



REQUEST FOR PROPOSAL

IHelpVeterans.org

(Grassroots Supporter Website)

User Research and Website Design

09/17/2015

Dan Clasgens, Fundraising Strategist

Disabled American Veterans

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All proposals and related materials become the property of the Disabled American Veterans (DAV) and may be returned only at its option.

DAV is not obligated to accept any proposal or to negotiate with any proposal. All transactions are subject to the final approval of DAV, who reserves the right to reject any or all proposals without cause for liability.

All costs directly or indirectly related to responding to this RFP (including all costs incurred in supplementary documentation, information or presentation) will be borne by the Proposal Remitter.

SECTION A – REQUEST ISSUE

Disabled American Veterans is requesting sealed proposals from qualified firms/vendors to perform user research and deliver a website design, templates and supporting online files for a new grassroots fundraising website - IHelpVeterans.org.

Proposals shall be received at DAV until October 23rd at 5PM EST. No public disclosure shall be made until after award of the contract.

All inquiries regarding this proposal shall be emailed to:

Disabled American Veterans
Attention: Dan Clasgens
dclasgens@dav.org
(859) 442-2091

SECTION B - PROJECT SCOPE

To better meet its mission with corporate partners, peer-to-peer fundraising, advocacy, and volunteerism as well as the business goals of Disabled American Veterans (DAV), the organization will create an additional, supporter-centric digital presence -- IHelpVeterans.org.

The project will be broken into two key phases:

1. Design compositions, code development and deployment as well as technical support for HelpKeepThePromise.org homepage *only*. This new homepage will integrate data visualization and navigational tools and customization / registration features.
2. User research, wireframing, design compositions, code development and deployment as well as technical support for all sub-pages. This includes integrating any third-party software or tools, including Blackbaud Luminate Online (current DAV partner) donation forms.

As a special note, the homepage of [HelpKeepThePromise.org](http://www.helpkeepthepromise.org) (<http://www.helpkeepthepromise.org>) will be designed and deployed in advance of all sub-pages.

1. Background

DAV is dedicated to a single purpose: empowering veterans to lead high-quality lives with respect and dignity. We accomplish this by ensuring that veterans and their families can access the full range of benefits available to them; fighting for the interests of America's injured heroes on Capitol Hill; and educating the public about the great sacrifices and needs of veterans transitioning back to civilian life.

With the strength of nearly 1.3 million members behind us, DAV represents the voices of ill and injured veterans before Congress.

Technology

Content Management System

Other DAV websites, including DAV.org and DAV5K.org run on WordPress and we are open to using it with this website. However, DAV will consider alternative platforms and Content Management Systems

as long as the system can demonstrate improved performance as well as meet and exceed the stated project goals. These alternatives can include hosted and self-hosted solutions. The RFP timeline includes opportunities to assess and evaluate alternative technology platforms.

Third-Party Software

While we are open to exploring all technologies, we prefer that we can integrate seamlessly all of the donation activities of IHelpVeterans.org with our current fundraising tool, Blackbaud Luminate Online. DAV also currently uses Blackbaud's TeamRaiser platform in other sectors of our business and may apply that tool with this project if it indeed is deemed the best solution for peer-to-peer fundraising and other desired elements. Additional third-party solutions could be considered to most effectively handle our grassroots fundraising, advocacy, and volunteer initiatives in the project as well. Having all of the tools work in conjunction with each other in a format that remains user friendly is a top priority. We would like to have processes automated as much as possible, but we will explore all options during our decision making process.

2. Scope of Work

High-level tasks and scopes of work for this project:

User Research

Analyze and assess IHelpVeterans.org's user needs and wants to leverage into assumptions and recommendations for the website's information architecture.

Website Design (Style)

Provide wireframes and composition designs to DAV's internal stakeholders aligning with web style and brand guidelines.

Website Design (Functionality)

On the homepage, integrate new user registration and customization features; as well as third-party tools. Ideally the homepage will customize its content based on the preferences indicated in the user's registered profile. The homepage needs to be clear and concise and strongly display a call to action.

On sub-pages, integrate components, features and plug-ins from existing software and any new tools implemented. (see "Development and Deployment").

Development and Deployment

The website design must be coded and deployed using Responsive Design principles.

