



Solid Rock Ministry International

Request for Proposal
Website Design & Development

401 Creech Road
Garner, NC 27529
Senior Pastor Bishop Luther K. Brooks

APRIL 29, 2019



Solid Rock Ministry International

Website Design & Development Request for Proposal

This RFP is for design and development services for a new website for Solid Rock Ministry International Website

RFP Sent: 04/29/2019

Responses Due: 05/31/2019

Send any questions on the RFP to Leondra E Edwards, Director of Marketing & Communication for Solid Rock Ministry, International

Send proposals to: Leondra E Edwards, Leondra_Edwards@msn.com;

The goal for the new website launch: 3 months after contract signed

Solid Rock Ministry, International Overview

Solid Rock Ministry International, located in Garner, North Carolina, was established in 1992. We are affiliated with Full Gospel Baptist Church Fellowship International and have a membership of about 300. Over the past 25 years, we have watched God do some incredible things in and through our ministry. Our Senior Pastor Bishop Luther K Brooks and his wife Lady Kimberly Brooks lead our ministry. Our vision is to Love, Learn, Grow and Serve

Purpose of Solicitation

Solid Rock Ministry International (hereinafter, "SRMI") is requesting proposals to establish a professional service agreement with a qualified vendor to design and implement a new website. This will replace the SRMI current webpage. This new website should enhance the user experience, simplify content management, and provide better information to its membership while meeting high standards for design quality and visual appeal.

SRMI is seeking to implement a tiered decentralization of content management, based on a database-driven architecture. Multiple Content Managers in each ministry shall submit their updates for publishing approval to the group of Power Users.

SRMI requires a company that can accomplish the functionality identified in Section "RFP Bid Factors", "New Website Functionality Requirements", "Additional Proposal Requirements" of this RFP but has the flexibility of providing the optional website functionally/Wishlist over time per SRMI request. The winning bidder must possess the capability of integrating additional features that may be needed in the future

RFP Bid Factors

This section contains the detailed technical requirements and related services for this RFP. SRMI has determined that it is best to define its own needs, desired operating objectives, and desired operating environment. Bidders are asked to submit a written narrative corresponding to each of the numbered items.

1.1 Religion-Oriented Website Design Experience

- a) Church Religious Institution Clients – list names and URL
- b) If no religious institutions, explain relevant website experience
- c) References (minimum of 3, including contact information)
 - a. Name
 - b. Contact Person
 - c. Phone/Fax
 - d. Client Address
 - e. Website Address

1.2 Company Profile:

- a) Number of years in business
- b) Office Location (include business address)
- c) Demonstrated financial stability

1.3 Team Members/Roles

- 1) Name
- 2) Title
- 3) Role

2.0 Technical Capabilities & Service Delivery

2.1 Vendor Service Capabilities

- a) Web Development or COTS Solution
- b) Software tools
- c) Site Maintenance
- d) Site Hosting
- e) Client Training
- f) Self-service documentation & technical support

3.0 Contract Performance

(Please provide at least two examples that include all of the following)

- a) Client Name
- b) Contract duration
- c) Project Outcome
- d) Project Timelines/Milestones
- e) Project Service Level Agreements (SLA)

New Website Functionality Requirements

Our new website will need:

- Ability to transfer an existing domain name (www.solidrockfgbc.com) from GoDaddy to vendors supported platform.
- After the initial transfer of the domain, establish email capability for all SRMI staff (Internal Staff and Optional Ministry workers)
 - Email Additions must be easy to maintain/update/add/remove staff/ministry leaders by Website Administrator.
- Responsible for hosting site or using a reputable hosting vendor that the chosen website vendor will manage and maintain
- An easy-to-use content management system (CMS)
 - Must provide upload capabilities that will update existing content by Website administrators.
- Intuitive navigation
- Flash to display upcoming events, promotions, activities
 - Ability to change this information on-demand, Administrative Site
- Clean and focused design
- Tiered Environment, Dev, Test, Production
 - Administrative allowed access to Test/Production
- Events Calendar Implementation (Visual-based interactive monthly calendar)
 - Updated by each Director of Ministry (Multiply Admins)
- Webpages background to include video content on a number of pages
- Include a high number of static pages, with internal or external links on the page.
- Optimized with Search Engine Optimization (SEO) best practices
- All Social media integration (share buttons, follow buttons, etc.), Facebook, Instagram, Twitter, Snapchat, and SRMI Blog that allows updates by Administrators
- Allow social media content displayed on the page and update instantaneously
- Email update sign-up form to users when the website is updated with information
- Contact Form completion automatically sent to Administrative Staff
- Appropriate redundancy and scalability to avoid unexpected outage and to accommodate periodic maintenance, usage growth, and sudden surges
- Dynamic blog feeds throughout the website
- Support matrix (During Business hours T-F (9am-5p.), Sunday 9:30 am – 2:00 pm)
- Provided necessary hyperlinks to:
 - ECommerce (Push Pay)
 - Links to Full Gospel Baptist Church Fellowship International Main Site
 - Others as designated
- Customized off the shelf (COTS) solution is acceptable as long as it meets SRMI requirements
- Examples of Websites with this some functionally mentioned above:
 - <https://newspring.cc/>
 - <https://www.fullgospelbaptist.org/>

