THE ASSOCIATION
FOR COMMUNITY LIVING

Creating Opportunities, Building Relationships, Improving Lives
for children and adults with developmental disabilities since 1952

www.theassn.org

REQUEST FOR PROPOSAL

WEBSITE REDESIGN AND HOSTING

January 26, 2012

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Project Summary

The Association For Community Living has several websites that were developed using proprietary software. We want to redesign the websites using the current logo as a starting point.

Agency Information

The Association For Community Living is a 59 year old agency that provides services through its six distinct program divisions, programs, and businesses. Through our divisions, programs and businesses, We provide services and support to 2,387 children and adults and 1,911 families in 102 cities and towns.

The Association For Community Living was founded over half a century ago by the dedicated commitment of five young mothers of children with developmental disabilities. They held a strong belief that their children had the same right as all other children – The right to live and grow with dignity in their own communities.

Our beginnings were modest but deeply rooted in Hampden County. Today our reach extends to all of Western Massachusetts and parts of Central Massachusetts and Canada. The Association is a respected presence from Worcester County to the New York border, from Connecticut to Vermont and into Canada.

Over the decades we have made great strides in providing individuals with developmental disabilities the opportunity to reach their fullest potential and be valued members of their communities. We dedicate ourselves to our mission as fervently as those five young mothers who pioneered it over fifty years ago.

Today, we come from diverse backgrounds with knowledge, conviction and common purpose and together we work in an open, nurturing, teamwork environment to accomplish exemplary results.

Mission Statement

The mission of The Association For Community Living is to create opportunities, build relationships and improve lives for children and adults with developmental disabilities and for others who will benefit from our services.

Vision

The Association is known for high quality services for children and adults with developmental disabilities and support for their families; and for others who will benefit from our services. The Association is also known as a leader and innovator in our field, and an agency where:

- Individuals and families feel listened to, respected, and have information needed to make decisions to meet their goal through their lives.
- Services are responsive to the ethnic and cultural diversity of the communities we serve.
- Employees feel valued, demonstrate competence and are supported in their professional growth.
- Internal operations are efficiently structured to deliver quality services, growth and innovation.

Goals

The Association currently has two websites that were developed using proprietary software. The main website is theassn.org.   The other website is communityresourcesforautism.org, which is a website for Community Resources For People With Autism, a program of The Association. Both of these sites are to be included in this project.

There are several goals of this project.

1. Provide a more modern appearance to the website. It needs to be visually appealing, easy to navigate, function properly in all modern browsers and mobile devices.
2. An easy to use Content Management System will be integrated into the website. At a minimum, this CMS must provide:
   - the ability to create new pages
   - create primary and subordinate menu items
   - insert images
   - insert videos
   - upload PDF documents
   - hide pages from public view without having to delete them
   - a very strong, flexible security system that provides multiple levels of security

3. Although our preference is to combine the two main websites into a single website under one URL, we are open to suggestions. Please provide your suggested solution and rationale for either combining the two websites under a single URL or leaving them as separate websites. From a security perspective, the primary administrator for theassn.org must have full security access to both "websites". It is acceptable if this is accomplished using separate logins. However, the primary editor for communityresourcesforautism.org will not have reciprocal privileges.
4. The theassn.org website is organized to provide one or more pages for each Division, Program, or Business. Each Division, Program, or Business should be able to maintain only their content.
5. All Divisions, Programs, and Businesses should have access to the common Job Opportunities page and be allowed to add jobs. However, they should be allowed to change and delete only the jobs they have added.
6. Each page must be Search Engine friendly and produce Search Engine friendly URLs.
7. Google Analytics must be incorporated for tracking purposes.
8. There is a Donate page on theassn.org website that is hosted by a third party - QGiv. This will continue to be the process of accepting donations for theassn.org. QGiv must receive access to the revised design before the site goes live in order to match the donation page to the redesigned website.
9. An internal search function must be included.
10. The Facebook like button must be included.
11. All pages must print properly.
12. The website should be compliant with the requirements of the Americans with Disabilities Act.
13. There will not be a Spanish version of the website(s).

Audience

Our primary audience is existing donors, volunteers, people served, parents, employees and agency leaders (who include Agency Board members, program advisory board members, The Legacy Society, Corporators, and committee members). Also included in this audience are prospective individuals needing assistance and their families, prospective parents and guardians / care givers, and potential donors, sponsors, and leaders.

Our primary audience is existing donors, volunteers, people served, parents, employees and board members. Also included in this audience are prospective individuals needed assistance, their families and potential donors.

The secondary audience includes other Nonprofit organizations and leaders, the media and press, and potential volunteers and employees.