3. Tasks

Here is a brief overview of the project of the tasks (subject to change):

1. Kick-off Meeting
2. Customization Integration (Third-Party tools)
3. Homepage Registration
4. Homepage Design Compositions
5. Responsive Design Coding (Homepage)
6. Home Page Template Delivery
7. End-User Survey
8. Website Architecture Revision
9. Sub-Page Wireframes and Compositions
10. Responsive Design Coding (Sub-Pages)
11. Sub-Page Templates Delivery

4. Deliverables

The following section outlines project phases and timelines. This schedule should serve as a guideline for the tasks and sub-tasks to be completed. However, DAV encourages bidding vendors to revise the timeline and deliverable schedule to align with your own processes and resources.

NOTE: Where appropriate below, deliverables have been denoted as “**D-Xx**” (ex. D-6e)

Name	Description	Deadline
1. Kick-off Meeting	<p>Review design goals, timeline, deliverables and shared resources.</p> <p>Set vendor and DAV expectations for communication and feedback.</p> <p>Deliver homepage wireframe, supporting design and branding materials and internal stakeholder report to Vendor / Firm.</p> <p>Identification of sub-page template types as well as components, features and plugins from existing subdomains for deployment on subpages.</p>	1 week following project launch
2. Customization / Integration	<p>Research, build and demonstrate the tools (third-party or customized) to help DAV meet its needs for Corporate Partner pages, P2P fundraising, advocacy, and volunteering. This period will also include Blackbaud Integration / Testing to ensure donation forms are implemented.</p>	
a. Perform market research on any third-party tools recommended		2 weeks following Kickoff Meeting (D-1)
b. Build and demonstrate recommended tools /options for DAV sign-off		2 weeks following completion of Market Research (D-2a)
c. <i>If necessary, build and demonstrate any customized tools to fit project's overall needs</i>		<i>Ongoing, until DAV grants approval</i>

(Table continued on next page...)

Name	Description	Deadline
3. Homepage Registration	Research, build <i>(if necessary)</i> and demonstrate registration and customization solution. We want to encourage people to register to join our cause and then build a database of different groups to send custom messages to as determined by their stated interests.	
a. Market research on customization / personalization tools		2 weeks following Kickoff Meeting (D-1)
b. Build and demonstrate recommended customization solution, including registration form and profile completion process, for DAV sign-off		2 weeks following completion of Market Research (Coincides with D-2b)
c. <i>If necessary, build and demonstrate alternative registration and customization solutions</i>		<i>Ongoing, until DAV grants approval</i>
4. Homepage Design Compositions	Development, review and delivery of homepage compositions within DAV brand and style guidelines. <i>Ongoing, until DAV grants approval</i>	
a. Design three homepage design options		2-3 weeks following Kickoff Meeting (D-1)
b. DAV review of homepage compositions		1 week following delivery of homepage designs
c. Round of design revision, based on DAV feedback		1 week following delivery of homepage designs
d. DAV review of homepage composition revisions		1 week following delivery of revised compositions
e. DAV sign-off and approval of final homepage composition		1-2 days following DAV Review
5. Responsive Design Coding (Homepage)	Slice and code finalized homepage composition using responsive design principles. Integrate approved customized third-party tools (D-2) and homepage registration and customization solution (D-3) .	
a. Delivery of working homepage prototype composition using		2-3 weeks following approval of final compositions (D-4e)
b. DAV User Acceptance Testing		1-2 weeks following delivery of homepage prototype <i>NOTE: During this time DAV will be communicating fixes on an ongoing basis</i>
6. Homepage Template Delivery	Package, deliver and provide technical support for launch of homepage template and supporting files on HelpKeepThePromise.org.	
a. Delivery of template and files to DAV		1 week following completion of Responsive Design Coding (D-5)
b. Technical support during implementation on DAV servers		<i>On going, until DAV certifies template and files work on live servers</i>

