Website Design and Development Request for Proposals

RFP Submission Deadline: June 17, 2022, 5:00 PM (PST). Proposals due to Kirsten Saladow, Director of Membership, Communications, and Advancement at ksaladow@nonprofitoregon.org
Process and Timeline:

RFP Responses are due via email by June 17 at 5:00 PM PST to Kirsten Saladow, Director of Membership, Communications, and Advancement. Please email her at ksaladow@nonprofitoregon.org.

Finalist Presentations:

RFP finalists will be invited to participate in a face-to-face or virtual presentation to discuss their RFP response and present their firm’s capabilities. Refer to the timeline below for dates and please plan accordingly.

Timeline:

We anticipate the RFP process will follow the schedule below, however the Nonprofit Association of Oregon (NAO) retains all rights to add days and/or events to the schedule. In the event that the schedule changes, all suppliers will be notified.

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
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<tbody>
<tr>
<td>June 2, 2022</td>
<td>RFP issued</td>
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<tr>
<td>June 10, 2022</td>
<td>Firms to send any questions they may have about the RFP via email</td>
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<tr>
<td>June 10, 2022</td>
<td>Firms to send confirmation of participation via email</td>
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<tr>
<td>June 17, 2022</td>
<td>Proposals due by 5:00 PM PST</td>
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<tr>
<td>June 21, 2022</td>
<td>NAO selects and notifies finalists</td>
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<tr>
<td>June 24, 2022</td>
<td>Finalist Presentations (Portland or virtual)</td>
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<tr>
<td>June 28, 2022</td>
<td>NAO to select and inform the finalists of their decision</td>
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Work is expected to begin by July 6, 2022.

Budget:

Up to $125,000 (total cost will be a factor of consideration)
Proposal Information:

Who We Are

The Nonprofit Association of Oregon (NAO) is the statewide nonprofit membership organization representing and supporting charitable nonprofits of all sizes, geographic locations, and missions across Oregon.

A Brief History

Founded in 1977, NAO has, in the last decade, transitioning to the state organization association for all nonprofits in Oregon. Over the last several years, NAO has evolved into a membership-based organization committed to training, convening, resources, research, thought leadership, public policy and advocacy for Oregon’s nonprofit sector. Additionally, NAO has experienced the typical challenges organizations undergoing transformational change do – with mission, culture, values, and people. As a state-wide organization, we are required to meet certain criteria and to engage in a range of programming for our constituents. We act as a “megaphone” and advocate for all Oregon nonprofits, to ensure that their voices resonate with decision makers and the public. We see ourselves as an indispensable resource for the nonprofit sector.

Purpose

Our current website no longer meets our programmatic needs or communication goals. With our resources, programming, and events, we require a thoughtful and user-friendly experience for our members, affiliate partners and internal staff. A primary goal of ours is to retain and continue building our membership base – with both nonprofits and affiliate members – as well as to increase engagement among our member community. We need a website that is both easy to use, speaks to a range of core audiences and allows for multiple types of transactions.

We serve several functions:

- **Learning and Professional Development:** We run workshops, webinars, and provide online resources. Our website also operates as our primary mercantile for registrations and the purchase of other resources.
- **Resources:** We develop and curate the most effective resources for nonprofits to ensure that they
have the tools and information they need to successfully serve their clients, be effective and efficient organizations, be sustainable, and maintain compliance. In addition, NAO serves as a “Helpline” to nonprofits, answering questions and referring them to subject-matter experts who provide an avenue to access NAO’s business-verified affiliate members. We also negotiate and facilitate reduced-price services and products from business-verified affiliate members for our members.

- **Convenings:** We make it possible for the nonprofit sector in Oregon to network, discuss issues, offer solutions, and collaborate on best practices.
- **Thought Leadership:** We conduct, collate, and share key research information about and for the nonprofit sector.
- **Advocacy:** We are an amplifier of the collective voice of nonprofits in the state. We work with policymakers at every level to ensure that nonprofits have the resources and freedom to do their important work.

