



Family Services of NW PA

Website Design and Development RFP

INTRODUCTION

Family Services of NW PA is seeking proposals from qualified, experienced website development companies to redesign and develop our website. The chosen company must be a firm that has experience with nonprofit website design projects, and expertise with best practices regarding:

- Successful website redesign
- User experience and usability testing
- Information architecture
- Website development and deployment
- ADA compliance
- Content strategy
- Social media integration
- Fundraising event integration
- Search engine optimization
- Responsive design

The deadline for RFP submissions is February 25, 2019 at 5:00 pm. Proposal requirements and submission instructions can be found at the end of this document.

Our current website, www.FSNWPA.org, was redesigned in 2015 and runs on WordPress with a custom template. The website is currently hosted and maintained in-house by the Director of Community Relations. We also utilize Google AdWords to increase website referrals.

For this project, we want to partner with a developer to build a new website that offers an improved user experience, is state-of-the-art and visually compelling, is interactive, easy to navigate, and optimizes search engine optimization.

ABOUT FAMILY SERVICES OF NW PA

The mission of Family Services of NW PA (FSNWPA) is to Strengthen Families and Transform Lives.

Since 1882, FSNWPA has been committed to strengthening family life. FSNWPA is a leading nonprofit social service provider offering a comprehensive continuum of care and high quality, innovative programs and services designed to strengthen the lives of children and families.



FSNWPA employs more than 170 staff and touches the lives of 12,000 individuals annually. Core service areas include Child Welfare; In-Home Behavioral Health; School-Based; and Mentoring; Support and Education, and Outpatient Psychiatric Services. In April 2018, Family Services opened a Psychiatric Outpatient Clinic in Erie. The Psychiatric Outpatient Clinic provides access to the vital elements of psychiatric care and medication management.

FSNWPA is accredited by the Council on Accreditation (COA). Member agencies include the Alliance for Children and Families, Big Brothers Big Sisters of America and the United Way of Erie County. The Family Based Mental Health program, Permanency Department and Outpatient Psychiatric Clinic are licensed by the Pennsylvania Department of Human Services.

CONTACT INFORMATION

The point of contact for all questions or requests for additional information is:

Erik Perrino
Director of Community Relations
5100 Peach Street
Erie, PA 16509
Email: eperrino@fsnwpa.org

Any contact with personnel employed by Family Services of NW PA, except for the contact person named above with respect to this RFP, shall be prohibited. Improper contact may constitute grounds for rejection of your proposal.

PROJECT GOALS & OBJECTIVES

The goal for FSNWPA is to create a website that offers an improved user experience, with intuitive navigation, the technology to support our fundraising efforts, allow for comprehensive site search, facilitate content creation and editing, and create an overall inviting and engaging web design interface that effectively communicates who we are, what we offer, and our various capabilities to all of our audiences.

Key employees, not IT personnel, should be able to easily manage and make updates to the website. Content should be easily accessible to our several distinct population groups. The website should include links to national databases and articles, as well as agency publications. Information about ongoing events and fundraisers should be easy to find, and allow for registration and payment by participants and sponsors.

We are open, but not committed, to the continued use of WordPress as a CMS, allowing for in-house maintenance and upgrades of themes, plugins and Wordpress version updates. Once the website is created, we expect to have complete control and capabilities to make changes in-house at any time without the need to pay for ongoing support.



TARGET AUDIENCE

We have many distinct user groups who will be accessing the website. This includes:

- Referral Sources: Includes county contacts, other nonprofit organizations, public health providers, behavioral health providers, schools, clients and family members
- Prospective Employees: Includes individuals accessing the website in search of preliminary knowledge about the agency, access to job descriptions and application, etc.
- Current Clients: Includes families and individuals already receiving services in search of additional information related to programs, key issues, etc.
- Donors, Supporters and Other Key Stakeholders: Includes agency donors, program and event sponsors, etc. The website must be able to securely accept financial transactions.

