

The Food Trust Website Redevelopment RFP

The Food Trust is currently soliciting proposals for the redesign, CMS redevelopment, social media integration, site maintenance, and hosting/collocation services for thefoodtrust.org, foodtrustmarkets.org and nightmarketphilly.org and associated blogs.

All proposals are to be submitted no later than **Friday, December 23, 2011**. Any proposals received after the due date will not be considered. Digital copies of proposals are to be submitted via email by this date to Communications Associate Erin Mulrooney at emulrooney@thefoodtrust.org.

The Food Trust reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of The Food Trust.

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I. **Introduction – Organization Overview and Project Objectives**

The Food Trust, a nonprofit founded in 1992, started out by conducting nutrition education classes for inner-city children at Reading Terminal Market, the century-old farmers' market located in the center of Philadelphia. After The Food Trust opened its first farmers' market at Tasker Homes, a public housing development in the Grays Ferry neighborhood of Philadelphia, the organization began working with communities to develop lasting and stable sources of affordable foods.

The Food Trust strives to make healthy food available to all. Working with neighborhoods, schools, grocers, farmers and policymakers, we've developed a comprehensive approach that combines nutrition education and greater availability of affordable, healthy food.

The Food Trust will be entering its 20th year in 2012. As the stature of The Food Trust continues to grow nationally -- with the accompanying increase in attention from prospective donors -- the website is ever more important. The website, first built eight years ago, is in need of a brand-new look, utilizing new design, technology and content capability.

This website must include seamless integration of the well-established Food Trust brand with Food Trust Markets, our site devoted to all things farmers' markets (foodtrustmarkets.org) and Night Market, our roving street food festival (nightmarketphilly.org). The new site must demonstrate a more sophisticated and consistent visual identity, and strongly connect recognizable Food Trust brands such as Team Up! (www.thefoodtrust.org/teamup) and Night Market.

Technology-wise, we have worked hard to find new functionality within the current site to accommodate the changing web needs of the organization, but the current approach is haphazard and inefficient. The new site must provide more modernized functionality and streamlined web maintenance. In addition, updated technology should allow us to better track and connect with users.

The new design must also allow us to connect with different types of users. The Food Trust website will have two basic audiences: foundations, funders and other nonprofits, which come to The Food Trust in its position as a thought leader in the field; and consumers and individual donors, who come for specific consumer-focused information (farmers' markets, Night Market, etc.).

One critical component that the new site must have is a secure and state-of-the-art e-commerce system where we can sell tickets to events and merchandise, as well as accept donations via credit card and PayPal. Visitors to any of the sites must be able to navigate easily to make a donation at any point.

II. Project requirements

2.1 – General Elemental Requirements

Please look at our three core websites: thefoodtrust.org, foodtrstmarkets.org and nightmarketphilly.org to get a general sense of what has been included on our websites up to this point. You will notice that the bulk of information about our organization is on thefoodtrust.org. The new site must provide a strong organizational structure for this content, streamlining the way this content is presented and scaling down the amount of information available. This website must also be meta tag optimized by keyword and submitted to search engines.

There are a few elements we would like to incorporate into the new site including:

- Greater incorporation of videos (our YouTube channel is TheFoodTrustOnVideo) and photos
- Complete social media integration
- E-commerce system where we can sell tickets and merchandise, as well as accept secure donations via credit card and PayPal
- Private intranet area for staff and board members
- Capacity for member registration/user information capture
- Site search
- Events calendar
- Capacity for a blog
- Multiple email list signup and management
- Google analytics integration
- Aggregator of content that would have the ability to feed “tagged” news items onto specific pages
- Interactive map function to allow users to locate healthy food access points
- Compatibility with mobile devices

III. Vendor Background and Qualifications

3.1– Specific Expertise and Examples

Describe what your general capabilities are as a company, and what separates you from others in your industry. Please provide examples of your prior work to illustrate these capabilities.

3.2 – Experience Working with Non-Profit Organizations

Provide examples of projects similar to ours that you have completed in the past, and describe specific lessons learned from working on these projects which you will bring to our project.

3.3 – Organizational Capacity

List your separate in-house departments and the approximate number of personnel in each. Give an approximate number of projects typically being worked on by each department at a given point in time as well.

3.4– Design Approach and Experience

Briefly discuss your general approach to designing for the web, including a description of your in-house design, Flash and other multimedia presentation capabilities. Provide the current URL of three examples of projects you have recently completed that display your expertise in these areas, as well as a short list of the service/services you completed for each.

3.5 – Social Media Integration Approach and Experience

Describe your general approach to effectively integrating social media, including a list of examples of projects you have previously completed which show these features.

3.6 - Compliance and Compatibility

Discuss how your development team works to ensure compliance with the standards established by the W3C organization. Additionally, list the browsers with which the site you are proposing will be compatible.

IV. Review Criteria

4.1– Design Approach and Experience

Briefly discuss your approach to designing for the web, including how you would incorporate the elements stated above in section 2.1 in the new site.

4.2 – Content Management

Our sites are managed differently: some elements are updated via Dreamweaver, the Team Up and Snackin' Fresh blogs are updated via Wordpress, and a few portions of the main site are updated via The Food Trust intranet administrator site. For this project, we are looking for expertise in how to streamline and simplify our Content Management System to allow us to add, edit and remove pages and content for the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

4.3– Social Media Integration Approach and Experience

Describe your approach to effectively integrating social media, including Facebook, Twitter and YouTube.

4.4– Site Maintenance and Hosting and Collocation Data Services

Content updates will be done by designated Food Trust staff through the Web Content Management System. If additional site maintenance is needed on a per project basis, what are the hourly charges or maintenance plans available? Although the project does not currently require site and data hosting, we are open to your expertise and recommendations.

4.5– Proposed Project Personnel

Provide a list of the principal personnel that would lead your development team for our project, along with a short bio for each listing their qualifications and experience.

4.6– Investment

List the specific products and services you are proposing for this project, and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected a la carte, and be sure to provide pricing for both instances

4.8– Timeline

Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed. Ideally, we would like the new site to launch by March 1, 2012.

4.9 – References and Awards

Provide a list of three clients that you have completed projects for in the past. Be sure to include a contact name and full contact information for each. Include a list of awards your company or any projects completed by your company have won in the past, including the name of the award, the presenting organization and the year of presentation.

4.10 – Submission Instructions

All proposals are to be submitted no later than **Friday, December 23, 2011**. Any proposals received after the due date will not be considered. Digital copies of proposals are to be submitted via email by this date to Communications Associate Erin Mulrooney at emulrooney@thefoodtrust.org.

V– RFP Process

5.1 – Selection Process

The following is the process that The Food Trust will follow in reviewing and approving proposals, as well as preliminary information on the process that will take place once a proposal is selected.

- i) Organizations should visit www.thefoodtrust.org and related web properties and familiarize themselves with The Food Trust and its web presence
- ii) Organizations should complete the required information and send it, via email, to emulrooney@thefoodtrust.org. Submissions should not contain confidential information.
- iii) The Food Trust will review each RFP response and may contact an organization for more information, if necessary.
- iv) If The Food Trust accepts an application, the organization will be contacted to inform them that the application has been accepted. Final decisions for all application decisions are at the sole discretion of The Food Trust. Decisions are expected to be made in January.
- v) Once the acceptance is mutual, both The Food Trust and the organization will sign an Agreement.

VI - Miscellaneous

6.1 –Questions

Any questions should be directed to emulrooney@thefoodtrust.org.

6.2 – Notice

The Food Trust reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of The Food Trust.