## Who We Serve

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Who They Are</th>
<th>What We Want Users To Get From the Website</th>
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</table>
| Current members – 501c3 nonprofits | - Oregon-serving nonprofit leaders, including board members, executive leadership such as finance and development directors.  
- Staff at varying levels and functions at Oregon-serving nonprofits.  
- Volunteer organizers at smaller nonprofits. | - Access to member benefits, including cost savings on products and services, resources for members-only such as forums, virtual sessions, webinar recordings, research, and others – all this behind the member pay wall.  
- Access to learning and development resources, webinars, public policy information, podcasts, research and thought leadership information.  
- Access to events and convenings.  
- To learn about opportunities to amplify their voice.  
- Leadership and guidance on policy/direction of the sector.  
- Access to the NAO network, in many cases a peer network, and a community of people in the same sector to make business and learning connections. |
| Current members – businesses and business-verified affiliates | Individuals at Oregon-serving businesses that provide products and services to the nonprofit sector and/or who are vested in the success of Oregon communities as part of their corporate social responsibility. | Access to the member directory – product and service providers  
A one-stop shop that details what’s new across the nonprofit sector and how it may or may not affect their organization.  
Access to information about NAO members who might become their customers or are current customers.  
Access to the network to make business and learning connections.  
Up-to-date information about the nonprofit sector in Oregon.  
Access to learning events and other resources. |
| Current members – government entities, nonprofit affiliate members, individual affiliate members | Individuals at government entities, “non-c3” nonprofits, and other organizations. | Access to up-to-date information about the nonprofit sector in Oregon.  
Access to information about NAO members.  
Access to learning events and other resources.  
Access to the network to make business and learning connections. |
| Potential members | Individuals at Oregon-serving nonprofits who are not currently members of NAO; at Oregon serving businesses that provide products and services to the nonprofit sector and/or who are vested in the success of Oregon communities as part of their corporate social responsibility; at government entities; or those supporting the nonprofit sector | Learn what we do and whether it would be worth their resources to join as a member.  
Leadership and guidance on policy/direction of the sector.  
Sign up to become a member.  
Access to learning events and other resources. |
| Policymakers and their staffs | Elected officials and their staff.  
Regulators and other | A one-stop shop that details what’s new and relevant in the nonprofit sector. |
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<th>Press</th>
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<td>appointed officials and their staff.</td>
<td>• Members of local, state, and national press.</td>
<td>• A one-stop shop that provides trusted resources and data/analysis of the nonprofit sector in Oregon and nationally; provides information about public policy and other impacts on the nonprofit sector.</td>
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<td>• A one-stop shop that provides trusted resources and data/analysis of the nonprofit sector in Oregon and nationally; provides information about public policy and other impacts on the nonprofit sector.</td>
<td>• Access to potential sources for stories.</td>
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<td>Partners and potential partners</td>
<td>• Foundation supporters. • Corporate sponsors. • Member organizations we’re affiliated with (such as National Council of Nonprofits). • Businesses who are interested in offering cost-benefit programs for NAO NPO members.</td>
<td>• Information about the nonprofit sector and their needs, our organization and our staff, including our mission/vision/values and bios.</td>
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<td>Other nonprofit membership organizations from around the country</td>
<td>• Staff at nonprofit membership organizations outside of Oregon.</td>
<td>• Understand best practices around communications, operations and programming for nonprofits.</td>
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**Design Requirements**

- Website design and branding are engaging and visually enhance NAO’s position as the voice of the sector in Oregon as well as an advocate, resource, and thought leader for the nonprofit community.
- Website design and branding support our brand position and message, are visually engaging, and communicate our commitment to the sector and our members.
- Website design and branding prioritize flexibility and longevity in meeting the ongoing and evolving needs of NAO’s digital presence.
Menu Navigation

Please note that this does not reflect the site’s current navigation or structure. RFP response submission should factor these menu items in their response and menu navigation should be built to allow flexibility and ease of use when adding new content and sections.

- About Us
- About Nonprofits in Oregon
- Trainings, Conferences, and Events
- Membership
- Members Only
- Advocacy
- News
- Nonprofit Resources
- Contact Us

News Hub

- Blog posts, newsletters, press releases, podcast episodes, member spotlights all housed in one area
- Social media feeds should be incorporated into this section
- Website capabilities for easy integration of publication
- Design should include 4-5 newsletter templates that match look-and-feel of design (we currently use Constant Contact)

Multimedia Content

- Special attention should be given to the treatment of video, photos, podcasts, infographics, and other multimedia to allow for flexible embedding throughout the site.

Members Only Portal

- Needs to include members only news section, members only events, members only forum, member benefits, members only resources
- Needs to have single use log-in across the entire website
Mobile Compatibility

- Website should prioritize mobile-first design. Final design and execution must be up-to-date with current usability and SEO standards for mobile responsiveness.

CMS Functionality

- Easy Content Management System (CMS) interface is critical, including flexible options for image sizing and options to highlight multimedia content, including video, infographics, podcasts and photos.
- CMS design should include options for users (without a background in web development) to easily add:
  - Template-based pages
  - Landing pages for events and other initiatives
  - Social Feeds
- CMS should allow users to easily update SEO-related tags for pages, including title tags and meta descriptions.

Website should be built and optimized for current SEO standards to make content easily searchable.

Content and Site Migration Process

- Content and website migration process and strategy must be well-documented and include adequate time and resources for thorough quality assurance testing.
- Response should factor in possible resources required for URL redirects and other optimization to seamlessly transition existing content to fit the look and feel of the new site design and structure.

