From: ITCC

Date: 1/30/2017

Re: Website Redesign

The International Trade Club of Chicago wants to redesign its website currently found here:
http://www.itcc.org

You have been selected as a vendor to respond to this request and would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of different solutions. In your proposal, please feel free to suggest any alternatives that you feel may be more optimal for our requirements and objectives.

Table of Content

Guide to this RFP

Our intention is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email lisavictoria1@aol.com with questions or comments."

Project Overview

The ITCC has decided to put out this RFP in the interest of revamping our web presence to become more competitive with the "best in class" of both business and international trade groups and also standup well again the current best practices of web/ux/ui design.

We feel our current website does not serve our organization well enough and does not position us for our organizational or growth goals.

Background

Our organization was founded in 1919 as a non-profit dedicated issues related to international trade and investment. Part of our missing is to encourage the profession of international business management on a high ethical plane; furnish its members with a medium for exchange of experience and a forum for the discussion of problems of mutual interest; seek by concerted action to remove barriers and obstacles which may interfere with the development of international trade and investment; promote better understanding and appreciation of the significance of international trade and investment. We offer our members and the pubic at large workshops, seminars, roundtables, conferences, and networking events, which meet the needs of practicing professionals of international trade.

Project Goals

The goals we have for this website involve providing functionality that will allow us to more effectively service our members and efficiently and can be broken down into these categories:

- Administration
  - Reduce time needed and the complexity of performing administrative tasks. Such as sending email(newsletters, event announcements, ect.), setting up events and handling registrations, membership management, etc.
- Organization
  - Improve the quality of our online presence to increase our brand value and organizational credibility in the industry, with potential sponsors, and the general public.
  - Start leveraging web analytics(GA) to start measuring website performance across various KPI's.
  - Lower our costs associated with our web presence.
- Members
  - Make it easier to manage memberships.
  - Provide resources to members that add value to their association with the organization.
  - Make it easier to sign-up for webinars and other organization events.

What we expect to gain from these goals is a higher profile for this organization, growth of our membership, improvement in member retention, and improved member satisfaction.

Proposed Sitemap (preliminary)
- Home
- About Us
  - Mission
  - Membership and Benefits
  - Programs
  - History
- ITCC Board
  - Officers
  - Directors

- o Past Presidents
- o Advisors
- Events
- News
- Members Resources (members only)
  - o Articles
  - o Webinars
- Links
  - o Job Openings
- Join Us

This sitemap is preliminary and may be incomplete. We will be relying on the CMS functionality to allow us to make modifications to the site map with minimal effort from our staff.

Scope of Work

We don't currently have a well-defined scope. However, we will need the following services in connection with this project:

- Project management
- Content strategy
- Copywriting
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)
- Mobile device optimization
- Testing & quality assurance
- Software training
- Ongoing Support
- Timeline for Completion
- Deliverables

Technical Requirements

E-commerce

We will need the capability to manage event ticket sales and the ongoing collection of membership dues.

Content Management Software
We will need a CMS that makes it easy for our non-technical staff to update and make modifications to the website.

Programming Language
We are open to suggestions as to the languages employed to implement our project.

Web Host
We will need your recommendations for hosting options that will best suit our requirements.

Browser Support
We will need to support the major browser versions of the last 5 years.

Integrations
We will need to integrate with our back office service (Wild Apricot) for now. Our intention is to potentially move Wild Apricot functionality into the new system over time.

User Accounts
We will need user(member) management

Digital Content Delivery (Pay Per View)
We will need the ability to store ITCC content (Documents, Audio, Video) for members' consumption on the website. Some of this content will need to be behind a pay-wall or delivered on a pay-per-view basis.

Mobile Responsive Design
We will require our website be responsive and provide an optimized user experience when accessed from mobile platforms.

Budget

We have a budget range of $10,000-$15,000. We are flexible, so if you feel there is a strong case for a budget outside of our range, please submit your proposal with your rationale and we will give it consideration.

If you recommend a budget for assets like photographs, illustrations, software licenses, services, etc., be sure to include it.

Project Timeline

Given the nature of this project we envision a project schedule of 8-16 weeks.

Format & Proposal Details

Please send you responses to lisavictoria1@aol.com.

If you have any questions or require clarification please email lisavictoria1@aol.com.

We will need your proposal by 2/27/2017 in order to be eligible for consideration.