



REQUEST FOR PROPOSALS

WordPress Website Management & Maintenance Services

United Country Western Dance Council®

RFP Issue Date	October 5, 2026
Proposal Submission Deadline	October 19, 2026
Anticipated Selection Date	December 15, 2026
Anticipated Contract Start Date	January 1, 2027

At a Glance

The United Country Western Dance Council® (UCWDC®) is seeking a Web Manager to assume ongoing responsibility for the operation, maintenance, security, and content administration of www.ucwdc.org.

In April 2025, UCWDC completed a major website development and launch project, including redesign, updated information architecture, content organization, content creation, website training, documentation, and establishment of an internal web team. The selected Web Manager is expected to become familiar with the existing website and support its ongoing operation rather than propose unnecessary redevelopment. This is not a brochure-style website, but a critical source of information for the organization and its membership.

This is a management and maintenance engagement—not a request for a new website design or complete redevelopment.

Organization Overview

Since 1989, the United Country Western Dance Council (UCWDC) has provided a unique competitive dance experience. UCWDC oversees an international competition circuit for country dance, including partner and line dance styles, serving dancers, professionals, judges, event directors, member organizations, spectators, and supporters. The organization produces and oversees the Country Dance World Championships®, along with major championship and regional events. UCWDC establishes competition rules, scoring formats, judging standards, professional and judge certification programs, and resources supporting participants throughout the circuit.

What UCWDC Needs

- A technically strong WordPress partner who can maintain a complex information hub.
- Reliable support for changing competition, event, rules, membership, and organizational information.
- Clear communication and an organized request process for a volunteer-supported organization.
- Protection of UCWDC’s investment in the recently redesigned and relaunched website.
- Consistent application of UCWDC branding, accessibility, security, performance, and content standards.

The successful respondent will protect and maximize UCWDC's existing investment while keeping the site:

- Current and accurate
- Secure and reliable
- Accessible and easy to navigate
- Effective for multiple audiences
- Consistent with UCWDC branding
- Technically sound and responsive on desktop and mobile

Scope of Services

WordPress Administration & Maintenance

- Provide ongoing technical maintenance of www.ucwdc.org
- WordPress core, theme, and plugin updates (WordPress using Astra Pro and Spectra)
- Compatibility testing and resolution of update-related conflicts
- Monitoring forms, links, and interactive functionality especially between the WordPress site and the member management system (MMS)
- Routine website health checks and media-library management
- Performance monitoring and appropriate database maintenance
- Appropriate staging, backup, testing, and deployment practices when technically feasible

Content Management

Content management is a significant part of this engagement because competition, event, rules, membership, and organizational information changes frequently. The website is a key source of information for members.

- The Web Manager will implement content changes supplied or approved by authorized UCWDC representatives.
- The Web Manager will not independently interpret or modify UCWDC rules, policies, judging standards, or other substantive organizational content.
- Content ownership and final approval remain with UCWDC.

Technical Troubleshooting

Provide troubleshooting and technical support. When an issue cannot reasonably be resolved within the Web Manager's scope, identify the problem, communicate its impact, and recommend an appropriate course of action.

Security

Monitor and maintain the security of the WordPress environment.

- WordPress security updates and vulnerability monitoring
- Plugin and theme vulnerability monitoring
- Monitoring for obvious security issues
- Backup verification and security-related troubleshooting
- Malware/security incident response or coordination
- Appropriate administrator-account practices
- Recommendations for security improvements

Backups & Disaster Recovery

Coordinate with the hosting provider and other relevant vendors to ensure appropriate website backup procedures are in place and can support recovery when necessary.

Quality, Accessibility & Brand

Accessibility

UCWDC is committed to making its website useful and accessible to the broadest possible audience. The Web Manager will maintain the site using recognized accessibility best practices.

Search Engine Optimization

Support basic SEO best practices as part of routine website management. UCWDC is not seeking a full-scale SEO marketing campaign under this RFP.

Analytics & Website Performance

Assist UCWDC in understanding how the website is being used. Respondents should recommend a practical reporting frequency and identify what reporting is included in the proposed fee.

Website Branding

All website content and visual presentation must remain consistent with the UCWDC Brand Guidelines. UCWDC's branding resource establishes standards for logo use, color palette, fonts, and related visual identity.

