



A NON-PROFIT SCHOOL SAFETY CENTER

PO BOX 27390

MACON, GA. 31221-7390

RFP for Website Re-design & Search Engine Optimization Services

Due Date: April 22, 2011



Table of Contents

Table of Contents	2
Background	3
General Terms and Conditions	3
Scope of Work	5
Proposal Inclusion	6

Background

Safe Havens International, Inc. (SHI) is the world's leading international non-profit campus safety organization. SHI works with K-12 schools, institutions of higher learning and faith-based organizations worldwide. SHI analysts have published more than two-dozen books on campus safety and have work experience in more than 20 countries. Our team is comprised of international authorities and school safety, security and preparedness specialists who help schools improve academic climate through application of proven safety concepts that focus on practical and tangible concepts tailored to fit local risks, realities and resources.

SHI performed approximately \$1 million in for fee services in 2010 and plans to perform more than \$1 million in pro bono services in 2011 in addition to continuing to provide for-fee services. Founded and operated as a non-profit organization, SHI desires to increase revenues from learning resources in the future in order to support increased pro bono efforts to make children and youth safer around the world.

Though our organization has more school safety expertise than any non-governmental organization in the world, our limited skills in the area of marketing have thwarted our growth and revenue generation. Combined with our workload, which allows little time to focus on marketing, this limits the amount of pro bono services we are able to provide.

SHI seeks to improve our presence on the internet and our search engine rankings over the long term. We seek an ongoing relationship with a quality firm that can grow as our organization does.

General Terms and Conditions

NOTE TO ALL RESPONDENTS AND PROPOSERS: SAFE HAVENS INTERNATIONAL INC RESERVES THE RIGHT TO REJECT ANY AND/OR ALL PROPOSALS, AND AT ITS OPTION, TO TERMINATE THIS SOLICITATION, REISSUE IT WITH THE SAME OR DIFFERENT CONDITIONS, OR EXTEND THE DATE FOR SUBMITTALS. THIS REQUEST FOR PROPOSAL IS NOT AN OFFER TO CONTRACT WITH ANY SPECIFIC PARTY.

1. Proposals are to be submitted via email to Chris Dorn at chris@weakfish.org no later than **5:00 PM (EST) April 22, 2011**. Late or incomplete proposals will not be considered.
2. Questions regarding the contents of this RFP must be submitted via email to Chris Dorn at chris@weakfish.org. Questions will be answered within 72 hours.
3. Proposers are responsible for (i) identifying any data, information, materials, trade secrets, etc. submitted in their proposals that need to be protected, and (ii) state the reasons why protection is necessary.
4. SHI reserves the right to award in part, in whole, and/or to award to multiple contractors, or to reject any or all proposals received, and to waive any informalities received where such acceptance, rejection, or waiver is considered to be in the best interest of SHI.

5. Conditional or qualified proposals will NOT be accepted. Proposals that have clerical errors or irregularities are subject to correction only with the concurrence of SHI.
6. The bid award shall be made on the basis of the lowest evaluated bid price and consideration of the professional services offered. Factors considered will include experience with the services offered, comparative price, and the availability of proposer representative.
7. Winning proposer will be required to properly execute a contract with SHI for the proposed goods/services in accordance with federal, state, and local regulations.
8. Proposals must not be withdrawn without written approval from SHI after a contract has been signed or after a partial performance of the proposed services has been done.
9. It shall be the sole right of SHI to terminate any contract upon thirty days of written notification to the Contractor if SHI is not satisfied with the quality of the work done by the Contractor.
10. Failure to report any suspension or debarment, or potential suspension or debarment proceedings, will be sufficient cause to terminate the contract.
11. All billing will be in arrears for actual services rendered. All services shall be provided and billed based upon the pricing structure proposed by the Contractor in its proposal.
12. It shall be the responsibility of the Contractor to comply with any and all local, state and federal requirements concerning licenses, taxes, etc.
13. Any disputes under a resulting contract that cannot be resolved between SHI and the Contractor must be resolved in the Circuit Court of Monroe County, Georgia. Any resulting contract shall be governed by the laws of the State of Georgia.
14. The Contractor is responsible for providing all equipment and materials to perform the proposed services.
15. All documents, data, products, graphics, and reports prepared by the Consultant pursuant to this Contract shall be considered the sole property of SHI and may not be distributed or reproduced without the approval of SHI. All such items shall be delivered to SHI at the completion of work.
16. All financial, statistical, personal, technical and other data and information relating to SHI's operation which are designated confidential by the SHI and made available to the Contractor in order to carry out this contract, or which become available to the Contractor in carrying out this contract, shall be protected by the Contractor from unauthorized use and disclosure. The identification of all such confidential data and information as well as the SHI's procedural requirements for protection of such data and information from unauthorized use and disclosure shall be provided by SHI in writing to the Contractor. If the methods and procedures employed by the Contractor for the protection of the Contractor's data and information are deemed by the SHI to be adequate for the protection of the SHI's confidential information, such methods and procedures may be used, with the written consent of the SHI, to carry out the intent of this paragraph. The Contractor shall not be required under the provisions of the paragraph to keep confidential any