Additional audiences include:

- State/local government and nonprofit agencies that support and complement our mission and vision
- Community members and organizations
- Elected and appointed officials
- Local and national media

WEBSITE CONTENT

While some content currently found at www.FSNWPA.org will be migrated to the new website, the bulk will be updated and reorganized in-house. We will be responsible for content review prior to the migration.

We will seek guidance from the developer for any content rewrites based on search engine optimization recommendations.



PROJECT REQUIREMENTS

Our new website should:

- Serve the needs of all users by allowing them to easily find the information they are seeking, providing them with access to key services and content on a 24x7 basis.
- Promote transparency by making it easy to share and post information, and for our user to find and interact with the information.
- Be representative of our services and capabilities while matching our current brand. We have a large library of images that can be utilized to reflect the diversity of our various audiences.
- Be visually pleasing with a clean, modern design that reflects our status in the nonprofit community, while still appealing to the families and individuals that receive our services.
- Provide an enjoyable experience to all users by making it simple to complete tasks or find information quickly and without much effort.
- Be strategic and focus on making our content useful, interactive and engaging. As things change in the future, our website must be able to adapt and remain relevant.
- Be accessible to all visitors by having a responsive, mobile-ready design that is ADA compliant will adjust to any screen and be retina-ready.
- Have the ability to automatically detect the screen resolution of any device and respond with a view of the site that is optimized specifically for that screen.
- Be optimized for search through submission to the appropriate search engines. Tags, titles and keywords should be placed appropriately throughout the website, and our content structure, linking strategies, and sitemap should ensure consistent natural engine page rankings. The developer should have knowledge of Search Engine Optimization and be able to provide insight, advice and potential management for our Google AdWords accounts.

Our new website will require:

- Events calendar with registration system, payment system and ability to track attendance
- Job/Volunteer Listings with secure login area for job applicants
- Advanced SEO setup
- Newsletter management and social media integration
- Mailing list and donor management integration
- Contact/inquiry forms
- Blog
- Area to securely accept donations and payment for fundraisers, sponsorships, etc.



- Online store with ability to securely accept payment
- Google Analytics integration
- Integration with any recommended third party integrations

BUDGET

Our budget is \$15,000 - \$20,000.

While we prefer the most cost-effective solution all proposals that fall reasonably within this range will be considered based on the value they provide. As a nonprofit institution, we ask that your quote reflect this status.

All invoices for this project must be billed before June 30, 2019.

TIMELINE

RFP Release Date	February 6, 2019
Proposal Submissions Due	February 25, 2019
Finalists Selected and Contacted	March 8, 2019
Finalists Presentations/Discussions	March 11 – 22, 2019
Final Vendor Selection	March 22, 2019
Project Kickoff	April 1, 2019
Anticipated Website Launch	August 1, 2019



PROPOSAL REQUIREMENTS AND SUBMISSION INSTRUCTIONS

Please include the following in your proposal response:

- Company description, including history, philosophy and capabilities
- Project process overview
- Recommended approach to meet our goals, including existing third-party software and vendors that can be integrated to increase functionality and efficiency
- Proposed timeline
- Detailed implementation plan, including implementation schedule, delivery milestones and responsibilities of each party
- Team information
- Three recent relevant project samples
- Three client references, including current contact name, organization name, phone number and email address
- Line-item pricing

Proposals that do not include each of these requirements will not be considered.

All vendors must send their proposals via email to eperrino@fsnwpa.org. Please include the following subject line: "Family Services of NW PA Website Development."

Hard copies of proposals can also be sent via mail to:

Family Services of NW PA
ATTN: FSNWPA Website Development **Sealed Bid**
5100 Peach Street
Erie, PA 16509

All vendors submitting a response to the RFP will be notified in writing of the award of a contract if and when it is made. If no award is made, all vendors will be notified accordingly.

STYLE GUIDE

All designs should adhere to our style guide, which can be downloaded [here](#).