Internal UCWDC Web Team

The Web Manager will work with—not replace—the UCWDC web team. The web team generally owns organizational priorities, content decisions, substantive approvals, committee/leadership coordination, policy, source content, and priorities. The Web Manager generally owns technical implementation, maintenance, formatting/publication, troubleshooting, security, performance, technical recommendations, and routine administration. The final division of responsibilities will be established during onboarding.

Service Expectations

Website Request Process

The selected Web Manager should establish a simple, predictable process for receiving website requests from authorized individuals should address:

Request submission → Request acknowledgment → Priority determination → Clarification, if needed → Implementation → Review/approval when appropriate → Completion notification

Service Level Expectations

Respondents should propose specific response and completion standards. At minimum, UCWDC expects:

- Request acknowledgment within one business day, with completion within an agreed timeframe
- Clear identification of normal business hours and emergency support availability

Website Ownership & Control

UCWDC retains ownership and administrative control of:

- The ucwdc.org domain, WordPress website, content, and data
- Hosting, analytics, Search Console, and third-party services purchased by UCWDC
- Organizational email accounts associated with website administration

The Web Manager receives appropriate administrative access but may not establish exclusive ownership or control of any UCWDC asset. Credentials and account information must remain accessible to authorized UCWDC representatives.

Desired Web Manager Relationship

UCWDC seeks a trusted extension of its web team—one that understands a global community, values accurate information, works comfortably with volunteers and committees, communicates clearly with nontechnical users, responds quickly to problems, handles routine content efficiently, takes security seriously, proactively identifies issues, respects the existing site investment, follows UCWDC branding, and helps the organization provide a satisfying user journey.

Proposal Requirements

Proposal Element	Response Should Address
Vendor Overview	Brief description of the vendor and business.
Observations	How does of the newly redesigned site create a good current user experience and where might there still be sticking points?
Relevant Experience	Experience managing WordPress sites of comparable complexity.
Comparable Clients	At least three relevant examples; provide URLs where permission allows.
Management Approach	How the vendor will manage the site on an ongoing basis.
Staffing	Individuals who will perform the work.
Response Times	Proposed service levels and support availability.
Security	Security monitoring, backup, and incident-response procedures.
Pricing	Detailed pricing using the requested format.
References	At least three client references.
Assumptions & Exclusions	Services not included and other relevant assumptions.

Pricing

UCWDC prefers a predictable monthly management model yet will entertain proposals for a non-retainer (time and materials) contract. Respondents should provide:

Service	Proposed Fee/Description
Monthly website management	\$
Hours included per month	•
Specify services provided	•
Additional hourly rate	\$
Unused hours carry forward	•
Minimum billing increments	•

Evaluation Criteria

Criterion	Weight
Understanding of UCWDC and website needs	20%
WordPress and technical expertise	20%
Proposed maintenance/support approach	20%
Responsiveness and service model	15%
Relevant experience	10%
Pricing/value	10%
References	5%

UCWDC may conduct interviews or demonstrations with selected finalists. UCWDC is not obligated to select the lowest-cost proposal.

Submission & Selection

Submit proposals electronically in PDF format to:

Helen Matthews, Financial Oversight Committee Chair, United Country Western Dance Council,
financialoversight@ucwdc.org

Submission deadline: October 19, 2026, 11:59PM Eastern Standard Time

Subject line: “RFP Response – UCWDC WordPress Web Management.”

Questions should be submitted to Jennifer Jeffries by October 15, 2026.

UCWDC reserves the right to modify the schedule.

Contract Term, Termination & Confidentiality

Anticipated initial term: one year beginning approximately January 1, 2027, with renewal by mutual agreement. The final contract will address renewal, termination, pricing, confidentiality, ownership, and transition. Either party may terminate with [30/60] days’ written notice, subject to the final contract. Upon termination, the Web Manager will provide necessary credentials, documentation, files, and technical information for an orderly transfer.

The vendor must maintain the confidentiality and security of nonpublic UCWDC information, administrative credentials, website data, member-related information, and internal organizational materials, using such information only as necessary to perform contracted services.

END OF REQUEST FOR PROPOSALS