



REQUEST FOR PROPOSAL

Introduction

The Manufacturing Alliance of Philadelphia, MAP is planning a major website redesign in support of an expanding business strategy. This Request for Proposals is to solicit a vendor partner with the skills, experience and vision to support this effort. Included in this RFP is the following information:

Project Overview

Technical Requirements

MAP Audience and User Description

Proposal Format, Submission and Requirements

Timeline

Criteria for Decision

Organizational Overview and Project Goals

Our goal is to increase MAP Membership in the Philadelphia region by establishing MAP as the principal thought leader for Manufacturing in the Philadelphia region and to clearly communicate the benefits of joining MAP.

The key element in this strategy is our website, which will need three major upgrades:

1. Repackage information on MAP Services for Members and the benefits of joining MAP
2. A dynamic and integrated blog where information about Manufacturing in the Philadelphia region is shared with stakeholders and integrated with our social media
3. A Members' only section where Members can login and access resources exclusive to Members and with email subscription integration so that MAP Staff can send Legislative Alerts and emails to Members.

About the project

Our goal is to establish MAP as the principal thought leader about Manufacturing in the Philadelphia region.

Our hope is that with MAP as the destination for knowledge about Manufacturing in Philadelphia and the services we offer Members, that joining MAP is a "no-brainer" for Philadelphia area Manufacturers.

To support this goal, we are searching for a vendor to facilitate the following strategic steps.

Repackage information on MAP Services for Members and the benefits of joining MAP.

MAP has many resources to offer to our Members. These resources need to be presented on the webpage in a simple and intuitive manner. We want to have information about these offerings on our website, but we want the actual materials behind a firewall for Members only.

E-Commerce



We want MAP Members to join and pay renewal fees through the website. We want MAP Members and Non MAP Members to be able to register for events—both free and at for a fee. We may in the future, charge a la carte for white papers, e-learning, and other information, though we are not doing that now.

Redesign of existing informational site.

MAP's existing website was designed to provide information about the organization and resources for Manufacturers. Much of the current information on the site is still relevant, but in keeping with our shifting strategy—positioning us thought leaders for Manufacturing knowledge in the Philadelphia Region—we want a site design and architecture that continues to incorporate the importance of Membership while adding an emphasis on our role as a knowledge resource.

We want to supplement the website design with features that update our image and emphasize our position as a thought leader.

First: Our role is to serve as a resource for the latest and best knowledge in the Manufacturing Sector in the Philadelphia Region Second: The idea that MAP Members only have full access to these resources and knowledge and that joining MAP will facilitate their business plans.

Integration with ACT database and constant contact

We want Members to be able to update their information and sign up for Membership within the website and for that information to not have to be recaptured into our CRM. We need to track changes as they occur and to shut off access to the Member's section of the website from one spot.

Ongoing operations, updates and new content.

This current project is limited to redesigning existing content, but we are constantly updating our material and website information. The vendor should have an organization in place that facilitates ongoing operations.

MAP plans to post articles several times a week in a blog to integrate with our social media efforts in order to position MAP as a thought leader. We will want the blog to be integrated in part of the website.

With future updates to the content, MAP plans to incorporate additional media into our site, such as podcasts, online seminars, video or interactive content. The plan should include the ability to define, create and support such efforts. Additionally, the ability to easily add new interactive content in the future should be provided.

Additionally, MAP Staff should have full access to all of the site's content through a CMS.

Technology Considerations

Please include your plans for back-end design and the system we would need to support the website.



Audience & Users

Current MAP Members	Keep Members aware of things that may affect them. Update their constituent information. Pay dues. Download and access information in Members only section of website. Manage email subscriptions.
Potential MAP Members	See the services that we provide MAP. Keep Manufacturers aware of things that may affect them.
People interested in Manufacturing in Philadelphia	The location for news that affects and trends in Manufacturing in Philadelphia Region and Nationally
MAP Staff	Updating Content on website-both blog and more "static" sections. Send Legislative Alerts and newsletters through website. Send Dues notices through Members Only Website. Answer Member Service Questions. Send Surveys to MAP Members through website and email.

Response

This RFP has been provided unchanged, with the same deadlines and requirements, to each respondent.

Send to

Send six printed copies of your RFP Response to MAP Director Christina Rockwell

Christina Rockwell
Director Member Services and Legislative Affairs
MAP
Globe Dye Works Building
4500 Worth Street
Philadelphia PA, 19124
christinar@manufacturingonline.org
(215)948-9285 x105

Electronic versions of the print submission are acceptable as a supporting document, but printed proposals are required as the primary method of submission. Any electronic submission must be identical to the print version.

All costs associated with the submission of a proposal, including but not limited to printing, postage, express mail, design, and travel, are the responsibility of the submitting vendor.

Confidentiality

Your proposal will be shared with a review committee consisting of MAP staff, board Members and consultants. Until a proposal is accepted it will only be available to the evaluation team.



Your organization guarantees that this RFP and all work and materials will be confidential. This RFP and all associated work is the proprietary information of MAP. It may only be used to prepare a proposal for MAP.

Due Dates

A complete proposal must be delivered to MAP by Friday February 1st 2014.

Proposal Format & Information Required

Your response should include all of the following information:

1. A description of how you will support each of the specific deliverables.
 - a. include any additional functions not included in the RFP that could benefit the website project
2. An outline and timeline for project implementation, including a transition plan from MAP's existing website. We would like to launch the new website by Spring 2014.
 - a. **To prevent "Scope Creep" of utmost importance is performing a needs assessment with MAP staff after vendor selection to insure aspects of the project not mentioned in this RFP are incorporated into the scope of the project before work begins.**
3. Your expectations of MAP:
 - a. Staffing: What skills does MAP staff need to have in order to facilitate the project on our end?
 - b. Training: Will MAP staff need any training on software specific to the site?
 - c. Technology: What technology we need to be able to manage the website?
4. An estimated budget which includes:
 - a. Budget for the creation of the website
 - b. Budget for ongoing operations, including standard pricing for upgrades, troubleshooting, future design
5. Your staff and structure involved in the website, including:
 - a. The project manager who will be in charge of creating the site
 - b. Any other key employees involved in the project
 - c. Any subcontractors you will be working with or third-party products you will be using.
 - d. Any additional personnel who will be involved in ongoing operations once the project has been completed.
 - e. Any other legal terms and conditions relevant to the project.
 - f. Three References from sources that can address how you have successfully executed similar projects. At least one reference referencing a project in the non-profit sector is required-preferably from an Association or an Association Management Company.

RFP Process

Wednesday, January 8, 2014 MAP submits RFP to vendors



Week of January 14 – 18 Vendors may schedule calls for questions with MAP

Monday, February 3 Final Proposals due to MAP

Monday, February 10 Finalists will be informed by if they have been selected to proceed to the interview phase of the selection process.

Week of February 17-21 MAP will interview finalists in person at MAP Headquarters Expenses for travel to MAP Headquarters in Philadelphia, PA is the responsibility of the presenting vendor.

Week of February 24-28 MAP will check vendor's references.

Monday, March 3 Vendor will be selected

Evaluation Criteria

Plan and budget for deliverables. You should have a comprehensive project plan for meeting all of the deliverables and a competitive budget for implementation and ongoing operations.

Website ease of use for customers. MAP's existing Member base consists of Manufacturing professionals who do not spend much of their work day in front of computers. The most important factor in design will be ease of use and intuitive design.

Vendor's skills and capability. Demonstrate the skills, history and organization required to deliver the project and work with MAP

Shared and demonstrated understanding of the project goals. Demonstrate the understanding of the MAP mission, business and desired goals of the website redesign.

END