



## Family Services of NW PA Website Design and Development RFP

# Frequently Asked Questions

### 1. What version and level of ADA compliance will the website need to adhere to?

The website should adhere to ADA level AA and version 2.1, although we are open to recommendations. The goal is to adhere to current best practices while at the same time allowing as much flexibility as possible regarding the design of the website.

### 2. What email service is currently being utilized? What will need to be managed?

We currently use MailChimp. The newsletter should be integrated into the website so that targeted forms can be developed and used to solicit sign ups. Full management through the backend of the website is preferred, but is not necessary.

### 3. What types of products will be sold through the online store?

At this time there are no products to be sold online, although the ability to add this option in the future is desirable. Products would likely include t-shirts and other branded materials specific to the agency, specific programs, events, etc. Most products, once purchased, could be picked at one of our offices, so shipping integration is not necessary.

### 4. What level of SEO are we looking for?

The website should allow for on-page SEO, allowing for easy updates to current pages, as well as the ability to optimize new pages as they are created. There is no interest in spending additional money for ongoing SEO.

### 5. Are you currently using an events calendar?

The current website utilizes the All-in-One Event Calendar plugin for WordPress.

### 6. What is your current payment platform?

The current website is unable to accept donations or payments, though we do have a PayPal account.

### 7. Do you currently use donor management software?

Donor management software is not currently utilized. Ideally, proposals would include recommendations for custom donor software or third party software that integrates with the website and allows donor activity to be entered and tracked.

### 8. Are you open to using third party applications for some features?

Yes, please include relevant third party applications that are user friendly and can be integrated into the overall design of the website.

### 9. Can you provide more detail regarding the login area for volunteers and job applicants?

Job applicants should be able to view job descriptions and apply directly via the website by creating a username and login that allows the HR department to easily capture contact information and then quickly disseminate it to the appropriate hiring department(s) within the agency.



Applicants will first have to answer a few pre-qualifying questions related to factors relevant to each job. If requirements are met, the applicant can either create a new login and apply or, if they have applied for a job previously, log back in and apply to a different job. Applicants should also be able to apply for multiple open jobs at once, rather than having to apply to each one individually. From the perspective of the job applicant, this feature would simplify the application process and ideally allow them to check the status of jobs they've applied to.

Potential volunteers should be able to view information about current opportunities, answer a few pre-qualifying questions, and then apply directly to the website. Depending on the program/department searching for volunteers, applications should be automatically directed to the appropriate email address.

**10. For the event calendar with registration system, payment system and ability to track attendance, will there be multiple levels of payment options?**

The registration and payment system should accommodate for varying payment/sponsorship levels depending on the event. For example, the Family Services of NW PA Annual Meeting offers five (5) different sponsor levels. In addition, options should be available to purchase an entire table or an individual ticket. Sponsors and/or attendees should be able to view all sponsorship/admission options, select the appropriate option, and then make directly via the website. This would differ from a program-specific bowling fundraiser that offers multiple corporate and individual sponsor levels, in addition to the option to pay for an entire bowling team or pay only for one individual to bowl. The ability to track corporate matches would be ideal.

**11. Do you need pricing based on members/non-members?**

We don't offer a membership option, so that functionality does not need to be factored in.

**12. Do you prefer to keep the staff and board listings as they are? Or add more features?**

The staff and board listings don't require additional functionality. The website should, however, allow for the creation of contact forms on each program page with the ability for communications to be sent directly to the supervisor or director of each individual program. The ability to easily change or add new recipients to any contact form is preferable.

**13. Will you need different levels of user access?**

No, the only login functionality necessary is for job applicants and potential volunteers.

**14. In addition to a responsive website, do you expect a different experience based on mobile?**

We prefer the website be responsive on all monitors and devices. The mobile experience doesn't need to be different as long as the website is mobile-friendly and offers the same functionality as it does on a monitor.

**15. What browser is the highest priority for optimization?**

We would like the website to be responsive to all screens and browsers.

**16. What is the approximate desired page count range for the new website?**

The current website has approximately 60 pages. The new website will have approximately 75-100 pages, including content that will migrate from the current website. The ability to easily create new pages and add content is essential.