PHASE 1 TO BE COMPLETED BY 02-29-16

Name	Description	Deadline
7. End-User Survey	Build, deploy and collect survey results about end user motivations, interests and preferences.	
a. Questionnaire design and development		1 week following Homepage Template Delivery (D-6)
b. Deploy and collect responses through various DAV channels		4 weeks following delivery of questionnaire
c. Analyze and report on results to DAV		1 week following completion of survey data collection
8. Website Architecture Revision	Based on survey data, existing web analytics, redesign goals and stakeholder requirements, propose changes and alterations to the website navigation, site architecture, content structure and accessibility features.	
a. Provide vendor / firm website analytics		1 week following completion of survey data collection (D-7)
b. Report necessary changes and recommendations		2-3 weeks following delivery of survey responses and web analytics
9. Sub-Page Wireframes and Compositions	Development and delivery of sub-page wireframes and compositions. NOTE: Wireframes and compositions must include and integrate components, feature and plug-ins from third-party tools identified for migration during the Kickoff Meeting (D-1) .	
a. Develop wireframes for four (4) sub-page templates		2 weeks following final completion of Website Architecture Revision (D-8)
b. DAV review of wireframes		1 week following delivery of sub-page wireframes
c. Round of design revision on wireframes		1 week following DAV review
d. Final approval of wireframes		1 week following delivery of wireframe revisions
e. Development of sub-page compositions NOTE: Compositions will be based on finalized homepage look and feel (D-6e)		2 weeks following final approval of wireframes
f. Revisions to compositions		1 week following delivery of sub-page compositions
g. Final approval of compositions revisions		1 week following delivery of wireframe revisions
10. Responsive Design Coding (Sub-Pages)		Slice and code finalized sub-page compositions, based on Responsive Design principles.
11. Sub-Page Templates Delivery	Package, deliver and provide technical support for launch of sub-page templates and supporting files on HelpKeepThePromise.org.	
a. Delivery of templates and files to DAV		1 week following completion of User Acceptance Testing of Sub-pages by DAV
b. Technical support during implementation on DAV servers		<i>On-going until DAV certifies template and files operate to expectations on live servers</i>

5. Cost Proposal

The all-inclusive project budget should include all expenses relating to the scope of work detailed in Section II – Scope of Work. Specific items that must be included in the project budget:

- An all-inclusive fixed rate with pricing divided by project phase.
- Details of the estimated number of project hours, which includes:
 - Estimated cost for the attending the kickoff meeting (onsite).
 - Estimate of total project expenses.
 - Identification and inclusion of 3

SECTION C - INSTRUCTIONS TO PROPOSERS

1. Proposals shall be addressed and delivered to:

Disabled American Veterans
Attn: Dan Clasgens
3725 Alexandria Pike
Cold Spring, KY 41076

2. Proposals received after the time for closing shall be returned to the Proposer unopened.

3. In keeping with DAV's sustainability practices, proposals shall be submitted in one (1) electronic copy to dclasgens@dav.org.

4. Proposer may withdraw Proposals at any time during this process.

5. DAV reserves the right to conduct discussions with Proposers, to accept revisions of Proposals, and to negotiate price changes. DAV shall not disclose any information derived from Proposals submitted or from discussions with other Proposers.

6. Proposers submitting Proposals, which meet the selection criteria and which are deemed to be the most advantageous to DAV may be requested to give an oral presentation to a selection committee. A designated representative shall accomplish scheduling of these oral presentations.

7. Proposals shall be submitted in the format shown in Section D. Proposals in any other format may be considered informal and can be rejected. Conditional Proposals shall not be considered. An individual authorized to extend a formal Proposal shall sign all Proposals. Proposals that are not signed may be rejected.

8. DAV reserves the right to reject any or all Proposals or any part thereof, or to accept any Proposal, or any part thereof, at award and to waive or decline to waive irregularities in any Proposal when it determines that it is in its best interest to do so. DAV also reserves the right to hold all Proposals for a period of ninety (90) days after the opening date and to accept a Proposal not withdrawn before the scheduled Proposal opening date, and to negotiate with any Proposer considered qualified or make any award without written discussion.

9. The successful Proposer shall be expected to enter into a standard form of contract approved by DAV. DAV's contract terms and conditions will be included once DAV has made a final decision on a

partner. These terms and conditions shall be incorporated into the contract between DAV and the successful Proposer.

10. Prospective Proposers may submit requests for any changes to DAV's terms and conditions. However, Proposals that shall be contingent upon any changes to the terms and conditions shall be at a competitive disadvantage in the Proposal evaluation process. Further, if DAV chooses not to accept the alternate terms and conditions, DAV may reject such Proposals as non-responsive.

11. DAV shall not reimburse the Proposer the costs associated with responding to the Request for Proposal.

SECTION D - PROPOSAL FORMAT

Follow the format shown below in submitting your Proposal. The total proposal, including cover letter, exhibits and attachments of all kinds, shall not exceed 16 single-sided pages.

