



REQUEST FOR PROPOSALS

New Website Design/Build/Maintenance

Issue Date:

March 6, 2023

About the Community Impact Network

The Community Impact Network (the Network) is a nonprofit, 501(c)(3), private operating foundation, located in Wellston, Missouri. The Community Impact Network builds equity by serving those who create opportunities for people in the 24:1 community to learn, live and leave a legacy.

The Network serves 60+ member nonprofit organizations that support the 24:1 community, which is an area in North St. Louis County within the Normandy Schools Collaborative (NSC) footprint.

The Network's funds members, some who work in the Network's three priority areas of living, learning and leaving a legacy:

- **Learning** – creating opportunities for people to access quality education throughout their life.
- **Living** – creating opportunities for people to meet their basic needs, move through the housing continuum and experience economic mobility.
- **Legacy** – creating opportunities for people and communities to leave a positive legacy.

Our strategic partnership with our member organizations goes far beyond our commitment to invest financial resources. The Network also acts as a strategic partner for organizations, municipalities and community leaders who serve the 24:1 community. The Network serves its members by:

- **Engaging**: we listen to community stakeholders to inform how we do our work and to identify community needs, goals and dreams.
- **Collaborating**: we work with service providers to address community needs, improve services, craft solutions to challenges, align around shared objectives and build connections between community members and those who serve them; and
- **Investing**: we provide a suite of supportive services, including financial, strategic and organizational resources, to service providers working in our priority areas.

Members are encouraged to participate in collaboration groups to build community relationships, increase program uptake and develop professional skills. Collaboration groups focus on five areas within member organizations, with invitations to those who work for members in the following ways:

- **Service** – those who provide direct service to community
- **Data** – those who track and analyze data tracking impact and program uptake
- **Engagement** – those who provide engagement, communications, and marketing services
- **Advocacy** – those who work in policy development and advocacy
- **Leadership** – those who lead organizations

About this RFP

This Request for Proposal (RFP) is issued to inform and engage website developer/designers in submitting proposals for a new Network website – www.stlci.net.

The Network is in the process of soliciting proposals for the scope and requirements for the design, build and ongoing maintenance of a new website. If you are interested in having you or your team considered, please respond to this RFP in as much detail as possible for us to understand your capabilities and experience. Developers are also asked to provide high-level cost estimates for the

entirety of solution proposed, including any third-party applications or personnel. Additionally, please include an estimate of any ongoing annual costs associated with the site due to standard licensing, upgrades and maintenance.

Context for RFP

Over the past year, the Network has undergone significant staff and leadership changes and as a result, a new structure for serving Network members was introduced to better support nonprofits in creating and sustaining community impact and serving their respective clients. This RFP seeks professionals concerning website development and design. The Network is open to listening to strategic advice and ideas from the contractor that go beyond the website, but does not anticipate compensating the contractor for strategic advice unrelated to the website, communication, marketing and community engagement. The Network continues to refine its organizational strategies through other internal and external processes.

The Network recognizes that there must be an internal and external review of how the Network informs, communicates, and engages with its key audiences and the development of a new website will help the team accomplish its goal. We hope this site will serve as a hub to deepen our impact in the Normandy Schools Collaborative and 24:1 community.

Branding Context

The Network's logo reflects connection, coordination and collaboration and consists of five primary colors, which represents subsidiary/service branding. The Network's brand standards were created in tandem with the logo, and we recognize that our brand may evolve throughout this design process. We do not anticipate significant changes to the organization's logo and overall brand identity, but are open to suggestions and conversations on how to better evolve the Network's brand for optimal use in various environments (digital, print, swag, etc.)

Website Context

The current website is updated internally by the Network's communications engagement team, with support externally from a company who manages back-end user support. The current website is not hosted on a content-management system such as WordPress but was originally hosted and intended to be a back-end portal for members to collaborate and share resources. With limited member use, the site was then switched to a public view and now hosts minimal information for public consumption such as blog stories, news and events.

Current staff have very limited editing, updating or control on the current website, which has proven to slow down our process of getting information distributed quickly and efficiently.

We envision our website to be an online information platform that truly fosters greater audience and member engagement. We will be pushing our new engagement model forward this year, so that we are more effectively meeting the needs of the organizations and people we serve.

As part of the new website development process, marketing and communications, data, and services team members will be collaborating to understand functionality, design, and security opportunities for a

new website. We will work with our future website developer on a discovery process to confirm assumptions and surface additional needs and challenges.

Key Priorities for New Website

- Create a highly engaging and intuitive user experience built on our brand strategy and visual identity that is housed on a content management system such as WordPress
- Clean and focused design that prioritizes user experience and usability
- Showcase new strategic plan goals and overall mission/vision
- Help people understand our unique network model and how we can partner with members to achieve our shared vision of building equity
- Attract new members by conveying our expertise, building trust, and showcasing services
- Provide flexible template solutions
- Innovative design that connects audiences to the Network’s work and mission and highlights ongoing impact
- Provide a clear entry point for repeat visitors (email sign up, become a member, attend an event in the Network, request a meeting, etc.)
- Prioritize clarity, speed, engagement and mobile optimization
- News feed for blog posts, press releases, calendar, videos, etc.
- Vibrantly deliver key digital storytelling elements that reflect the 24:1 community
- Integrate throughout site: data visualizations, impact stories, FAQs, testimonials
- Option for monthly retainer to provide ongoing support / updates
- Implement Google Analytics
- SEO best practices baked into development

Timeline

Milestone	Due Date – no later than 5:00 PM CST on:
RFP posting and distribution	3/6/2023
Proposals due by	4/6/2023
Interviews Conducted	4/10 - 4/21/2023
Vendors Notified by	4/28/2023
Website Project begins	5/1/2023
Website Due by*	11/1/2023

*If the website due date needs to be adjusted, please include your readjusted proposed date. Note this will not deter from the selection process if the reasoning for shifting the schedule is justified and can be agreed upon. All proposed date changes will be considered.

RFP Responses

Your response should consist of a completed and executed response in the format detailed in this RFP. Your response submission and any questions should be submitted to Neosha Franklin at nfranklin@stlci.net and include the following:

- Proposal outlining approach to the work, including project management, website design and development strategy and process
- Timeline, including when you can start

For more information or to submit a proposal, contact Neosha Franklin, Vice President of Engagement, 314.776.9633 or at nfranklin@stlci.net.

- Budget
- Profile of team, including those who will work directly and indirectly on the project
- Examples or sample deliverables related to similar projects
- Company commitment to racial equity, racial justice, and diversity, equity, and inclusion

Questions?

The Network welcomes questions and requests for clarification regarding this request and you are free to advise us of any omissions or ambiguities in this request before submitting a response. Questions should be directed to Neosha Franklin, Vice President of Engagement, 314.776.9633 or at nfranklin@stlci.net.