

REQUEST FOR PROPOSALS

WEBSITE DESIGN AND CONTENT MANAGEMENT SYSTEM IMPLEMENTATION FOR THE KOSHER CULTURE FOUNDATION

INTRODUCTION

- 1. Purpose of the Request.** The Kosher Culture Foundation (KCF) seeks to contract with a qualified vendor to design the KCF website, kosherculture.org. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.
- 2. Background.** The Kosher Culture Foundation is an independent non-profit organization that promotes and supports Jewish continuity, celebrating the rich diversity of Jewish heritage, observance, and ancestry.
- 3. KCF's Mission.** Our mission is to provide vibrant information and activities, and enjoyable, user-friendly Internet links and resources in the most complete and contemporary Jewish Multimedia Web Portal on the Net today. Our weekly Net Magazine and our varied services and programs offerings address the needs of individual growth, group learning efforts, varied Jewish organizations, outreach programs, and spiritual & cultural enhancement. We will offer the entire Jewish community an opportunity to benefit from our work of love, support, and celebration of life... to contribute to the growth and blossoming of all precious Jewish souls.

Through the use of the website, KCF will accomplish the following objectives:

1. To be the most comprehensive online Jewish resource available
2. Provide complete and contemporary updated databases of Jewish items, worldwide
3. Provide and promote Jewish education for all backgrounds, levels of knowledge and observance

- 4. Overall Goals and Objectives.** The Kosher Culture Foundation intends to host the most comprehensive Jewish Online Resource Center on the Internet with a focus on Jewish Education, Kashrut, Outreach, Culture and Brotherhood for all. The primary objective is to design a website by applying proven strategies to engage visitors, build traffic and cultivate a loyal online community.

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ADMINISTRATIVE INFORMATION

TECHNICAL CONTACT

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name	Shulamit Wolfe Stander
Mobile	972-544-952862 Israel
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CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Shulamit Wolfe Stander
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DUE DATES

A written confirmation of the Vendor's intent to respond to this RFP is required by January 10, 2010. All proposals are due by February 1, 2010. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution to Vendors	December 2, 2009
2. Written Confirmation of Vendors with Bid Intention	January 10, 2010
3. Questions from Vendors about scope or approach due	January 14, 2010
4. Responses to Vendors about scope or approach due	January 21, 2010
5. Proposal Due Date	February 1, 2010
6. Target Date for Review of Proposals	February 21, 2010
7. Final Vendor Selection Discussion(s)--Week of	March 1, 2010
8. Anticipated decision and selection of Vendor(s)	March 14, 2010
9. Anticipated commencement date of work	March 15, 2010

5. Scope of Work. The contracted firm under this Request for Proposal (RFP) must provide a customized proposal inclusive of the design of the KCF website that will dramatically ensure the effectiveness of the KCF and positively impact the organization's goals, missions, and objectives. The contract shall include implementation of a content management system with the necessary consultation, data and content population, programming, development, coordination, training and support for the website and all systems as detailed in the specifications and Bid Sheet which include and are not limited to, the following:

- a) Develop a unified, appealing, and appropriate “look and feel” for the website at all page levels
- b) Select, implement & update Content Management System which will support English, Hebrew, French, Spanish, and Russian
- c) Evaluate proposed web information architecture; develop and implement revised architecture to enhance navigation
- d) Implement new tools as specified. Use third-party software for functionality if available, supported, and cost-effective
- e) Recommend additional or optional tools/applications.
- f) Provide training to KCF site administrators.
- g) Provide a testing and support plan.
- h) Provide service level agreement (SLA) plan.
- i) Initial content is described in Appendix A

a. Implementation of tracking software to produce user-defined website log and traffic reports

j) Installation of a network operations center (NOC) detailed in Appendix B

6. Statement of Qualifications. KCF seeks to contract with a competent firm with experience in providing website design, software and necessary consultation, data and content migration, programming, development, coordination, training and support. Evaluation of qualifications shall include examination of the following:

- a) List of five (5) websites your firm has produced that best reflect your work and relevancy to this project. Briefly describe the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- b) Provide current reference information for three (3) former or current clients. Client references shall include company, name, title, and phone number.
- c) Provide a company profile, length of time in business and core competencies.
- d) What type of team will be assigned to this project? Describe each person's role. Information for each assigned project team member, including: name, project role, company title, relationship to your company (if not a full-time employee), title, skill sets, knowledge base and experience. What percentage of your web staff would be assigned to this project?
- e) Briefly describe your firm's project management process.
- f) Discuss any hardware/software vendor partnerships.
- g) Discuss your testing and support plan
- h) Discuss your service level agreement (SLA) structure.
- i) Time frame for completion. The time frame for the completion of the project will be evaluated.

j) Budget

- a. Break down cost by production hours, tools and functionalities
- b. Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: ID the costs we will need to pay to develop or host the site.
- d. Hosting: ID whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
- e. Training and Style Guide: ID costs to train our staff to use site tools and provide a style guide.
- f. Other charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc. to complete this project.

