

Request for Proposals Website Design & Development

Cathedral of Faith Church of God in Christ
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1. Purpose of Solicitation

Cathedral of Faith Church of God in Christ (hereinafter, "Cathedral") is requesting proposals to establish a professional service agreement with a qualified vendor to design and implement a new website which will replace Cathedral's current website. The new website should enhance user experience, simplify content management, and provide better information to its membership while meeting high standards for design quality and visual appeal.

Effective websites provide dynamic content that keeps users engaged and returning to the site. They also must ensure that content sought is easily found and that navigation remains user friendly. On the current website, the management of online content has been centralized to some extent, with the assistance of a handful of "Power Users". Cathedral is seeking to implement a tiered decentralization of content management, based on database driven architecture, broken down by ministry. Multiple Content Managers in each ministry will submit their updates for publishing approval to the group of "Power Users" mentioned above.

Cathedral seeks the assistance of a company that can accomplish all of the functionality identified in Section: "RFP Bid Factors" of this RFP, but has the flexibility of providing this functionality and technical assistance over time per Cathedral's request. The winning bidder must possess the capability of integrating additional features that may be needed in the future.

2. Background

Cathedral of Faith Church of God in Christ is a Pentecostal church in Southwest Atlanta, GA. The church has its roots in the Jones Avenue Church of God in Christ founded in 1940. The name would eventually be changed to Cathedral of Faith in 1978.

The current website of Cathedral of Faith (<http://www.cofcogic.org>) was last redesigned in the mid-2000s. Although new functionality including streaming has been implemented, the vision of the Pastor is to provide a more technology-relevant ministry to meet the needs of Cathedral's members and missions around the world. This includes providing a new website design that is aesthetically pleasing and user-friendly for members and other website visitors.

3. RFP Bid Factors

This section contains the detailed technical requirements and related services for this RFP. Cathedral 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. Cathedral will not tailor these needs to fit particular solutions bidders may have available; rather, the bidders shall propose to meet Cathedral's

needs as defined in this RFP. All claims shall be subject to demonstration and verification.

3.1. Company Background & Experience

3.1.1. Religion-Oriented Website Design Experience

- a. Church/Religious Institution clients (please list name and website URL)
- b. If no previous experience with religious institutions, please explain relevant website experience (please list clients/URLs)
- c. References (minimum three references, including all contact information below):
 1. Client Name
 2. Client Contact Person
 3. Phone and Fax
 4. Client Address
 5. Website Address

3.1.2. Vendor/Municipal Contract Performance

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

- a. Client name
- b. Contract amount
- c. Contract duration
- d. Project outcome
- e. Project Service Level Agreements (SLA)

3.1.3. Company Profile

- a. Number of years in business
- b. Office location(s) (Include business address)
- c. Demonstrated company financial stability

3.1.4. Team Members/Roles (list of personnel to be assigned to this project)

- a. Name, title, role (e.g., project management, programming, graphics)

3.2. Technical Capabilities & Service Delivery

3.2.1. Vendor Service Capabilities (Describe all available)

- a. Web Development
- b. Software tools (e.g., Content Management System or modules)
- c. Site maintenance
- d. Site hosting
- e. Client training
- f. Availability of robust self-service documentation and technical

support

- g. Appropriate redundancy and scalability to avoid unexpected outages and to accommodate periodic maintenance, usage growth and sudden usage surges
- h. Phased implementation of additional site content and feature enhancements
- i. 24 x 7 Support
- j. Other

3.2.2. Integrated Content Management System (CMS) Components and Tools

- a. The CMS listing below represents functional categories and is not comprehensive; others may be recommended or added. Cathedral's new website vendor must be able to provide the desired components shown. Possible budgetary constraints may require that this project be implemented in phases.

Sub-Category	Description	Priority
Streaming	Ability to stream live audio broadcasts	1 - High
Streaming	Ability to streaming live video broadcast	1 - High
Content	Ability to get directions to the ministry	1 - High
E-Commerce	Ability to donate to the church	1 - High
Content	Ability to connect to National COGIC Website	1 - High
Content	Ability to connect to Jurisdictional Website	1 - High
Content	Display Upcoming Events	1 - High
Content	Integrate existing social media accounts into new website	1 - High
Streaming	Vendor Selection: Do we go with current streaming provider or look to someone else? (http://bitgravity.com)	1 - High
Member Services	Ability to provide feedback	1 - High
Visual	Complete Redesign Cosmetically	1 - High
Content	Ability to play audio and video from a repository	1 - High
Content	Ability to provide a dynamically updated church Calendar	2 - Medium
Member Services	Ability to create & update member profile	2 - Medium
Member Services	Ability to pay tithe to the church	2 - Medium
Content	Ability to view auxiliaries and departments [multiple pages]	2 - Medium
Content	Ability to view site content on tablet and Smartphone platforms (HTML5)	2 - Medium

Member Services	Ability to complete and submit forms to church office (i.e. reimbursement form, check request form, announcement request, etc.)	2 - Medium
Content	Archive of Pastor's notes from sermons and Bible study	2 - Medium
Content	Redesign current church logo and incorporate into new website	2 - Medium
Content	Pastor to approve images to be used and those images to be retouched/photoshopped	2 - Medium
Streaming	Ability to interact "live" with those tuning in to streaming via a live blog (http://www.coveritlive.com).	3 - Low
E-Commerce	Online Bookstore	3 - Low
Content	Ability to use a CMS (Content Management System)	3 - Low

3.2.3. Include a project approach summary for building a municipal website.

3.2.4. Include a sample project schedule for building a municipal website.

3.2.5. Include pricing range/cost for services outline

3.3. Other Submittal Requirements

The deadline for RFP responses is 03/15/2012, at 5:00 p.m. EST. Send RFP Response via PDF to cfcg_webteam@googlegroups.com.

Submittals that are not received on or before the specified deadline will not be accepted (no exceptions). Cathedral reserves the right to request follow-up information or clarification from vendors in consideration.

Cathedral of Faith reserves the right to reject any or all submittals, to compare the relative merits of the respective responses, and to choose a vendor, which in the opinion of Cathedral, will best serve the interests of the church.

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 Cathedral for reimbursement will be accepted.

3.4. Copyright

Upon execution of the professional services agreement, vendor acknowledges and agrees that Cathedral 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 Cathedral for such use. Vendor will also submit files, images, source code to Cathedral for verification prior to final payment being remitted.

4. Evaluation Criteria

Responses to this RFP will help Cathedral of Faith identify the most qualified web vendor and will be indicative of the level of the firm's commitment. Cathedral will evaluate the qualifications, references, overall fit with Cathedral's vision, as well as the pricing range/cost to determine the most qualified web vendor.

4.1. Selection Process

The selection process will involve the following phases:

- 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. Review will include the vendor's acceptance of RFP terms and completeness of submissions.
- Phase 2: Interview of most qualified applicants.
- Phase 3: Review team will check references given.
- Phase 4: Cathedrals will enter into negotiations leading to a professional services agreement.

4.2. Schedule

The approximate RFP schedule is summarized below:

- Issuance of RFP: 02/15/2012
- Vendor submittals due: 03/16/2012 via email
- Vendor interviews, reference checks: 03/30/2012
- Vendor approval, enter negotiations, execute a professional services agreement: 04/16/2012

** Dates subject to change*

5. Inquiries

Inquiries about this request for qualifications must be in writing and directed to the Cathedral Web Team via the following email address:

cfcg_webteam@googlegroups.com. A team member will respond via email or phone, if applicable, within 72 hours.