 9. Warranty**
- 10. RFP Response Authorization**
- 11. Qualities of a Successful Bidder (Proposal Review Criteria)**

### **1. Overview of the Women's Environmental Network**

We at the Women's Environmental Network (WEN) work toward helping women to discover new abilities, connect with new peers, and take action to improve their lives and communities.

WEN began as the Forum of Women in the Environmental Field (FWEF) in Minnesota in 1992 as a not for profit environmental networking organization. We host six events each year with online registration and email notifications. Our current website ([fwef.org](http://fwef.org)) fails to meet our current needs. We recently changed our name and are ready to bring out website into the 21<sup>st</sup> century.

### **2. Vision and Goals**

Our goal is to develop the website into a powerful communications/marketing vehicle to reach out to the wider external local community as well as an internal "members only" web portal for members, volunteers, sponsors, partners, and other members of the environmental community. Navigation, content, and appearance will be redesigned around the needs of these audiences.

Both external and internal web visitors should be able to interact with the environmental community, learn more about the organization and its events, and easily find the information and resources they need. External visitors should learn about the organization's brand, mission, values, and events, and find ways to connect. Internal visitors – members of the organization's community – will use the site as a resource to find information and tools to deliver environmental programs, manage their membership, register for events, and engage with other community members.

Primary goals for the redesigned site are to:

- 1) Establish and reinforce the organization's brand in order to position the organization as a critical community asset, vital to the health, well-being, and success of women in the area. A reinforced brand will help accomplish the following:
  - a) Attract new membership.
  - b) Increase financial support/donations and event attendance
- 2) Encourage membership retention by:
  - a) Improving navigation and search function so members can easily find the information they seek.
  - b) Achieving timely, relevant, and effective communications that are customized to the needs of our various constituencies.
  - c) Facilitating online transactions for events, donations, renewal of dues, goods, and services.

While we are a Twin Cities based organization, we want to be inclusive to anyone interested in our efforts.

### **3. Technical and User Requirements**

#### **1) Basic Requirements**

The redesigned site should place an emphasis on easy, optimized access. The site should be accessible on mobile devices as well as dial up connections. Preferably the site would detect and display the appropriate version of the pages based upon the user's unique situation. The site should be browser-neutral and provide the same level of functionality on all systems.

#### **2) Current Demographics**

The majority of our current site users are those who have professions in environmentally-related roles and are usually women. Some users will be those trying to gain insight and access to others in the environmental field as they attempt to become member of this community. Users come from diverse cultural and economic backgrounds and have a broad range of technical expertise. Increasingly, our constituency is coming to rely on the internet for information, financial transactions, and communication.

#### 4. Scope of Work

The successful bidder will provide the design of the website. This will include supporting the design of information architecture as well as the look and feel, including all graphics, interfaces, and navigational tools.

- 1) **Phase I: Existing site cleanup and research/planning for Phase II**  
(to be completed within the time line developed and agreed upon between all parties)
  - a) Conduct a needs assessment and review of current site, including a site map
  - b) Develop, in partnership with WEN communications and marketing departments, a website strategy
  - c) Conduct basic research including data analysis, user interviews/focus groups, to inform website strategy. Coordinate with internal WEN customer segment market research
  - d) Create project plan (scope, timeline, and budget) for Phase II
- 2) **Phase II: Delivery of a new site to include the following pages/functionality** (to be completed within the time line developed and agreed upon between all parties):
  - a) A Content Management System (CMS) and asset management system
  - b) Main/typical site for information about our organization and networking
  - c) Create a membership database
  - d) Member login area to interface with membership database
  - e) Event Registration
    - i) Online purchase of registration products for membership and events and sponsorship
    - ii) Generate event documents such as name tags, registration check in, and attendee lists
  - f) Delivery of on-line trainings for website administrators
  - g) Forms/materials
  - h) Online product sales
  - i) Donations
  - j) Interface with social media efforts
  - k) Low-bandwidth and/or mobile version(s) of the website
  - l) E-mail accounts
  - m) Additional functionality/pages as identified in Phase I.

Other options

- n) Virtual groups
- o) Collaborative tools for students entering the workforce
- p) Virtual meeting capabilities
- q) Board and member Intranet

## 5. Budget

The budget includes all costs and fees for design, subcontracting fees, taxes, courier fees, etc. As a not for profit organization, we place a heavy emphasis on cost-effective website design. Without sacrificing overall quality, we will give priority to bidders who can provide the most services for our budget and/or provide a pro bono component.

## 6. Submission Details and Questions

To be considered, proposals must be submitted by 3:00 p.m. Friday, September 14, 2012. One copy must be submitted electronically in PDF format with live links to sample sites. Submissions and questions regarding the proposal should be directed to:

Suzanne Frances  
Chair  
Women's Environmental Network  
suzdsouza@gmail.com  
612-741-1365  
PO Box 14555  
Minneapolis MN 55414

The Women's Environmental Network has the right to reject all submitted applications.