Security and Disclaimers

- Logo lockup in header and footer that points to website homepage.
- The website should provide our copyright line and provide links to Legal, Privacy, Ethics, Sitemap, and Suppliers pages.
- Website security is a top priority and development should incorporate current best practices.
Important Considerations

- NAO’s current CRM is CiviCRM. We are open to the possibility of exploring other options.
- NAO is creating e-learning courses and would need the site to be compatible with an LMS. We are working with Thinkific currently, but are open to other options.
- NAO has been unable to track membership registrants per event. Registration requires having an account on the site, but not necessarily a membership. This information and functionality would be extremely useful to us.
- The new site should be highly accessible for those with disabilities

Proposal Detail

Quality

- Briefly describe your firm’s capabilities regarding website design and/or development.
- Provide two (2) recent case studies that demonstrate your capabilities to fulfil the deliverables described in this RFP. Please also include creative samples relevant to the scope of services.
- Describe your process workflow, including design strategy development. Include all activities that would take place and provide an estimated timeline for each activity. Include a flowchart of your process, if available.

Team

- Describe the experience of individuals that will comprise the respondent’s proposed team, including names, titles, amount of time with the company and qualifications.

Service

- Describe how you would structure an account team to support the objectives described in this RFP.
- What do you need from your clients to do your best work?
- Briefly describe your company’s culture and why it would be a good fit with NAO’s values and mission.
- Describe any nonprofit experience you have.
- Describe any experience in designing or developing online experiences that are particular to low and moderate-income customers, communities of color, people with disabilities, and rural communities.
- Efforts and experience in integrating diversity, equity, and inclusion internally in your firm, both in staffing and in contracting for services and note whether your whether your firm is woman or...
minority-owned

- Efforts and experience in teaming with minority and women-owned firms, for delivering services like those described in this RFP

Cost / Overall Value

- Itemize all product/service costs associated with this proposal including, but not limited to; monthly costs, hourly rates, all potential fees (i.e., change or cancellation fees), miscellaneous costs, travel expenses, implementation costs, service charges, etc.
- Within the itemization, please clearly separate design and development costs. NAO retains the right to select separate suppliers for design and development.

Selection Criteria

The RFP selection team will use the respondents’ written proposals and in-person interviews to evaluate responses. The criteria used in the team’s evaluation is below and some criteria will be given greater weight than others:

- Approach to the scope of work
- Reasonable cost/fees
- Relevant experience in nonprofit, membership association, foundation, or industries
- Relevant experience or firm qualifications in designing and developing web experiences for underserved, rural, and urban populations
- Understanding the scope of work and detailed response
- Relevant experience of individuals, and individuals as a part of a team, assigned to this project
- Creative aesthetic
- Office location*

*All responses are welcome regardless of geography and all responses that demonstrate qualifications outlined in the RFP will have a fair opportunity to compete. It is NAO’s policy that if price, fitness, availability and quality are otherwise equal, NAO will give preference to a bidder whose goods or services are produced, acquired, or available in the state of Oregon.

RFP Governing Provisions

All responses to this RFP are subject to the following provisions:

Right To Accept or Reject

This RFP is not an agreement to purchase goods or services. NAO is not bound to enter into a contract with any qualified respondent. NAO reserves the right to modify the terms of this RFP at any time in its sole discretion. This includes the right to cancel this RFP at any time. Further, NAO reserves the right to waive any nonconformity in submissions received, to accept or reject any or all of the items in the submission, and award any ultimate contract in whole or in part as it is deemed in NAO’s best interest.

Resulting Contract

Any final agreement on tasks to be performed as a result of this RFP would be set forth in a written contract between NAO and the selected firm. No commitment, obligation, or legal relationship exists.
between NAO and any respondent until such written agreement is fully executed. It is anticipated that the term of any final, written agreement entered into as a result of this RFP would be through 2022. Such term could be extended, but only in writing and upon agreement of all parties.

Confidentiality
Except in the case of litigation or other legal disclosure and/or audit requirements, NAO will not disclose information submitted in response to an RFP to any third party.

Ownership of Responses
All materials submitted in response to this RFP shall become the property of NAO and will not be returned to the respondent.

No Verbal Addendums
Any clarification or interpretation of the RFP documents shall be issued in writing by NAO. No verbal agreement or conversation made or had at any time with any officer, agent or employee of NAO, nor any oral representation by such party shall bind NAO nor add to, detract from, affect or modify the terms of this RFP. Any addendum to this RFP will be in written form.

Respondent Costs
Each response prepared in response to this RFP will be prepared at the sole cost and expense of the respondent and with express understanding that there will be no claims whatsoever for reimbursement from NAO.

NAO Rights Reserved
NAO reserves the right, in its sole discretion, to reject any or all submissions in whole or in part, to waive any minor irregularities or informalities in a proposal, and to enter into any agreement deemed to be in its best interests. In addition to any other enumerated reserved rights and/or options as stated in this RFP, NAO may in its sole discretion do any one or more of the following:

- Disqualify responses that do not meet the requirements;
- Issue additional subsequent solicitations for information or proposals, including withdrawing this RFP at any time and/or issuing a new RFP that would supersede and replace this one, or issuing a follow up solicitation;
- Vary any timetable or schedule, add or change any provisions discussed herein;
- Conduct any briefing session or further information gathering or solicitation process on any terms and conditions;
- Suspend or modify the RFP process at any time.

Additional Information
NAO may request additional information.