

Volunteer Fairfax

# Request for Proposal

May 14, 2018



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## Summary

Volunteer Fairfax ("VF") requests proposals for website redesign with supporting software and strategic marketing services.

These services can be provided bundled together by a single vendor (preferred) or the proposal can be separated for two vendors.

## Background of the Organization

Volunteer Fairfax is a private non-profit corporation established in 1975 and incorporated in the Commonwealth of Virginia. Volunteer Fairfax promotes volunteerism through a network of more than 500 non-profit and public agencies by mobilizing people and resources to meet regional community needs.

Volunteer Fairfax's primary goals are:

- to assist private non-profit and public agencies in developing strong, efficiently-managed volunteer programs in order to be more efficient overall;
- to increase individual, group, and corporate involvement in the community;
- to provide programs and services – often through partnerships – that contribute to the resolution of community issues; and
- to increase the public's awareness of both the need for and the benefits of volunteer service to the Fairfax County community.

In FY 2017, Volunteer Fairfax engaged 15,961 individuals who contributed 43,162 hours of volunteer time which provided \$1,163,650 in value added service to the greater community.

Volunteer Fairfax has several programs and services to the regional community including:

- Information and Referral Services
- Interactive Website - Provides web-based data-driven matching system. Individuals can create a volunteer profile for current and future skills-matching. An Interactive Community Wide Events Calendar. Donations Guide is interactive and available year round with capabilities to gear up during an emergency.
- Outreach- Established strong social networking presence through the use of Facebook, Twitter, and other media methods.
- Agency Relations and Capacity Building
- Local and Regional Emergency Preparedness



- Children and Family Programs- Give Together: A Family Volunteer Day: designed for very young volunteers and their parents to plant the seed and enable them to contribute as a volunteer at a young age.
- Volunteers For Change - Evening & weekend volunteer projects designed to meet the busy professional's schedule.
- Alternative Community Service- Court ordered service
- Fairfax County Volunteer Service Awards - Annual regional recognition event of volunteerism
- Youth Services and Resources - Youth Service-Learning Directory, Youth Volunteer Fairs
- VolunteerFest® and Give Together- Community wide days of service
- BusinessLink- Corporate employee engagement
- BoardLink Northern Virginia- Matching service to connect individuals to nonprofit boards with customized software tool for matching
- RSVP-Retired Senior Volunteering Program- Federal Grant focused on engaging individuals 55 years old and older

## Audience

Volunteer Fairfax has multiple stakeholders and audience groups.

Volunteer Fairfax seeks a vendor that will assess the data to generate user stories and understanding about the current audience. Volunteer Fairfax seeks a website product that meets the needs of its current audience (as identified through the vendor) but will also allow for further growth into audiences to include millennials, college groups, business groups. In addition to defining the current audience, VF wishes the vendor to conduct a needs assessment survey of select nonprofits and volunteers.

Primary audience: Volunteers (individuals and groups), local non-profits

Secondary audience: Prospective nonprofit members, donors (individuals, corporations and foundations), and Volunteer Fairfax employees, event participants

## Website Redesign

The main objective of the website is to promote the brand of Volunteer Fairfax and generate interest and engagement with the organization and its services. The website is meant to inspire and facilitate volunteers to register for service opportunities, allow corporations and funders to learn about services and accomplishments, and update non-profits about trainings and events.



Volunteer Fairfax currently has a dated web presence in structure and appearance. The existing VF website is from 2009 and is maintained in-house by staff using Dreamweaver. VF is seeking to simplify and modernize its web presence and leverage the redesign to better achieve its mission.

Major goals are:

- creating an easy to use user interface (UI) allowing visitors to quickly find and act upon relevant content;
- establishing an easy to use content management system (CMS) to allow for non-technical staff updates;
- Responsive web design allowing full functionality on mobile devices

### **Design:**

#### **New Visual Design**

Volunteer Fairfax seeks a new visual design for the website. This service includes branding, layout, typography, user interface (UI), user experience (UX), HTML/CSS coding, URL structure and dynamic support across devices, browsers and screen sizes.

The visual design of the website requires coordination between designer(s) and VF's own staff. VF desires multiple consultations on the visual design during its development, including regular review of design samples, an iterative design process that accommodates multiple revisions, and responsiveness on the part of the designer(s) to the VF's feedback.

