



Website Re-Design & Development Request for Proposal

This RFP is for design and development services for a new website for A Community of Friends.

RFP Release: November 23, 2020

Responses Due: December 31, 2020

U.S. Vendors Only

Send any questions and proposals to: Fund Development Department
(funddevelopment@acof.org) - electronic submissions only

Budget for new website: \$4,000.00 - \$5,000.00

Website launch: April 2021

A Community of Friends Overview

A Community of Friends (ACOF) was founded in 1988 and is a registered 501(c)(3) non-profit organization based in Los Angeles. With over 43 properties in Southern California, ACOF is a nonprofit housing developer that provides permanent supportive housing and on-site case management services to people who were previously homeless and have been diagnosed with mental health disability. Our tenants are predominantly single African American and Latino adults with an increasing number of families with children. ACOF currently has between 70-80 full-time and part-time employees. ACOF receives funding from various sources including earned revenue, government contracts, private foundation and corporate grants, and individual donors.

Our Audience

Our online audience is varied and includes individual donors, private foundations, corporate donors, private contractors, individuals seeking employment and volunteer opportunities, and may also include people in need of housing who may be homeless or are on the verge of homelessness. Our primary audience is located in Los Angeles County, but are also based in Orange, Ventura, San Bernardino and Riverside Counties. Our audience ranges in gender, age, sexual orientation, religion, racial and ethnic backgrounds. Some of our website visitors make donations online through our CRM system NEON. We hope our audience members that visit our website find it engaging and have a passion to ending homelessness through the provision of permanent supportive housing.

New Website Objectives

1. Our website's number one objective is to tell the story of A Community of Friends: who we are and what we do. We believe this is best done through the stories of our tenants
2. The second objective is to generate donations, both monetary and in-kind
3. The third objective is to enable our visitors to sign up for our newsletter and follow our social media platforms
4. The fourth objective is to educate visitors about the services we provide
5. The fifth objective is to showcase our properties
6. An additional objective for our new website is to inform, educate, and engage our audience and position ourselves as a thought leader

Current Website

Our current website, www.acof.org is running on a free **Maisha WordPress** template. The template design doesn't reflect our brand and the navigation is clunky and not intuitive. We are open to running our new website on a new template (free or paid version), but the template should be flexible and intuitive.

New Website Functionality Requirements

Our new website will need:

- To promote our properties in a seamless and attractive way

- To have Intuitive navigation
- To have clean and focused design
- To import all applicable content from current website
- To be optimized with SEO best practices
- To have a clear path to conversion/lead generation
- To have a user-friendly and vibrant highlights homepage
- To have social media integration (share buttons, follow buttons, etc.)
- To have an email update sign-up form
- To have a contact form integrated with our CRM system
- To be optimized for mobile and tablet viewing/navigation
- To have automatic image and file optimization
- To have private log-in profiles/accounts for Board Members (optional)

Budget Details

As listed in the summary, our budget for this project is [\$4,000.00 - \$5,000.00]. While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional website elements or ongoing maintenance efforts after completion of the website.

Proposal Requirements

Please include the following in your proposal response:

- A visual overview of your work and/or link to portfolio
- An overview of how you will meet our objectives
- An explanation of your proposed platform/CMS
- An outline of your website design & development strategy
- A proposed project timeline from start to launch
- Your (3) most recent website design & development projects
- Your client references (3) or more
- Any key differentiators about you?
- Your service fee and invoicing schedule
- Your Terms & conditions

Not required

- Vendor does not have to live or do business in California
- Vendor does not have to meet in person due to COVID19

RFP & Project Timeline Details

Proposals Due: December 31, 2020

Review Proposals: January 11-15, 2021

Finalists Interviewed Virtually: January 19-22, 2021

Proposal Awarded: January 25-29, 2021

Project Start Date: February 1, 2021

Project Launch Date: April 2021 (date of completion is flexible)

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact the Fund Development department at funddevelopment@acof.org