



# Florida Farm Bureau Federation

P.O. Box 147030 ❖ Gainesville, Florida 32608 ❖ (352) 378-8100

April 3, 2007

## Request for Proposal

Florida Farm Bureau Federation is seeking a qualified vendor to provide two proposals for their website:

a.) A comprehensive design overhaul of both the homepage and associated websites within the current website located at <http://www.floridafarmbureau.org>, with an emphasis placed on the “look” or image presented to our target audience as well as the concise, easy to navigate delivery of our information. Communication is a primary goal.

b.) A modification of the current site. This would entail adding in a few elements and changing the navigation to make it more functional.

Deadline for proposals is April 13, 2007. Proposals may be emailed to Kathy Richardson at [Kathy.richardson@ffbf.org](mailto:Kathy.richardson@ffbf.org) or sent by mail to FFBF P.O. Box 147030 Gainesville, FL 32608.

### Background:

The Florida Farm Bureau Federation is the state’s largest general agriculture organization. As such the state organization strives to maintain contact with members in as many ways as possible. However the site must be designed with everyone in mind. As the *Voice of Florida Agriculture* it is important to maintain a fresh, relevant website that seeks to meet the needs of current and future Farm Bureau constituents.

### a.)

#### Overall scope of site:

(Buttons that will likely appear on homepage are in bold, other pages in italics)

**Homepage:** should function as a portal for entire site with easy to update links to news articles and other timely information that may be posted to other sections of the site.

- President’s blog and a way for readers to contact him
- Contact us button.
- Sign up area for an email newsletter.
- Poll question or survey capability.
- Photo gallery with capability to have a few of the galleries thumbnailed on homepage and the rest shown on the photo gallery page.

**Photo gallery:** See homepage info. This page should be a recent events scrapbook for visitors to pick which event they want to see. Upon clicking on one thumbnail with a description next to it, the visitor would pull up a page of dozens of thumbnails of that event.

**About FFB:** some static information, some info needs to be updateable. Some pictures.

**Calendar-** updateable by us. Site users can submit items.

**Programs-**Young Farmer & Ranchers, Women’s Program, Ag in the Classroom. Needs to be updateable and have capability to have photo galleries for events.

**Local Government & Community Affairs**-Updateable. Archiving either automatically or we set the sunset date.

**Ag Policy**- Updateable, archiving either automatically or we set the sunset date.

**Member Benefits**-need to be able to add and remove benefits.

**County office locator**- updateable, searchable database: what we have now.

**Florida Agriculture Magazine**-post our magazine on the site. Similar to how it's done now; would also like to be able to upload PDFs of each page and have some ads hotlinked to customer's website (similar to Bellsouth Yellowpages)

**Sunshine Farmers Market**- separate website. Members can submit their information and we approve for posting to the site. This is a searchable database by county or commodity.

**CARES**- separate webpage, linked from Local Government page most likely. Must be updateable.

**Links**- there might be a page or an area on each individual group's page for these.

**Members Area**- possibly member number entered for access to certain features like a message board.

**Staff**- searchable, organized database. Staff should also be listed somehow within each of the section pages, i.e. Young Farmer and Rancher coordinator listed on that program page.

## Design Requirements

1. Simple, professional design colors complimentary of the Florida Farm Bureau Federation image.
2. Site should be simple, clean and concise while projecting a professional business image.
3. Site must have dynamic elements and database capabilities
4. Clear, consistent image from page to page.
5. Site must have clear, easy to follow navigation to themes of information.
6. Offer option or design with consideration given for users who cannot support flash or high bandwidth.

## Functionality/Programming Requirements

- Need an admin site for frequent updates.
- Must archive news, articles and events.
- There will be a need for downloadable documents to be added to the site including MS Word documents, PDFs, Jpgs, audio and video files.
- All graphics designed need to have a cross-platform appearance.

## Confidentiality/Ownership of Site

- We expect complete ownership by Florida Farm Bureau Federation of website once delivered, tested and accepted.
- We will need copies of all website files and software.
- The developer should make clear the originality and ensure no copyright infringement in the

development and operation of the site.

- Proposal must include an executive summary containing a brief description of your project development approach and all development costs.
- Proposal must include all costs associated with making the website fully operational. This includes, but is not limited to all hardware, software and labor.
- Proposal must include a clear and reasonable design timeframe with a firm guaranteed delivery and completion date.
- Proposal must include extended warranty offerings, if any. Any associated costs must be detailed.

#### Cost of Proposal - pricing structure

Provide the total costs of proposed item(s), service(s), proposed solution(s), indicating whether each costs is one-time, incremental, or recurring costs for Florida Farm Bureau Federation after completion, should be clearly delineated within the proposal.

#### **b.)**

Tweak current site. This could be accomplished by doing some or all of the following: removing some of the frames, changing a few of the buttons and adding news releases to home page, a president's blog, photo gallery and newsletter sign up with capability to send out emails when new items are posted. This would also entail making all items that are currently updateable through the browser-based admin functional.