#### **Branding**

The visual design (including layout, color scheme, and typography) should remain consistent with VF's branding guidelines. Volunteer Fairfax seeks a simpler, more modern design. VF further wishes to have a design that eliminates the current presence of excessive white space.

#### **UI/UX**

The website should provide an easy-to-use and widely accessible UI. An easy to use UI is one that's clear, concise, familiar, responsive, consistent, attractive, efficient, and forgiving.

A widely accessible UI would include a design that: isn't overly reliant on animations, has strong enough background and text color contrast, carefully overlays text on images (or avoids it altogether), has readable font weights and sizes, indicates external links, differentiates between action-oriented social media links and profile links, isn't overly reliant on icons and colors to communicate, and considers how a website would look if a user only scrolled through it without interacting.

In addition, the UX should support the goals of VF, such as engaging volunteers (motivating visitors to provide their email for following up and connection) and donations (inspiring donors to give easily on the website).



## HTML/CSS

The website's coding should reflect common and current web design practices, including separation of content from style. In addition, the website's code should reflect a responsive web design meaning it will support a broad selection of devices (laptops, desktop, mobile, tablet), screen sizes and web browsers.

## URL Structure

The website should be organized so that the URL's reflect the content of the pages and are easy for users to read, and encourage search engine indexing.

## Flexible Layout for Variable Content

Website content changes frequently. For example, elements of the homepage will change frequently, including images and text. As a result, the design of the homepage should support rapid content turnover, while retaining a consistent and polished look. The visual design of the website requires coordination between designer(s) and VF's own staff.

## **Development Guidelines**

### Content Management System

Selecting, customizing, deploying, and maintaining a content management system (CMS). The CMS should support asset management, provide a non-technical UI for content editing, support multiple users and roles, provide reusable templates, and be extensible. VF is seeking an existing CMS package that has an established track record, regular software updates, low hosting/hardware requirements, low-maintenance requirements and a public API supporting extension and customization.

### CMS Selection

VF desires a CMS and submitters should recommend at least one, if not more, CMS packages. The recommendations should address the cost, requirements and provide a rationale for the recommendation. VF seeks an existing CMS package that has an established track record of serving other similar organizations, provides regular software updates, has low hosting/hardware requirements, low-maintenance requirements, and offers a public API supporting extension and customization.

### CMS Configuration

VF desires the creation of a variety of templates that match the website's visual design and VF's brand guidelines. Additionally, VF seeks reorganization of the CMS editing UI to simplify updates to the website, and the creation of multiple users with roles and permissions to certain parts of the CMS.



### CMS Support and Maintenance

Post deployment, VF seeks technical support to ensure it can utilize all the promised capabilities of the CMS. This includes limited post-deployment customizations, such as the editing and creation of new templates.

VF seeks 3 months of support and maintenance regarding fixing any bugs, overlooked corrections, performance issues and other considerations. The vendor is requested to include pricing (in numbers of hours per month) for ongoing support and maintenance beyond the 3 month time period.

### CMS Major Features

The CMS must support the following features:

- Regularly updates to blog
- Uploading and managing assets (images, PDF files, video)
- Social sharing for blog articles, images, videos, etc.
- Rich-text editing (for relevant portions of the website)
- Multiple users and permission settings to allow/forbid editing on a per-user and group/role basis
- Programmable templating that supports reuse of templates and branding logic
- A plugin system or similar mechanism for extensibility
- A public API and documentation on using and extending the CMS
- Full site (files and database), regularly scheduled backup (other than on VF server)

### Efficient Content Editing

The CMS must provide a simple interface for non-technical content editors, allowing them to make rapid updates to the website. For example, elements on the homepage change frequently, so the design of the page and the CMS should support rapid content turnover while retaining a consistent, polished design.

### Best Practices

For design, these include consideration of search engine indexing, accessibility standards, and cross-device/cross-browser compatibility. For software development, these include use of encrypted communication with website (HTTPS), reference to updated and widely-cited security practices, source control and backup for all custom program code and documentation of configuration and deployment details.



