Request for Proposal - Website Redesign

Introduction
Allegany Franciscan Ministries has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver a redesign of Allegany Franciscan Ministries’ website, www.afmfl.org. The purpose of the redesign is to create a current, user-friendly, and accessible online platform that effectively communicates our mission, programs, and impact to a diverse audience.

Allegany Franciscan Ministries requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development and deployment. We welcome and encourage all qualified vendors to apply, and are committed to provide vendors led by women, and persons who are BIPOC, LGBTQ+, and/or persons with disabilities equal access to opportunity for participation in this RFP process.

Goals for Redesigned Website:

- Improved accessibility for visitors.
- Grant programs and initiatives are easily accessible and understood.
- Visitors clearly understand what Allegany Franciscan Ministries does.
- Visitors see the impact of our work.

Budget and Cost Estimates:
Our budget for this project is between $10,000 and $15,000, inclusive of all costs such as design, development, testing, and implementation. We are interested in understanding the breakdown of costs associated with the project.

Organization Background:
Allegany Franciscan Ministries is a member of Trinity Health, a non-profit Catholic organization whose mission is to serve together in the spirit of the Gospel as a compassionate and transforming, healing presence within our communities. Allegany is guided by this mission and rooted in the tradition and vision of the Franciscan Sisters of Allegany, New York. Allegany awards grants and works with community partners primarily in three regions of Florida: Miami-Dade County, Palm Beach, Martin and St. Lucie Counties, and the Tampa Bay area. In addition, Allegany Franciscan Ministries provides some grants at an international, national, statewide or regional level. To date, Allegany has invested more than $114 million to over 1,700 organizations serving these communities.
Allegany has eight employees who work remotely or at a central office in Pinellas County, Florida. Allegany’s staff and volunteers work collaboratively with community partners and other funders toward the vision that the communities we serve will become ever more just, equitable, and caring; and that everyone in our communities will be welcomed and have the resources to thrive.

In 2014, Allegany launched the Common Good Initiative, a placed-based program in three communities, and is working with residents and stakeholders to create opportunities, develop strategies, and make investments that lead to positive health outcomes in each community. This program will be ending in December 2023.

Over the last year, Allegany’s board and staff team have gone through a reflective process considering our vision, mission, and values. We stand with people who are most vulnerable and historically marginalized in the communities we serve. And we consistently focus on equity, justice, and centering community. Through this process, we identified Climate Justice and Care for Creation as a new strategic priority focus.

Allegany’s commitment to our vision means that an understanding - gained through professional or personal experience - of the communities we serve, especially communities who have been historically marginalized, is critical to the success of any vendor relationship.

Allegany’s current website, www.afmfl.org was last refreshed in 2020. It is a WordPress site that utilizes the Sigma template. Allegany staff maintain content.

**Audience**

Our primary audience is nonprofit organizations who are potential and current grant partners, and organizations working in the Climate Justice and Care for Creation field. The secondary audience is Allegany Franciscan Ministries’ board and committee members, Common Good community members (Overtown, Lincoln Park, and Wimauma), funders, colleagues, and the general public.

**Style**

The redesigned website should convey our vision that the communities we serve will become ever more just, equitable, and caring; and that everyone in our communities will be welcomed and have the resources to thrive, as well as our core values of reverence, commitment to those who are poor, justice, stewardship, integrity and safety. It should also be clear, simple, and accessible. The desired impression for the site is a compassionate, values-driven Catholic grant-making organization focused on partnering with marginalized communities and nonprofits. The voice should be clear and professional. Colors should complement the green and blue in our logo.
Tools and Functionalities:

The redesigned website should include:

- Word Press theme (simple navigation, room in header for most requested info (contact info, grant portal link, newsletter signup)
- Responsive design compatible with various devices and browsers
- Easy for staff to update content
- Email newsletter signup
- News (blog) section (engaging and professional looking)
- Social media integration
- Contact form
- Include original, bold images and video
- Setup analytics
- Option for occasional website updates

Reporting Needs

We request monthly reports detailing website usage and performance, including metrics such as page view, user behavior, etc. Current reporting indicates 994 users accessed the website in the last 30 days of which 95% were new visitors. Visitors primarily use Google Chrome browser (63%) and Windows platform (70%) from their desktop computer (83%). Mobile users make up 16%. The Home and Current Funding Opportunities pages are the most visited pages.

Site Specifications:
The website should include the following pages/sections:

- Home
- About Us (board, staff, mission and vision, history & contact form
- Initiatives (CJCC, CGI, ACOR, Tau and Capacity Building Cohorts)
- News/Impact

RFP Process Timeline

RFP Issue Date: June 2, 2023
Proposal Submission Deadline: June 19, 2023
Finalist Selection and Notification: June 23, 2023
Finalist Interviews: June 26-June 29, 2023
Vendor Selection & Notification: July 1, 2023
Contract Negotiation, Signing and Kick-off: early July
Proposal Requirements: Deadline June 19, 2023

1. Executive Summary
2. Development Process & Specifications
3. Organization Information (structure, qualifications and experience)
4. Budget
5. Client references (include name, title, phone number, url)

Evaluation of proposals and selection process:

Selection will be based on our assessment of the vendor’s experience and ability to successfully implement our vision for a website redesign.

To be considered, a proposal must meet the minimum criteria of including all items listed in “Proposal Requirements”. The following criteria will be used as a guideline when reviewing proposals which meet the minimum criteria.

- Qualifications and experience of the contractor and or firm, including capability and experience of key personnel and experience with other public or private agencies to provide these services and meet any required timelines and other requirements.
- Adequate staff and resources to perform the specified tasks required to meet the services as outlined.
- Demonstrated expertise in website design and redesign that embodies the organizational culture and brand.
- Proposed approach, including demonstrated understanding of work to be performed.
- Reasonability of pricing for the services described by this RFP.
- Other value-added services to be performed.

Allegany Franciscan Ministries Contact:
Please direct your questions and submit your proposal to:

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