1. Cover letter of introduction.
2. Firm/professional history and professional qualifications and certifications.
3. Description of all team members to be utilized in performance of this project including short form resumes.
4. Technical Proposal in detail including the Proposer's proposed method of accomplishing tasks.
5. Cost proposal, as well as an hourly rate schedule for all team members.
6. Experience of Proposer with similar/like projects, with illustrative exhibits.
7. Client references on similar projects.
8. Exceptions to Terms and Conditions, Section G.
9. Additional comments or final summary.
10. Signed Proposal Certification, Section H.

SECTION E - QUALIFICATIONS AND EVALUATION CRITERIA

1. Qualifications

DAV expects that the personnel supporting this project will possess the following skills, experience, and expertise:

- Strong customer portfolio
- Financially stable
- Technological expertise, capacity and stability
- Ability to deliver all project phases
- Proven experience to perform end-user research
- Proven ability to translate user research into effective website architecture recommendations
- Proven experience implementing user registration and page customization solutions
- Experience developing data visualization tools, especially mapping features
- Deep website design and coding experience
 - Past performance incorporating Responsive Design principles
- Award-winning design client portfolio

2. Evaluation Criteria

Proposals shall be evaluated on the following basis:

- (a) Demonstrated expertise in this particular field
 - i. Proposer's experience with similar/like projects
 - ii. Client references and their recommendations
 - iii. Qualifications and availability of principal participants
- (b) Overall quality of the technical proposal
 - i. Methodology for task accomplishment
 - ii. Application of multi-media approach to training
- (c) General quality and adequacy of response
 - i. Completeness
 - ii. Expressed understanding of the requirements of the RFP
 - iii. Responsiveness to terms and conditions
- (d) Cost of Proposal

SECTION F – ADDITIONAL INFORMATION

1. General Terms

All proposals submitted for the goods and/or services requested herein must include all the associated warranties, and any other relevant information that would be beneficial in evaluating the proposal.

2. Consideration

DAV reserves the right to consider special or unique features that may be included in your proposal. DAV also reserves the right to determine the relative weights to be accorded to the various factors considered in the selection process. Price alone will not be the sole determining factor in the selection process.

Proposals must address all questions contained in this RFP and agencies should include any additional information that would enhance their proposals and help DAV in making its selection decision.

3. Proposal Content

The information provided herein is intended to assist agencies in responding properly to this RFP. DAV believes that this RFP provides interested agencies with sufficient information to submit proposals that meet minimum requirements. However, this information is not intended to limit the content of a proposal or to exclude any relevant or essential data. Agencies are encouraged to include additional information that will substantiate their service capabilities, product quality and support commitment.

4. Right to Accept or Reject

DAV reserves the right to select one, or none, of the proposals submitted. Further, DAV reserves the right to accept or reject all or parts of any proposal received and to waive any informality or technicality in any proposal received. Price alone will not be the sole determining factor in the selection process. All proposals should be valid for a period of at least 180 days from the proposal due date. Any exceptions to this request must be addressed by the vendor in its proposal. DAV also reserves the right to request samples for evaluation. Any request will be reasonable in quantity, as deemed by DAV, so as not to cause any undue financial hardship or burden to the vendor, and any such request will not be billable to DAV.

SECTION G - PROPOSAL CERTIFICATION

Date: _____

TO: Dan Clasgens
Disabled American Veterans (DAV)

The undersigned certifies that to the best of his/her knowledge: (*check one*):

- There is no officer or employee of DAV who has, or whose relative has, a substantial interest in any Contract award subsequent to this Proposal.
- The names of any and all public officers or employees of DAV who have, or whose relative has, a substantial interest in any Contract award subsequent to this Proposal are identified by name as part of the submittal.

The undersigned further certifies that their firm (*check one*) **IS** or **IS NOT** currently debarred, suspended, or proposed for debarment by any federal entity. The undersigned agrees to notify DAV of any change in this status, shall one occur, until such time as an award has been made under this procurement action.

In compliance with Request for Proposal and after carefully reviewing all the terms and conditions imposed therein, the undersigned agrees to furnish such services in accordance with the specifications/scope of work according to the Proposal submitted or as mutually agreed upon by subsequent negotiation.

X _____
Signature, Title

Date