### Visual Design Practices

The visual design should serve users with an easily-navigated UI, readable layout, and broad program support. Specifically, the following requirements must be met:

- The website's HTML, CSS and related frontend features should reflect responsive web design. VF expects to be consulted on features which might exclude or degrade of any group of users.
- The website's HTML should support accessibility standards, with reference to major standards (e.g. Section 508).
- All website pages, including HTML and URLs, should be designed to encourage search engine indexing and discovery of content.

### Software Development Practices

The CMS and other software should be developed to ensure security, reliability, and easy maintenance to meet these requirements:

- The website should support HTTPS.
- All software should follow common security guidelines and avoid well known flaws.
- A copy of all custom software source code developed for VF should be made available to VF for purposes of future maintenance and customization.
- All deployment information, including a checklist of steps and configuration details, should be documented and made available to VF.

### **Testing**

VF requires the testing of site on all applicable platforms (mobile, different browsers, etc). A pilot study of users (volunteers, staff, and agency nonprofits) must be conducted before the official launch of the new site to evaluate user satisfaction as well as locate any glitches or navigation difficulties.

### **Delivery**

VF needs full service in deploying the CMS to a web host. VF has existing low-cost external hosting resources (In Motion Hosting) and would prefer to continue using these.

## **Available Technology Resources / Integration Issues**

Volunteer Fairfax seeks a content audit before migration to the new website. VF desires the vendor to conduct content migration. After migration, VF requests the vendor to perform a site audit, and optimization of content for the purposes of SEO and the different identified audiences.



There is a database that requires integration. Both the visual design (the layout and UI), as well as the CMS, must integrate with the existing database service provided by Civicore. Currently, all webpages requiring database integration are hosted on Civicore's cloud platform. To accomplish this, Civicore requires the VF's website assets (HTML, CSS, images, etc.) to "skin" these hosted webpages, making them appear identical to all of the organization's other pages.

CharityWeb, Volunteer Fairfax's existing credit card processing system requires integration. Both the visual design (the layout and UI), as well as the CMS, must be integrated.

Volunteer Fairfax has several social media accounts, each of which should be integrated into the visual design of the website. Volunteer Fairfax would be interested in new social media features including "social share" and the ability for website visitors to share Volunteer Fairfax events onto their social media. This includes embedded components (e.g., Youtube videos, Twitter feeds, and Facebook posts) in webpages. VF is also interested in ways to integrate content in the CMS with content posted to social media accounts.

## Strategic Marketing Services

With the redesigned website, VF seeks a marketing strategy to increase traffic to the new site and increase volunteer interests in community opportunities. The vendor would design and implement the strategy. Volunteer Fairfax seeks marketing expertise that:

- Increases the number of unique visitors and sessions to the website
- Grows engagement and conversion of website visitors
- Drives visitors interested in volunteering to share contact information that will drive email marketing (to existing use of Constant Contact)
- Highlights updated volunteer database to help attract volunteers and non-profit members
- Updates and improves Social Media platforms (Facebook and Twitter) to help attract both volunteers and non-profits (to include messaging and graphics)
- Assesses current email marketing and recommends improvements that incorporate broader marketing efforts

VF seeks a mobile friendly website to help maintain and further good results in regards to search engine optimization (SEO). VF does well with SEO as a result of the domain name, organization name and language used on the website. VF wishes to maintain and transition its existing keywords. Volunteer Fairfax has a Google Ads account it wishes to incorporate into any marketing strategy. VF wishes to integrate its Google Analytic account into any redesign and marketing campaign to ensure that tracking is effective in measuring web visitor behavior.

The purpose of the strategic digital marketing initiative is to promote the website redesign and support the mission of Volunteer Fairfax. VF seeks a marketing proposal that begins with conducting a high level



audit of current digital marketing activities then proceeds to assessing growth goals, audience segments and successful metrics. Submissions should include costs projections and timelines for major components of the marketing services.

## **Staff Resources and Engagement**

As a small office of 14 members, the Volunteer Fairfax staff will be engaged in this process as a team and as individuals. The staff will participate through loosely formed meetings of the IT Committee. The Board of Directors will be engaged through their established Program Committee.

VF expects multiple consultations on the visual design and functionality during its development, including regular review of design samples, an iterative design process that accommodates multiple revisions, and responsiveness on the part of the designer(s) to feedback.

