

Omega Phi Alpha - Request for Proposal

Website Development

Omega Phi Alpha, National Service Sorority (OPA) has issued this Request for Proposal for the sole purpose of obtaining proposals from responsible offerers to establish a contract for rebuilding and redesigning the organization's website.

If awarded, the contract will commence on November 1, 2012, or the date the contract is signed by both parties. The performance period will be determined by the production schedule and approved timeline for delivery, but not beyond the period of one (1) year from November 1, 2012 through November 1, 2013.

A significant, but not sole basis of award will be that the awarded firm will commit contractually to provide the specified package of services in accordance with OPA's requirements.

Background

OPA desires to establish a stronger brand awareness – especially as we are looking to expand membership and seek partnership opportunities in preparation for our 50th anniversary. A website is the essential tool in today's business world and OPA lacks the ability to send someone to a professional, informative location.

OPA's current website does not represent our organization well or provide the required functionality needed to make us marketable. It is out dated, not user-friendly, contains no connectivity capabilities and visually consumed with type rather than eye-catching imagery. It is imperative to have a website that will represent OPA and be the center of our marketing campaign. The website needs to become the driving force behind recruitment, member services and include other components such as improved content management abilities, social network links and ecommerce implementations.

Therefore we seek the creation of a new website that will better represent who we are and highlight what we do as an organization. It should utilize current technology and be the foundation for achieving our endeavors towards expansion and partnership opportunities. Our service history is very rich yet has gone relatively un-noticed and been stifled by lack of developing a better platform for brand awareness.

Inquiries

Questions related to this RFP may be sent to Lynn Andrews, VP of Communications. Submit such questions by e-mail to comm@omegaphialpha.org. Offerers must understand that the only official answer or position of the organization will be stated in writing.

Method of Source Selection

OPA is using a competitive proposals method of source selection, as authorized by their procurement procedures, for this procurement.

An award, if made, will be made to the responsible offerer whose proposal is most advantageous to OPA, taking into consideration price and the other factors set forth in this Request for Proposals. OPA will not use any other factors or criteria in the evaluation of proposals received.

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OPA may, as it deems necessary, conduct discussions with responsible offerers determined to be reasonably susceptible to being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to solicitation requirements.

Proposed Timeline for RFP

The following projected timetable should be used as a working guide for planning purposes. OPA reserves the right to adjust this timetable as required during the course of the RFP process.

<u>Event</u>	<u>Date</u>
RFP Release Date	August 20
Submission of Questions on RFP	September 7
Notification of Intention to Bid	September 7
Answers to questions emailed to all bidders	September 15
Proposals Due	September 25
Complete Evaluation of Proposals	October 1 (week of)
Finalist Interviews	October 8 (week of)
Proposal Award Date	October 15 (week of)
Complete Contract Negotiations/Execute Contract	October 22 (week of)
Initial Meeting	October 29 (week of)

Proposal Guidelines

- This is an open and competitive process.
- Proposals received after midnight, Tuesday, September 25, 2012, will not be considered.
- Sub-contracting is not permissible.
- Three individuals/design firms/agencies will be selected for consideration and final interviews.

Proposal Submissions

- Web designers, design firms and agencies with strategic website development experience are welcome to submit a proposal to OPA.
- Proposals are due no later than midnight - Tuesday, September 25, 2012.
- Proposals will be submitted electronically only to comm@omegaphialpha.org
- Those submitting a proposal for web development must meet the following requirements:
 - Have a proven success rate for web design and providing online business development solutions
 - Have a web design portfolio and submit three (3) examples of work completed - include with each a short description of the project objectives and solution
 - Have the software, hardware and technical skills to design and produce a website
 - Have a thorough understanding of OPA's vision and marketing goals
 - Have a thorough understanding and experience with in the non-profit industry

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Evaluation Criteria of Proposals

- Review of Portfolio and Web Design Solutions
- Qualifications / Recommendations
- Strategy Assessment
- Intended Approach
- Projected Timeline and Budget

RFP Deliverables

- Complete the requested proposal information as stated in Response Format (below)
- Submit Project Plan
- Submit Project Budget
- Submit a portfolio link that includes at least 10 examples of completed web design projects
- Submit three (3) examples of work completed - include with each a short description of the project objectives and solution
- Submit three (3) existing client references