## 7. Timeframe

The RFP and vendor selection process will follow the timeline below:

August 10, 2012	RFP is released
August 27, 2012	Questions from vendors are due to Suzanne Frances
September 4, 2012	Responses from questions are due back to vendors
September 14, 2012	Final proposals are due. <b>Late proposals will not be accepted.</b>
September 28, 2012	Comments and Questions due back to vendors
October 12, 2012	Vendors responses due
October 26, 2012	Vendor selected
To Be Determined	Phase I completed
To Be Determined	Phase II completed

## **8. Proposal Format**

### **1) Disclosures**

Proposals must include all information in this section. WEN reserves the right to reject any and all responses to this RFP or portions thereof consistent with the best interest of WEN. This RFP is not a contract and does not in any way bind WEN to any obligations, or impose liability for any cost or expenses incurred by your company in creating the proposal. No information from your bid will be disclosed to other responders to this RFP.

### **2) Experience and Qualifications**

- a) An outline of the bidder's and subcontractors' relevant experience and qualifications. A list and descriptions of relevant past projects with at least three client references including contact name, address, email, website, and telephone number. If subcontracting, identify previous collaborations and history.
- b) Include documents indicating your company's financial condition (i.e. annual report, balance sheet, operating statement) or provide a website where we can retrieve such information.
- c) Indicate if your firm is a minority/women owned company.
- d) Include a description of your firm's experience with
  - i) accessible design;
  - ii) experience with membership-based organizations and with volunteer organizations
  - iii) designing websites for organizations with diverse and varied audiences;
  - iv) information architecture experience, particularly
  - v) integration with databases built on the .NET framework (or equal or better equivalent)
  - vi) content management system experience.
  - vii) designing sites for secure online transactions.
  - viii) other relevant design and development experience.
- e) Indicate your company's commitment to sustainability (e.g. use renewable energy, sustainable procurement policy, company commitment to environmental and social sustainability)

### 3) Methodology

A description of your approach to completing the work outlined in Section 4, Scope of Work. Please include any ideas for implementation, the process for client review and acceptance, descriptions of the products to be used and the available support for them.

### 4) Timeline

Tentative schedule of the tasks listed in Phase I and II.

### 5) Cost

An itemized cost estimate to perform **all the work outlined in this request in Section 4, Scope of Work: Phase I and II**. Include and identify all taxes, expenses, and subcontractor costs. Additionally, break out the following cost components:

#### a) Design and Development of

- i) Home page – two design options
- ii) Section pages
- iii) Template pages
- iv) Minimally required code to enable online interaction with membership database

#### a) Design Process

- i) Information architecture: Lead the design of site architecture, structure, and navigation.
- ii) Usability testing: We would prefer a vendor who can coordinate and supervise remote testing and provide the results in a written report.
- iii) Moving pages and content to the new design: We are open to populating the redesigned site internally if budget constraints make it necessary, but please provide a cost estimate.

#### c) Hourly Rates

Provide hourly rates for the following services:

- i) Project Management
- ii) Design (artwork, usability)
- iii) Development (coding)
- iv) Strategy
- v) Other Services

**d) Other Costs**

- i) Licensing/hosting fees (if applicable)
- ii) Annual maintenance / customer support
- iii) Software, products, and services not included above

**9. Warranty**

The selected vendor must warranty its code from the original public release of the web site for one year. If, in spite of the best efforts of WEN and the vendor, any major flaws are discovered by WEN after the site is launched, we and the vendor will together determine whether the flaw results from the original code or from subsequent changes to the code. If the flaw is in the original code, the vendor will correct or improve functionality without incurring further cost to WEN.

Describe your firm's warranty of its work.



## 10. RFP Response Authorization

I hereby certify and authorize the submission of this Request for Proposal to Women's Environmental Network.

Signed\_\_\_\_\_

Name (Please Print)\_\_\_\_\_

Title\_\_\_\_\_

Company\_\_\_\_\_

Date\_\_\_\_\_

## 11. Qualities of a Successful Bidder (Proposal Review Criteria)

A bidder/proposal will be considered successful if the following criteria are met:

- 1) The firm appropriately completes **Section 8** of this RFP.
- 2) The firm demonstrates its ability to successfully deliver this project on time, on budget, and within scope.
- 3) The firm demonstrates its ability to develop and integrate a website into a larger strategy tied to organizational goals and priorities.
- 4) The firm demonstrates its capabilities to deliver outstanding design that will engage students, adult volunteers, donors, and the community at large.
- 5) The firm demonstrates its ability to implement a successful architecture to support PCI-compliant e-commerce, CRM database/.NET integration, CMS development, and social media integration.
- 6) The firm is full-service – a single point of contact for strategy, design, and development. Limited subcontracting will be considered acceptable.
- 7) The firm has experience in the nonprofit/philanthropic space and has demonstrated a strong commitment to its community and sustainability.

Thank you for your interest in working with the Women's Environmental Network. We appreciate the effort required in completing this RFP and your desire to assist us in building a better environmentally-related network.