**Request for Proposal (RFP)**

**Website Design**

**Text

Description automatically generated**

**Issue Date: February 22nd**

**Responses Due: March 12th**

**Award Notification: March 17th**

*The Network for Arab American Communities (NNAAC), a project of ACCESS, is a national consortium of independent Arab American community-based organizations. The Network’s primary mission is to build the capacity of Arab American nonprofit organizations that focus on the needs and issues impacting their local community while collectively addressing those issues nationally.*

Website Design Request for Proposal (RFP)

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| **Bidding Information** | |
| **Issue Date:** | **February 22, 2021** |
| **Questions Deadline:** | **February 25, 2021 at 5:00 PM (EST)**  All questions should be submitted in writing via email to Denni Middleton: [dmiddleton@accesscommunity.org](mailto:dmiddleton@accesscommunity.org) and CC: [rmeroueh@accesscommunity.org](mailto:rmeroueh@accesscommunity.org)  To be properly received, email subject line must include: **NNAAC Website Design RFP Question** |
| **Proposal Due Date:** | **March 12, 2021 at 5:00 PM (EST)**  Responses must be submitted electronically using the method below:   * Email proposal to: [dmiddleton@accesscommunity.org](mailto:dmiddleton@accesscommunity.org) and CC: [rmeroueh@accesscommunity.org](mailto:rmeroueh@accesscommunity.org)   To be properly received, email subject line must include: **NNAAC Website Design RFP Response**   * Bid submission must include (1) completed PDF response to the overall RFP and (1) portfolio example of work   **NNAAC WILL NOT ACCEPT PAPER/HARD COPY OR LATE PROPOSALS** |
| **Award Notice:** | **March 17, 2021** |
| **Contract Start Date:** | The contract period is scheduled to begin **March 17, 2020** |
| **Website Launch Date:** | June 30, 2021 |

**About Us:**

The Network for Arab American Communities (NNAAC), a project of ACCESS, is a national consortium of independent Arab American community-based organizations. The Network’s primary mission is to build the capacity of Arab American nonprofit organizations that focus on the needs and issues impacting their local community while collectively addressing those issues nationally.

**Project Summary:**

NNAAC is in need of a responsive website built on a flexible and easy to use platform to allow for non-technical staff to effectively manage the site from a content creation standpoint.

The site must be easy to use and management workflows must be clearly defined.  Any and all workflows designed for the site (custom or otherwise) must be demonstrated during the development process to ensure ease of operation and to ensure the solution meets all requirements.  The development process must allow for the exchange of feedback to enable remediation in the event a component does not function as expected.

Robust analytics functionality must be integrated into the site (the use of 3rd party tools such as Google Analytics is permissible).

The site must allow for the easy integration of social media content.

**Project Specifications:**

NNAAC requires project planning, design, and engineering services to facilitate the creation of a new website.

Site goals must be determined, and a sitemap must be developed once content and structure requirements are designated.

Design mock-ups must be provided and approved prior to implementation. The process must allow for multiple iterations to ensure the design template meets all requirements.

Base content requirements include the following items:

* **Internal links** conveying information about NNAAC, our members and our provided programs and services. For example: About Us section, NNAAC member profiles with links to their external websites, applying for membership (digitalizing process), etc.
* **Member Portal** exclusively for current NNAAC members to access. Within the member portal, users should have access to resources (and also be able to upload their own), an internal event calendar (including NNAAC only meetings, events and activities as well as an option for members to add their own events), a direct payment link for membership dues and a link to apply for the Capacity Building Grant and NNAAC scholarships.
* **Blog** entries and ability to share updated newsletters (which are emailed to users via MailChimp). Blogging should be a functionality built into the site and should not require the use of 3rd-party services.
* **Event Calendar** containing items linking to partner organization sites and event pages.
* **Donations** must be accepted through the site. End-users must be able to choose a specific program to apply their donation to (Transformative Leaders Fellowship Program or Take on Hate) and administrative users must be able to easily manage the fund options available (add/remove).
* **A Form** for users to submit stories about their experiences with discrimination.
* **Policy Updates** to share information on policy issues that impact Arab Americans. This should also be a functionality built into the site and should not require the use of 3rd-party services.
* **Take Action** sharing information on current campaigns, advocacy issues with links to what users can do (external link to submit comments to elected officials, link to Phone2Action).

Additional content types may be defined and become required during the planning phase of the project.

Additional ecommerce considerations include the implementation of a notification system to alert administrative staff of new membership applications/donations/events added, and the patron must receive a visually appealing html-based confirmation. Administrative users must have some flexibility regarding the content of the customer-facing notifications. Basic reporting functionality must be included to allow for the viewing and export of sales data pertaining to donation and membership transactions. The process pertaining to all ecommerce related items must allow for multiple iterations to ensure the solution provided functions as specified and required.

**Deliverables:**

* The vendor will work with NNAAC to develop and provide a sitemap.
* The vendor will develop and provide design template mockups prior to implementation.
* The vendor will provide access to a test environment throughout development of the site.
* The vendor will develop all functionality requirements with usability in mind and will provide multiple iterations of any provided component if deemed necessary.
* The vendor will provide thorough documentation (including all custom code utilized) and direct end-user training to enable the client to support the site in the future.
* The vendor will provide support services to migrate the completed site to the client’s production environment if required.
* The vendor agrees to provide warranty for all services rendered for a reasonable amount of time.

**Timeframe:** Proposals are to be received no later than March 8, 2021. NNAAC will choose a winning proposal no later than March 17, 2021. NNAAC requires the project to be completed by June 30, 2021.

**Budget:** $14K

**Submission Instructions:** Prospective vendors shall submit their proposals with the elements listed below, including all applicable attachments:

1. Provide a summary of the proposal that outlines that bidding vendor’s background and history of experience designing websites.
2. Provide a list of clients and performance history, including information that demonstrates a proven track record such as links to websites previously designed.
3. The applicant shall provide the following information that describes a customer-focused service delivery model.
   1. Describe estimated projected timelines for completion of key deliverables in the project scope.
   2. Describe how projects are managed to ensure timely delivery of services.
   3. Describe your hours of operation including:
      1. Standard Business (Days and Time)
      2. After Hours (Days and Times)
      3. Holidays
4. Price Proposal