Average statistics for the combined websites (theassn.org and communityresourcesforautism.org) are:

- 2,300 monthly visitors
- 6,100 page views per month

Site Structure and Content

It is our intention to use all existing content and create new content in-house as needed. However, we are open to suggestions to improve the website's structure and menus. The Site Map for theassn.org can be found on page 7.

List of Divisions, as well as Programs and Businesses within these divisions:

- The Association For Community Living
- Employment Supports
- Family Services
  - Community Resources for People with Autism
  - Down Syndrome Resource Group of Western Massachusetts
  - Family Empowerment
  - Milestones
  - Ultimate Sports Program
  - Whole Children
- Intensive Residential Services
- Residential Supports
- Specialized Home Care
  - Adult Family Care
- Valley Tees

Graphic Design

Logos for each Division will be provided. The selected Vendor will be responsible for developing the layout of the new website(s) and will provide or create additional graphics as needed. Every page throughout the site should have a consistent look and feel. A Logo Style Guide will be provided that will identify each Division's colors. All pages within a Division must follow the appropriate style.

Hosting

Hosting is to be provided by the selected vendor or an affiliate. Please itemize the annual costs and specify the hosting details, including: hardware specifications, location(s) of the hardware, type of hosting solution (dedicated, VPS, hybrid, etc), PCI Compliance.

Schedule

Although we would prefer the new site(s) go live by June 30, 2012, they must go live by August 31, 2012.

- RFP Released: January 26
- Vendor Questions Due: February 15
- Vendor Responses Due: February 29
- Vendor Interviews if needed: March 9
- Vendor Selection: March 16

Site Maintenance

Using the provided Content Management System, The Association For Community Living will make the majority of changes to the website(s). However, there may be changes or enhancements that are beyond the scope of the CMS. Please provide information and costs on providing support and maintenance.

Copyrights and Ownership

The Association For Community Living will be granted all rights to all graphics, domain names, content and the "look and feel" of the finished website(s). Any and all intellectual property developed for this project will be owned by The Association For Community Living. The Vendor will be responsible for securing any rights, licenses or permissions to any and all copyrighted code, graphics or other materials used or incorporated into the website(s).

Proposal Information

All proposals must be received by February 29. Please email your proposal to: theassnRFP@harpsoftware.com.

Please include the following information:

- List of five websites your company has created. Briefly explain the role(s) your company played. Only the URL should be included and all sites must be live.
- Describe your experience in creating websites for non-profit/community focused organizations.
- Provide references for three current or former clients.
- Provide your company's profile, length of time in business and number of employees.
- Time frame for project completion.
- Detailed description of costs.
- Lead Project Manager for this project and their experience.

Vendor Selection Criteria

Proposals will be evaluated on the following criteria:

- Suitability of the Proposal
- Technical Experience
- Aesthetic Capabilities
- Experience working with non-profit organizations
- Cost
- Value
- Depth of Staff
- Proposal Presentation
- Demonstrated commitment to clients and client support

Contact Information

Please direct all questions and responses to this RFP to:

Bill Quinn
Harp Software, LLC
theassnRFP@harpsoftware.com
413-847-0809

Site Map (theassn.org)

The Association's External Communications Department staff is in the process of updating some of these pages due to internal organizational changes. Additionally, pages may be added to certain sections. Please check website for current site map.

About Us
      Agency Overview
      Board of Directors
      Board Committees
       Annual Campaign Committee
      Corporators
      Senior Management and Agency Directors
            Separate profile pages for each manager
      Publications
            Various PDF documents

News & Events
      The Association News
      The Association In The News
      Calendar of Events
      Sponsorship Opportunities
            Event Sponsor Page
                  Separate Page for each sponsor

      Services
            Overview
            Types of Services
            Community Resources for People with Autism   communityresourcesforautism.org
            Down Syndrome Resource Group of Western Massachusetts   dssupport.org
            Employment Supports
            Inclusive Community Center
                  Family Empowerment
                  Milestones
                  Whole Children   wholechildren.org
            Intensive Residential Services
            Residential Supports
            Specialized Home Care
                  Adult Family Care
            Ultimate Sports Program   uspkids.com
            Valley Tees
            Administration

      Make a Gift
            Overview

Make Your Gift Now

Match Your Gift Now

Why Give?

Priorities For Giving

Ways to Give

Donate Stock

Planned Giving

Get Involved

Overview

Opportunities

Board of Directors

Board Committees

Program Advisory Boards

Corporators

Administration

Programs

Signup to Volunteer Online

Contact Us

General Contact Information

Full Programs & Services List

Driving Directions

Feedback/Request Form

Subscribe to Email

Job Opportunities