7. Vendor Selection Criteria. The following features must be implemented by the vendor.

7.1 Implement Content Management System with the following features:

- a) Generation and Management of navigation and content for the website
- b) Added capability for site administrators (enhanced CMS).
- c) Scalability, allowing for the future creation of additional pages and sections

- d) Effective, simple user interfaces and usability while employing Creative Strategy, Execution, and Deployment
- e) Appealing design and creative expertise
- f) Develop site architecture/navigation/design elements. A basic site structure is in the appendices. Usability testing mid-stream will validate navigation choices.
- g) Multilingual access – translation of our portal and services into languages including but not limited to Hebrew, Russian, Spanish, and French.
- h) Home Page Customization - Templates that can be changed, moved and/or added to using "widgets" that pull content from different areas of the website onto the Home Page.
- i) Page Templates - Table layouts that can be constructed and saved by the user for the purpose of refreshing website pages on a regular basis.

7.2 Integrate the CMS and website with database-driven components:

- a) Global Information database for items such as classes, events, hechsherim, kashrut, minyan, mikvas. Data to be uploaded by internal staff. List of databases in the Appendix.
- b) Calendar of Events by region (with dynamic administrative privileges)
- c) E-newsletter – Taste of Torah Net Magazine, Foodlovers
- d) Online Postcards with Share Capability
- e) Special Offer/Feature Tool

7.3 Define Web Hosting Environment and Architecture

1. Identify and arrange reliable hardware for website hosting and streaming media
2. Select server software and all other associated software for functionality

7.4 Implement Additional Capabilities as follows:

1. Social Media Capabilities: Podcasts, Blogs, Forums
2. E-commerce: Online store initially for the Kosher Culture Handbook. Future store items will include books and other Judaica items. Take orders online, internationally.
3. Media Library Tools: Photo & Video Library with organization capabilities (album), slideshows, photo submission
4. Google Maps, Weather Integration for locations
5. Auto-Responder Email application
6. HTML E-Newsletter Application with customizable newsletter templates
7. Partnership Integration with advertisers
8. Recommend additional and/or optional features that will enhance user experience and encourage visitor interaction using Web 2.0 technology.

Service and Support

- a) Provide training to site administrators
- b) Provide ongoing technical support
- c) Service Level Agreement
- d) Backup plan

Additional Factors

- a) Third-party software: identification, description and purpose, cost included, training. We prefer to avoid custom applications if possible.
- b) Technical infrastructure requirements: Server hardware/software requirements - are there specific server software, operating system, application servers, database, etc. that need to be used?
- c) Browser/Platform: Because of our wide audience, the site must be compatible with the following: Windows and Macintosh platforms; versions 4.X and above for Netscape and IE browsers, and current versions of Firefox, AOL, MSN, and Opera browsers.
- d) Our audience is a broad consumer audience, with representatives from many demographic groups. Plug-ins should only be used to enhance functionality, such as for downloadable PDF documents. In order to keep bandwidth issues to a minimum for modem users, graphics must be optimized and page size should be no more than 100kb.

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills KCF's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

KCF may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

DELIVERABLES

At the conclusion of the assessment, KCF requires written documentation of the approach, findings, and recommendations associated with this project. A formal presentation of the findings and recommendations to senior management may also be required. The documentation should consist of the following:

DETAILED TECHNICAL REPORT

A document developed for the use of KCF's technical staff which discusses: the methodology employed, positive security aspects identified, detailed technical vulnerability findings, an assignment of a risk rating for each vulnerability, supporting detailed exhibits for vulnerabilities when appropriate, and detailed technical remediation steps.

EXECUTIVE SUMMARY REPORT

A document developed to summarize the scope, approach, findings and recommendations, in a manner suitable for senior management.

Preparation of the Proposal

Proposals should provide a straightforward, concise description of the proponent's capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness, clarity of content, and conveyance of the information requested by the KCF. If the proposal includes any comment over and above the specific information requested in the RFP, it is to be included as a separate appendix to the proposal. Three (3) copies and a marked original of the complete proposal shall be submitted

Term of the Contract

Contract shall begin after award by KCF. Proposals shall be guaranteed for a period of twelve (12) months with an option to renew for an additional period of twelve (12) months. Prices shall remain the same during the extended term.