Optional New Website Functionalities/Wish List

We would love to have the following on our new website, depending on how these elements would impact the timeline and/or budget. Please provide a cost for these

elements separately and note if any additional design or development time would be required. These categories can be added in phases, but must include a drawn-out project plan including estimates of cost:

Category	Description	Priority
Streaming	Ability to stream live audio/video broadcasts (connection into current video equipment)	Medium
Content Management	Ability to download/store documents retrievable only by username/password	Medium
Member Services	Ability to create and update member Profile	High
Member Services	Ability to Deliver End of Year Statement via email if a member chooses.	Medium
Content	Ability to view the site on tablet/Smartphone	Medium
Content	Allow Administrators to update content via smartphone or table	Low
Member Services	Submit forms to Administration or Finance staff via the webpage	High
Streaming	Ability to interact “live” with those tuning into the streaming via a live blog	Medium

Additional Wishlist items;

- Homepage video, Pre Recorded Pastor Brooks & Lady Brooks
- Interactive map to Church and of facilities
- Advanced SEO work

Additional Submittal Requirements:

Please include the following in your proposal response:

- Include a project approach summary for the website functional requirements
- This includes timelines and milestones for noted items above
- Include a pricing range/cost for services outline
- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform & content management system
 - How Website Administrator can update site seamlessly
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples

- References
- Any key differentiators about you?
- Terms & conditions

Each response to this RFP shall be done at the sole cost and expense of each proposing vendor and with the express understanding that no claims against SRMI will be accepted.

Please be ready to bring along with you, if chosen for the interview:

- A demo of another organization's existing website, built by the bidding vendor, please provide proof this website was designed by your agency (written, or notations on the website)-demonstrating a majority of this bid request and some Wishlist items.
- Your personal laptop, projector (or we can connect a laptop to an existing large TV screen (over 75") and individual Wi-Fi access for all demos.

Copyright:

Upon execution of the professional services agreement, Vendor acknowledges and agrees that SRMI shall take complete ownership of all files, images, source code and intellectual property used in the development and deployment of this website. By entering into this professional services agreement vendor acknowledges and agrees to these terms and agrees to indemnify SRMI for such use. The vendor will submit files, images, source code to SRMI for verification prior to final payment to being remitted.

Evaluation Criteria:

Responses to this RFP will assist SRMI in identifying the most qualified web vendor and will be indicative of the level of the firm's commitment. SRMI will evaluate the qualification, references, demonstration, overall fit with SRMI's vision, as well as the pricing range/cost to determine the most qualified web vendor.

Selection Process:

Phase 1: A review team will evaluate vendor submittals; the initial review will determine conformance to submission requirements and whether responses meet minimum criteria established. The review will include the vendor's acceptance of RFP terms and completeness of submissions.

Phase 2: Interview and Demonstration of a live website of most qualified vendors.

- This demo will be scheduled once all Bids are submitted and reviewed. You will be contacted with the date and time of the expected demonstration.

Phase 3: Review team will check the references given.

Phase 4: SRMI will enter into negotiations leading to a professional services agreement.

Budget Details

Our budget for this project is estimated to be around \$3,000. While we, of course, 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 funding for these additional website elements or ongoing marketing effort. The payment will be delivered based on agreed upon

milestones, delivered in three payment installments. With the final payment being delivered once a full website is readily accessible in the production environment.

Additional Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line-item
- Terms & conditions

RFP & Project Timeline Details

RFP Sent: 4/23/2019

Responses Due: 5/31/2019

Finalists Selected & Contacted: 6/07/2019

**Date Subject to Change*

Thank you for your interest in responding to this RFP with a proposal for SRMI's new website. We look forward to your response. If you have any questions, please contact Leondra E Edwards at Leondra_Edwards@msn.com and/or 919-272-8388