data or information which is or becomes publicly available, is already rightfully in the Contractor's possession, is independently developed by the Contractor outside the scope of the contract, or is rightfully obtained from third parties. Under no circumstance is the Contractor to discuss and/or release information to the media concerning this project without prior express written approval of SHI.

17. The Contractor shall describe any liability insurance it maintains that would protect SHI from claims which may arise out of, or result from, the Contractor's execution of the work, whether such execution be by himself, his employees, agents, subcontractors, or by anyone for whose acts any of them may be liable. Any such insurance coverage listed in the proposal shall be maintained by the contractor at the contractor's expense during the project.
18. SHI is not responsible for any costs incurred by a proposer in the preparation of a proposal in response to this RFP.

Scope of Work

SHI is seeking a qualify firm to provide an overall redesign of our main website (www.safehavensinternational.org) along with search engine optimization (SEO) as an integrated part of the redesign. Our goal for this project is to ensure that our site meets current SEO standards, and can be easily adapted to address future trends and needs.

our current site (www.safehavensinternational.org) was professionally produced approximately 5 years ago, and since then our personnel have continuously added pieces as needed. We are interested in any recommendations as far as how to re-organize and present the current conglomeration of parts into a more streamlined site that provides our current functionality. We plan on keeping all of the content that is currently on the site, and adding a page to highlight our video and web training service options. Once we commence redesign, we will develop a complete site structure that we would like to follow in the future.

We will also be contracting with a marketing firm (to be determined) over the project period, and we will want the vendor selected for this RFP to be open to working with our selected marketing vendor for design and functionality decisions as necessary.

While we will leave specific technical decisions up to the vendor, here are a few of our technical requirements for the updated site:

- It must be up to current web standards and functional on mobile devices (Android, iPhone, iPad).
- Our personnel will maintain control of all servers and related accounts for the site.
- Our personnel must be able to easily update the site as needed, including but not limited to editing content, adding or removing pages, etc. We have experience in basic web design and are comfortable using bare PHP code or WYSIWYG programs like Dreamweaver, but are also open to proposals that include a backend editor that would allow a non-technical person to edit pages as well (assuming they have appropriate permissions).

- The site must retain the current functioning web store and form submission features (newsletter signup, booking request, contact form, etc.) Upgrades to these features are welcome but we are satisfied with their current operation.

Proposal Inclusion

All proposals must be signed by authority personnel of the firm and should include, but not limited to, the following:

1. A statement indicating that the proposal is valid for a time period of 90 days from the date of submission, and positive statement of compliance with the RFP terms.
2. Company profile, including date organized, number of employees, and brief firm history.
3. Description of the proposer's prior related experience and expertise.
4. Description of similar projects, which the proposer has handled in the past or is currently handling, including comments on quality and relevance.
5. Any prior or current suspension or debarment, or potential suspension or debarment proceedings.
6. A minimum of five references from similar projects who can attest to the firm's knowledge, quality of work, timeliness, diligence, flexibility, and ability to meet budget constraints. Include names, contact persons, and phone numbers of all references.
7. Resumes of the proposed project team or individual.
8. Proposed approaches to tasks specified in the Scope of Work.
9. Proposed project timeline and staffing plan.
10. Demonstrated ability of the proposer to complete the project within time limitations and within budget.
11. Demonstrated performance on similar projects.
12. Fixed, not to exceed, price for each of the deliverables, pricing structure and payment schedule.
13. Relevant work samples.
14. A list of any or all of the concerns the proposal may have which could impact the success of the proposed services.