Appendix A Products and Services

Home Page

1.
 - 1.1. Tabs to Portal pages
 - 1.2. Ticker with news about the website and Israel
 - 1.3. Links to subscribe to Taste of Torah, Foodlovers e-zine, becoming a member, free KCF handbooks
 - 1.4. Quick links to glossary and sitemap
 - 1.5. Language selector for English, Hebrew, Russian, Spanish, and French and more to come
 - 1.6. This day in Jewish History
 - 1.7. Make KCF your Homepage
 - 1.8. Donations
 - 1.9. News
 - 1.10. Kashrut Certification
 - 1.11. Contact us
2. Portal Pages – tabs across the top
 - 2.1. Kosher
 - 2.2. Culture
 - 2.3. Education
 - 2.4. Community Services
 - 2.5. News
3. Ad space
 - 3.1. Sides and top of each page
 - 3.2. Ad management system
4. Live chat accessible from every page – one to three concurrent seats, such as BigChat.com
 - 4.1. Supported 24/7 by Rabbis around the world in shifts of 1-3 hours
 - 4.2. Page listing our Rabbinic staff with descriptions of who they are
 - 4.3. Future – VOIP or Skype calls to our Rabbis
5. Streaming audio and video
 - 5.1. Framed by KCF website
 - 5.2. Content from VirtualYeshiva.com, webyeshiva.com, aish.com, etc.
 - 5.3. Online ulpan, such as ulpan.net or gottorah.com
6. Email accounts for
 - 6.1. Rabbinic staff
 - 6.2. Support staff
 - 6.3. Administrative staff
7. Ecommerce – online store as an affiliate e-vendor
 - 7.1. Sell KCF Handbook
 - 7.2. Sell other books and e-books from our recommended bibliographies
 - 7.3. Imprinted merchandise – t-shirts, caps, mugs, etc.
 - 7.4. Affiliate/partner with large online stores selling Judaica
 - 7.5. Affiliate/partner with a Jewish music/musicians site/vendor [and possibly streaming video]
8. Database Management System Fields

- 8.1. Name
- 8.2. Location – address, city, state, postal code, country, metropolitan area, link to map
- 8.3. Time – beginning and/or end time for events, last updated, hours open,
- 8.4. Contact – name, phone, address, email, website
- 8.5. Specific items – cuisines, sample menus, price range, meat/dairy/pareve, kosher supervision, additional kosher info, nusach, Rabbi, seating capability, facility & services availability, extra curricular offerings, community activities & programs
- 9. Types of searchable databases – content will include free information and paid information, i.e., pop-up menus, specials, promotions, discounts, coupons.
 - 9.1. Classes
 - 9.2. Events – dinners, entertainment, fairs, bazaars, performances
 - 9.3. Charities
 - 9.4. Chessed and Gemachs
 - 9.5. Jewish Community Centers
 - 9.6. Jewish Resources
 - 9.7. Judaica for purchase – Mezuzas, Tallis, Tzitzis, Tefillin, Seforim, books, ritual objects, –affiliate
 - 9.8. Kashrut – stores, restaurants, catering, online vendors, organic and vegan
 - 9.9. Mezuzas
 - 9.10. Mikvas
 - 9.11. Museums and Libraries
 - 9.12. Medical facilities and institutions
 - 9.13. Medical sites and Charitable organizations
 - 9.14. Local Hospitality
 - 9.15. Parsha index
 - 9.16. People
 - 9.16.1. Current Rabbis
 - 9.16.2. Historical Rabbis – gallery
 - 9.16.3. Famous Jews – arts, politics, heroism, etc.
 - 9.17. Schools – Pre-K, day schools, high schools, yeshivas, seminaries, colleges, learning centers
 - 9.18. Service Organizations and major Jewish institutions
 - 9.19. Tefillah and Tehilim projects - affiliate Prayer registration site
 - 9.20. Cultural sections –
 - 9.20.1. African & Asian Jewry
 - 9.20.2. Australian Jewry
 - 9.20.3. Canadian Jewry
 - 9.20.4. Caribbean Jewry
 - 9.20.5. Dutch Jewry
 - 9.20.6. Ethiopian Jewry
 - 9.20.7. Euro-Ashkenazi Jewry
 - 9.20.8. Euro-Sefardi Jewry
 - 9.20.9. French Jewry
 - 9.20.10. German Jewry
 - 9.20.11. Hungarian Jewry
 - 9.20.12. Indian Jewry

- 9.20.13. Iraqui Jewry
- 9.20.14. Israeli Jewry
- 9.20.15. Kurdish Jewry
- 9.20.16. Latvian Jewry
- 9.20.17. Lithuanian Jewry
- 9.20.18. Mediterranean Jewry
- 9.20.19. Moroccan Jewry
- 9.20.20. North African Jewry
- 9.20.21. Pacific Island Jewry
- 9.20.22. Persian Jewry
- 9.20.23. Polish Jewry
- 9.20.24. Russian Jewry
- 9.20.25. Slavic Jewry
- 9.20.26. South African Jewry
- 9.20.27. South & Central American Jewry
- 9.20.28. Spanish Jewry
- 9.20.29. Turkish Jewry
- 9.20.30. United Kingdom Jewry
- 9.20.31. Ukrainian Jewry
- 9.20.32. US American Jewry
- 9.20.33. Yemenite Jewry
- 9.20.34. African Lost Tribes
- 9.20.35. Asian Lost Tribes
- 9.20.36. European Lost Tribes