Response Format

As part of your proposal please address the following:

1. Describe who you are and what your best asset is. Include size of company and specialty. Choose three (3) words to introduce yourself.
2. Provide substantial information documenting your qualifications, including ability, capacity, proven web design skill, and number of years of experience providing the required services.
3. Describe your company's approach to website development.
4. Provide a Project Plan – detail how the design and development process will be provided with each design stage documented using milestones and evaluation in a production schedule timeline.
5. Provide important technology information and specifications recommended for platform, language and software that would be utilized. Any experience Member-Only login or Message Board components?
6. Provide a Project Budget – include line item budget for stages of development to demonstrate the project rate in which your firm will provide the work described in this Request For Proposals and an hourly rate for subsequent work that may be required or deemed necessary.
7. Identify who will be involved on your project team, including their relevant experience/ credentials.
8. Provide examples of at least three recent web development projects you have completed in the past three years that would be relevant to our organization, including with each a short description of the project objectives and solutions.
9. Include a portfolio of your current work with strong emphasis on the components we require.
10. Provide within the document three (3) references that have utilized your web design services.
11. Include the name, title and contact details of person(s) submitting proposal and if needed who to approach for clarification on the submitted proposal.
12. What experience have you had working with similar non-profit membership based organizations? Describe solution options for the components that we require and an innovative concept as to how we could increase awareness and build online presence in a cost effective approach.

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Delivery of Proposals

Proposals are due and should be submitted no later than midnight on September 25, 2012.

Point of Contact

Any questions or comments as well as complete proposals should be directed by email to:

Lynn Andrews
Vice President of Communications
Omega Phi Alpha National Service Sorority
comm@omegaphialpha.org

In email subject line, please write **RFP Website Development Submission**.

Do not send hard copies of any portfolios – what is submitted will not be returned.

Projected Timeframe

Web Design and Development should be completed within 3 to 5 months. The ideal delivery date if achievable would be January 2013 under the assumption that no sacrifices were made with all agreed upon requirements and solutions completed.

Project Background

OPA's current website does not represent our organization well or provide the required functionality needed to make us marketable. It is out dated, not user-friendly, contains no connectivity capabilities and visually consumed with type rather than eye-catching imagery. It is imperative to have a website that will represent OPA and be the center of our marketing campaign. The website needs to become the driving force behind recruitment, member services and include other components such as improved content management abilities, social network links and ecommerce implementations.

Current OPA Website – omegaphialpha.org

- Older version of Wordpress making updating cumbersome
- Lacking design – very plain and bland
- Lacks functionality and order – navigational nightmare
- No search engine optimization or website statistics
- No marketability or connectivity
- Nothing to warrant a visit to the site / or keep them there
- Lacking visual stimulation, imagery and capability of video feed
- Social Media Links
- Blog – generic static template – not branded and active to create a buzz
- In desperate need of complete overhaul

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Project Goals

Creation of a new website that will better represent who we are and highlight what we do as an organization. It should utilize current technology and be the foundation for achieving our endeavors towards membership expansion and partnership opportunities. Our service history is very rich yet has gone relatively un-noticed and been stifled by lack of developing a better platform for brand awareness.

About Omega Phi Alpha

The mission of Omega Phi Alpha is service. We provide opportunities for leadership and friendship through training and participation in service activities. Our hope is that our members will become life-long, service-minded leaders. We strive to better the lives of others worldwide by collaborating with organizations and volunteering through a flexible service program.

OPA Purpose

The purpose and goals of this sorority shall be to assemble its members in the fellowship of Omega Phi Alpha, to develop friendship, leadership, and cooperation by promoting service to the university community, to the community at-large, to the members of the sorority, and to the nations of the world.

Motto — “Today’s friends, tomorrow’s leaders, forever in service.”

