

Center for American Progress



Request for Proposal

Doctors for America, a project of the Center for American Progress, a 501c(3) organization headquartered at 1333 H Street, NW, Washington, DC, 20005, would like to engage an independent contractor to develop its website.

Project Overview

DrsForAmerica.org is the hub of a national campaign by doctors and medical students fighting for greater access to quality and affordable health care. It provides in-depth content on relevant issues, as well as a range of organizing, engagement and fundraising tools.

Currently, a design for the homepage has been approved and built using modern web standards. The content is housed on a hand-coded site, with some blog postings on a separate WordPress site. We have selected ActionKit, a hosted solution developed by the founders of MoveOn.org, as our toolset for engagement, organization and fundraising.

The contractor will set up a CMS with appropriate templates, migrate a subset of designated content, integrate the homepage, and extend the homepage design throughout the site. The contractor will also integrate ActionKit tools, extending the design of the site to the hosted pages.

Project Requirements

- **Content Management System** – Develop in a CMS that allows users to have full control over the entire site and its content. The CMS will allow us to create new pages, add new press releases, post a blog (currently using Wordpress), upload multimedia, build contact forms, publish events, and view real-time statistics.
 - **SEO:** The CMS should provide us with full control over important SEO elements, such as Title Tags, Meta Descriptions, and URL optimization.
 - **Multimedia:** The site will have the ability to publish photo galleries, add images to pages, and upload Flash video to the site, all through the CMS.
 - **Content types:** The CMS will include content types capable of accommodating the types of content posted on the current DoctorsForAmerica site.
 - **Custom forms:** The CMS should allow the construction of custom forms throughout the site. Every form entry will automatically email the information to and also dump it into an externally hosted contact database.
- **Homepage Integration** – Adapt and apply the approved [homepage](#) design to the rest of the website. Ensure all homepage elements are functioning properly, including multi-header, blog integration, links to tools, links to social media and social media RSS.
- **Migration** – The contractor will migrate a subset of content pages that we deem essential from the existing DoctorsForAmerica.org to the new site.

- **Hosting** – Provide a monthly price and SLA for hosting the website. This should be separate from the overall bid on the project.
- **ActionKit Integration** – Integrate with the externally hosted ActionKit software/CRM package, whether it's using their API or through an iFrame. The integration should make the ActionKit pages look as much like the rest of DoctorsForAmerica.org as possible, and include our terms of use.
 - Phase I
 - i. Integrate ActionKit tools to create grassroots action pages in the Act Locally section;
 - ii. Create ActionKit pages for join us, contact congress, volunteer, email friends to go on the site;
 - iii. Customize donation page and provide a secure link to our merchant account;
 - iv. Create templates for a petition, letter, call alert;
 - v. Ensure that all tools are integrated with our contact database, also supplied by Action Kit, and ensure that we can access reports for all of the above
 - Phase II: Use API to incorporate existing DFA tools
 - i. Photo uploader
 - ii. Webcast registration
 - iii. Story Collector

How to Submit a Proposal

Interested parties should submit proposals via email to Josh Spaulding, Campaign Director, Doctors for America, by October 7, 2010. Proposals should include estimated cost, timeline and the contractor's qualifications, including links to recent work.

Questions? Josh Spaulding 202.481.8219

This RFP is not a contract offer. Center for American Progress is under no obligation to enter into a contract with any individual or entity submitting a proposal.