



## Website Development for Missouri Safe and Sober

### Request for Proposal

RFP Issuing Office:

**Safe and Sober, Inc.**  
**dba Missouri Safe and Sober**  
Mackenzie Hernandez  
3331 E. Ridgeview St  
Springfield, MO 65804

RFP Administered By:

**Safe and Sober, Inc.**  
c/o Mackenzie Hernandez  
3331 E. Ridgeview St.  
Springfield, MO 65804  
[mackenzie@missourisafeandsober.com](mailto:mackenzie@missourisafeandsober.com)  
417-631-4009

# Missouri Safe and Sober Request for Proposal

---

June 21, 2017

## Organizational History and Overview

Missouri Safe and Sober is requesting proposals from interested and qualified website developers located within the United States to perform backend website development.

Missouri Safe and Sober is a nonprofit organization based in Springfield, Missouri. The mission of Missouri Safe and Sober is to prevent underage drinking and drunk driving by delivering high quality educational programs that aim to change the culture of underage drinking.

Missouri Safe and Sober is a free, evidence-based program that educates students on the dangers of drugs and alcohol. Students watch videos designed to show the consequences of underage drinking and drug use. Students are then asked to sign a pledge to remain safe and sober. Positive peer pressure and support from parents and teachers holds students accountable and creates a culture of change within each school.

Safe and Sober's website is located at [www.missourisafeandsober.com](http://www.missourisafeandsober.com). The website serves as the main platform for the video-based program. The website is a tool to encourage new schools to sign up for the program, educate community leaders about the program, and provide registered school contacts with private access to videos and PDF materials.

Since the program's inception in 2004, Safe and Sober has relied on printed materials to deliver the program in schools across the state of Missouri. Safe and Sober is seeking a website developer to improve the backend of the website to offer full functionality to more than 460 unique contacts. Safe and Sober would also like to digitize all of its current physical materials including pledge cards, banners, flash drives with videos, discussion guides and how-to guides.

This RFP is administered by Missouri Safe and Sober. Mackenzie Hernandez of Missouri Safe and Sober will be the primary point of contact for questions regarding the RFP. Her contact information is included in this document.

## Website Audience

The audience for the backend of the website is primarily school contacts. These are the individuals that register for the Safe and Sober program each year including school counselors, teachers, principals, nurses, school resource officers, STUCO advisors, office workers and more. This group is not tech-savvy, and they need things to be user-friendly.

## New Website Backend Objectives

Safe and Sober is seeking a web developer to add core additional functionality to the existing backend of the website. At a minimum, these website additions should:

- Improve user log-in and password access to the website.
- Expand tools available to schools as they log-in.

# Missouri Safe and Sober Request for Proposal

---

- Allow for future school expansion within the state of Missouri and beyond.
- Provide school educators with a more interactive Safe and Sober experience.
- Provide students at participating schools the opportunity to take a pledge online.
- Digitize all existing physical materials found in the school kit.
- Allow for schools to see how their school is doing compared to the other schools that registered statewide.

## Minimum Features Requested

The following is a list of additional features and capabilities Safe and Sober is seeking in website development. This list is not intended to be all-inclusive, but it describes the minimum requirements needed. Safe and Sober is seeking a vendor that has the ability to:

- Provide an interactive, personalized landing page for each school that will live within the Safe and Sober website.
- Create a feature that will allow school landing pages to automatically update to include latest pledge counts and sign-ups.
- Allow students to take the Safe and Sober pledge directly online. This pledge should also be connected to each school's information so that the site can automatically track how many students from each school have taken the pledge in real time.
- Give students the ability to share their pledges on social media account(s). Potentially connect some incentive program to this social media sharing.
- Create an interactive step-by-step guide for schools to follow to understand, implement and continually run the Safe and Sober program.
- Allow the functionality for Safe and Sober administrators to go through and see where each registered school is in the process.
- Develop a reset button to allow for Safe and Sober to automatically flush the account information and backend information each year.
- Create a function for photo submission by school contacts.

## Vendor Requirements

All prospective vendors and individuals must be able to meet the following requirements:

- Demonstrated experience of successfully launching similar websites and backend services.
- Experience and expertise working with Django as Safe and Sober would like to keep their website framework on this platform.

# Missouri Safe and Sober Request for Proposal

---

- The ability to work with the same branding found on the existing website at [www.missourisafeandsober.com](http://www.missourisafeandsober.com).
- Clear, proven process to follow accurate schedules, collaborate with the Safe and Sober team, research out program, offer website backend revisions and maintain the database.

## Proposal Content

All proposals should include at least the following:

- Contact information for the respondent
- Location of respondent's office location
- Examples of prior website projects successfully completed
- Description of the proposed process and timeline for backend website development
- Accessibility features of the proposed website
- Proposed phases or steps in implementation of the website development
- Description of ongoing website support costs and requirements
- Complete budget breakdown for proposed project

## Budget and Timeline

Our budget for the total scope of the project should not exceed \$34,000. Timeline for this project from beginning to end is October 1 – December 1, 2017. No payments for this project will be made until after October 1, 2017.

## Conditions of Work

- Final agreement(s) must be reviewed and approved by the Safe and Sober staff.

## Evaluation of Proposals

Price will be a significant but not exclusive criterion in evaluating the proposals. Consideration will also be given to the following:

- Compliance of the vendor and proposal with the Minimum Requirements outlined above.
- Ability to meet the desired timeline.
- Ability to work with the existing Django platform.

# Missouri Safe and Sober Request for Proposal

---

## **Disclaimer**

**Safe and Sober** would like to encourage small businesses, minority-owned and women-owned businesses to respond to this Request.

Responders are solely responsible for expenses associated with responding to this RFP.

## **Questions**

Any question regarding this Request may be sent via email to [mackenzie@missourisafeandsober.com](mailto:mackenzie@missourisafeandsober.com) . The deadline for submitting questions is Wednesday, July 12, 2017.

## **Responses to the RFP**

Responses are due no later than 12 p.m. (noon) on Friday, July 14, 2017. Responses are due via email to [mackenzie@missourisafeandsober.com](mailto:mackenzie@missourisafeandsober.com). The subject line should identify that the email is an RFP submission for Missouri Safe and Sober. All respondents to the RFP will be notified of the award on or before July 17, 2017.