The website should include several major landing page designs, each of which targets different users and funnels them to the intended content and actions. Landing page design requires consultation with relevant VF staff, to ensure that they reflect particular priorities and fulfill specific goals.

The Project Lead for this endeavor is Emily Swenson. She will be responsible for signing off on key decisions, managing the budget, providing project steering and maintaining relationships with outside stakeholders (Volunteer Fairfax Board members).

The Project Manager for this project is Martha Ashmore. She is responsible for keeping the project on schedule and maintaining communication between VF and contractors throughout the process.

## **Proposal Submission**

These services can be provided bundled together by a single vendor (preferred) or the proposal can be separated for two vendors.

- Provide a timeline for accomplishing objectives and providing deliverables. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested. Recommendations or alternative timelines can be considered with appropriate justification.
- Describe the methodology you will use to achieve objectives including how you will interact and communicate with staff in our different program areas to gather information.
- Provide relevant work samples to include three URLs that are relevant to this project and reflect the best work of your organization. Provide brief description of the role played on the sites provided.
- Describe your experience in delivering projects for non-profit and community oriented organizations with a wide array of programming.



- Describe and provide metrics demonstrating successful implementation of strategic digital marketing for a small non-profit client.
- Provide current reference information for three former or current clients including organization name, contact name, phone number and email; and date provided services
- Provide a company profile, length of time in business and core competencies.
- Identify experience and qualifications of key staff who would be assigned to the project.

## Timeline

### Proposal Timeline

- This RFP is dated **May 14, 2018**.
- Proposals are due no later than **June 8, 2018**.
- Evaluation of proposals will begin immediately. Finalists will be notified and asked to present between **June 11 – 15, 2018**.
- The successful bidder(s) name(s) will be chosen by **June 18, 2018**. Negotiations will begin immediately and conclude no later than **July 1, 2018**. If negotiations do not result in a contract, other bidders may be contacted.

### Project Timeline

The timeline will be divided into multiple project milestones and include: a deadline for working prototypes, a deadline for deployment, a period of post-deployment support and a hard deadline for completion of all contractual requirements. Additionally, the timeline must budget for regular consultation with VF staff during development to include response to staff feedback.

As a result of grant funding requirements, VF requests a delivery of a live website by no later than Thursday, November 1. The corresponding marketing strategy should last a minimum of three months and correspond to fit around the website delivery timeline and to be continued for a period following the launch. VF would prefer marketing services to begin one month prior to the delivery of the live website.

## Budget

Volunteer Fairfax requests several costs proposals to accomplish the work scoped out. Submitters must include a costs estimate to correspond with the project timelines, reflecting each portion of the project. The cost proposal and timelines must be itemized by different services (e.g. graphic design, CMS programming) and include any licensing fees (if applicable). Any recurring fees (e.g. subscriptions) must be marked as such.



Volunteer Fairfax has limited budget to accomplish this project. The funding to support the services that will be engaged is being made possible by a grant. As a non-profit, Volunteer Fairfax is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the proposer within the website and other collateral as a Volunteer Fairfax supporter and partner.

## Contract Terms

Volunteer Fairfax will negotiate contract terms upon selection. All contracts are subject to review by the Board of Directors for Volunteer Fairfax, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, deliverables, costs and other necessary items.

## Evaluation Criteria

Proposals are due no later **June 8, 2018**. The proposal must include a cost proposal and timeline for all services.

Proposals should be directed to the attention of:

Emily Swenson, COO  
Volunteer Fairfax  
10530 Page Avenue  
Fairfax, VA 22030  
Phone: 703-246-3460  
Email: [eswenson@volunteerfairfax.org](mailto:eswenson@volunteerfairfax.org)

Proposals meeting stated requirements will be evaluated for:

- Comprehensiveness in meeting the needs and criteria set forth in the RFP.
- Agility and ability of work timeline to meet VF's needs.
- Expertise in providing appropriate technical and visual solutions as demonstrated by provided references and submitted proposal.
- Demonstrated success in completing similar projects and has the appropriate qualifications to complete stated work.
- Appropriate staff to deliver desired work product within the stated time frame.
- Proposal presentation presents desired information in a well-organized, clear and logical fashion.
- The price is commensurate with the value offered.