National Colors — dark blue, light blue and golden yellow

Target Audience

OPA Members

- Active Chapters on university and college campuses
- Alumnae Chapters located at District Level and Regional
- Alumna that are dispersed nation-wide
- Parents of Active members

Prospective Members

- Recruitment of college age students / membership
- Interested Groups for Expansions on new university or college campuses
- Parents of prospective members

Donors

- Members – active or alumna
- Potential Sponsorships – private and corporate

Community Partners

- Other non-profits seeking opportunities for partnerships and service projects

Servers / Hosting

Seeking recommendations that are most suitable for our needs. Currently utilize Powweb.

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Design Style

Look and feel should incorporate sophistication and professionalism and be well designed visually. Without sounding contradictory it needs to obtain the attention of a wide spectrum of variables:

- Foremost – Welcoming and Inviting
- Young students during recruitment to middle-aged professional and executive alums
- Stylish but not too trendy to be out of date in 3 to 5 years
- A sense of classic with a twist of originality and flare
- Steeped in history and tradition — yet seeking the next generation of leaders
- Packed with technology — yet ease of use for non-tech savvy
- An abundance of imagery and visuals showcasing who we are – making viewers want to say...
“I want to be a member” or “I want to become a community partner with OPA”

Spirit of the Website

Omega Phi Alpha... not just a collegiate organization. It is a way of life.

A group of women... choosing to look beyond themselves — instead placing their gaze upon the world that surrounds them. Seeking the road less traveled and the path of the Good Samaritan. Serving those less fortunate - or in need of a friend to lift them up – to show them courage — and that with strength they can move beyond a point of devastation.

Having a missionary heart - whether locally or globally. Standing up to say — not I can — but I will.

Friendship, leadership and service... through out your college life and beyond.

Design Development Phase

The ideal website should include but not be limited to the following design aspects:

- Initial design concepts should include designs that reflect OPA’s vision and brand strategy
- Have visual impact and high design integrity
- Organizational flow
- Functionality – aesthetics to interweave
- Integration to make varying aspects coherent

Content / Copy

OPA will be providing the copy and content for the new website. If any content should require a copy editor, please provide an hourly rate for what that service would cost. Most likely we will want a few hours of content proofreading as well.

Content Management

OPA has a web master that will be responsible for daily maintenance and content changes. Depending upon which platform is selected we will most likely want an instructional training to review the content management system. Currently we are on an older version of Wordpress.

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Required Elements

- Improved Content Management that provides additional functionality with updating ease
- Integrations - phpBB, message board, eCommerce portal for sorority insignia sales
- Ability to interface with new SQL Server 2008 membership database – users update status using online form
- Technology Resource Advancements
 - Rotating or kinetic imagery
 - Capability of flash and or video feed
 - Photo Gallery
 - Social Media Links
 - System wide search capacity

Search Engine Optimization

- Create list of key words to “embed” on home page
(Service, Leadership, Community Outreach, Women, College, Volunteerism)
- Increase search capabilities in hopes of creating more traffic and recruitment tool
- Traffic Reporting

Member Only Section with Login

- Filing Cabinet of Member Resources
- Library - categorized and searchable
- Document downloading and uploading abilities by system admins
- National Calendar to include Local/Regional/District events
- Single sign-on to phpBB, database and members login
- Application for volunteer positions
- Message Board – research options for existing software to replace forum

eCommerce Solutions

- Online Merchandise Store – Order and Payment Solutions, Store Front
- Donor and Giving Programs

Part of the brand development is to encourage members to support OPA programs by establishing a Donor Program to include sponsorships as well as a member Giving Program. We need to do the following on the website:

- Publicize Donor Programs to increase awareness
- Acknowledgement and recognition for donors and sponsors
- Ability to receive online donations with fill-in form for contact details, payments and purpose (i.e. in honor of or memorial to someone)

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Required Elements Cont'd

Other Design Features

- Timeline – creative way to document OPA's history and milestones
- Interactive map of United States that showcases where chapters are located (roll over city and info for that chapter/university opens up)
- Ways to display number of service hours achieved?

Budget

Being a not-for-profit organization, OPA would like to maintain a budget around \$15,000. Please be mindful of the budget parameters. OPA will not consider proposals that are excessively over.

Contract Terms

All contracts are subject to review by legal counsel, and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

The contractor will be considered an independent contractor of OPA - and not an employee. As such, the contractor is responsible for all applicable taxes associated with the payments.

Delivery of Proposals

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Point of Contact

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