



## **Request for Proposal: CSSP.org Website Maintenance and Enhancements**

### **Project Overview:**

The Center for the Study of Social Policy (CSSP) seeks a vendor to analyze our current WordPress website, identify bugs, and implement development solutions. The selected vendor will provide ongoing guidance on internal and external updates that will keep the site fresh, interactive, user-friendly, and engaging. The selected vendor will also serve as technical support and provide monthly website maintenance. Finally, the selected vendor is expected to have deep expertise in digital accessibility and ADA compliance; CSSP hopes to achieve Level AA compliance on our website by December 2020.

### **About CSSP:**

CSSP is a national non-profit organization that connects community action, public system reform, and policy change to create a fair and just society in which all children and families thrive. For the past 40 years, we have provided resources and technical assistance to our stakeholders; we produce reports, press statements and blogs, and showcase a wide range of publications on a wide variety of core topics on our website.

### **Core Objectives:**

CSSP's website is a front-line knowledge-base for existing and new customers. Our audience consists of:

- Federal, state, and local policymakers;
- Community partners;
- Human services and health system leaders;
- Advocates, early childhood and family support systems workers;
- Child welfare leaders and social workers;
- Academics; and
- Government officials.

Our website must cater to these various stakeholders and be nimble, organized, engaging, and user friendly—on the front and back ends. We seek a vendor who will work with us to support our site and:

- Allow key CSSP staff greater ability and access to customize features and format of the website;

- Better communicate our work and value to the field and our audiences;
- Improve the search and filter function of our website to be more user-friendly for less web-savvy individuals who visit our website looking for resources; and
- Have a technical/website assistance team on call to readily, reliability solve problems with the Communications team.

**Project Deliverables:**

The successful vendor will be expected to supply:

- Project Management
- UX/UI Planning
- Moderate Graphic Design
- Front- and Back-end Development
- SEO Strategy
- Quality Assurance and Testing
- Content Management System Training
- Guidance on ADA-compliance and Digital Accessibility

**Budget:**

Our 2020 website budget is \$30,000 or approximately \$2,000 per month as a standing fee-for-service retainer. Applicants should take into consideration CSSP's non-profit status.

**Schedule & Submission Instructions:**

RFP submissions will be accepted until Wednesday, March 18, 2020 at 5pm ET. Decisions will be made no later than Wednesday, April 8, 2020 and will be made by the Director of Communications in collaboration with CSSP's Senior Leadership Team; final authorization of CSSP President Judith Meltzer will be required. Please submit proposals along with relevant work samples to [communications@CSSP.org](mailto:communications@CSSP.org) using subject line **CSSP Website RFP**.

**Other Information:**

The successful vendor will be a collaborator and will work closely with the CSSP Communications Team. We are a small, highly efficient team of two who care deeply about our work and the vendors we select to work with us. CSSP is an equity-focused, anti-racist organization and an equal opportunity employer committed to creating a diverse work environment. We are dedicated to contracting with vendors who share and prioritize our values in their own businesses.

All proposals may be subject to clarifications and further negotiation. All agreements resulting from negotiations that differ from what is represented within the RFP or in the proposal response shall be documented and included as part of the final contract.