10. Events and Calendars

- 10.1.1. 100 year English/Hebrew Calendar
- 10.1.2. Conversion of Dates
- 10.1.3. Cultural Exhibits
- 10.1.4. Event Calendar
- 10.1.5. Event Finder
- 10.1.6. Jewish Calendar sites
- 10.1.7. Jewish History Calendar
- 10.1.8. Jewish History Timeline
- 10.1.9. Jewish Holiday Calendar
- 10.1.10. Jewish Life Cycle Events
- 10.1.11. Jewish Holidays and year cycle
 - 10.1.11.1. Jewish Year Cycle
 - 10.1.11.2. Holidays and Holy Days
 - 10.1.11.3. Torah Portion of the Week
 - 10.1.11.4. Words of the Rabbis

11. Education

- 1. "Taste of Torah"
- 2. KCF Teens
- 3. KCF Kids
- 4. 1-to-1 Live [Cam to Cam Web Chevrutot or Rebbe/Talmid program] - affiliates

5. Video Lectures
6. Hebrew Literacy
7. Higher Education/Open Classes
8. Yeshivot/Seminaries
9. Bookstores/e-Vendors (with KCF as an affiliate)
10. Lesson plans for other educators
11. Kiruv education
12. Campus Youth Organizations and Hillel
13. Holidays and Holy Days
14. Words of the Rabbis
15. Jewish History, segmented by century, link to Jewish Encyclopedia
 - 15.1. This day in Jewish History for every day
16. Holocaust
17. Conversion Laws
18. Noachide Laws
19. Prayer
20. News – also a section on home page with live feeds
 - 20.1. Israeli
 - 20.2. World Jewish
 - 20.3. Jewish teens and kids in the news
21. Culture
 - 21.1. Celebrates the world of Jewish arts, heritage, custom, and that which embraces our unique multi-cultural ancestry from Biblical times until today.
 - 21.2. 70 Faces of the Torah
 - 21.3. Love your neighbor as yourself
 - 21.4. Kosher Culture
 - 21.5. Cultural Event Finder
 - 21.6. Global Map Finder for each location
 - 21.7. Historic Synagogues and Museums listing
 - 21.8. Jewish Resources
 - 21.9. Community Center Programs
 - 21.10. Fairs and Exhibits
 - 21.10.1. Links to websites for a fee
 - 21.11. Retreat Weekends/Shabbatons
 - 21.11.1. Links to websites for a fee
 - 21.12. Jewish Music
 - 21.12.1. Listing of artist's name, location, contact info and email free
 - 21.12.2. Link to artist sites/venues
 - 21.12.3. List of artist's DVD's, CD's, albums, with song listings
 - 21.12.4. Streaming download link to play media, or purchase & download titles via site
 - 21.12.5. Promote artists but require a donation that we can award in raffles/auctions
 - 21.13. Genealogy and Photo Gallery
 - 21.14. World Jewry by nation of origin
22. Kashrut – Kosher
 - 22.1. All about Kosher

22.2. Kashrut Law and Lore

22.3. Taste of Torah online

22.4. Kashrut Sites

22.5. Kashrut Certification

22.5.1. Picture of symbol, name, company, Rabbi, and organization behind it

22.5.2. Identify Parve, Chalav Stam, Chalav Yisrael, Pesach, Pesach-Kitniot and Pesach-G'brochts

22.5.3. Levels of Meat Hechsherim, glatt, mehadrin, etc.

22.6. Kosher Bibliography

22.7. Find Kosher Food

22.8. Recipes

22.9. Medicine & Nutrition

22.10. Kosher Culture Handbook

23. Community Services

23.1. Synagogues and Services

23.2. Prayer

23.3. Mikva Finder

23.3.1. Mikva: Ritual Immersion

23.4. Hospitality

23.5. Gemachs

23.6. Community Center Finder

23.7. Chessed

23.7.1. Love your neighbor as yourself

23.8. Support Hotline

23.9. Ask a Rabbi

23.10. Chevra Kaddisha – Death services

23.10.1. Death, Burial, Mourning

23.11. Charitable organizations

23.11.1. Tzedaka: Just Charity

23.12. Medical sites and organizations

23.13. Hospitals and Medical Centers

23.14. Jewish Resources

23.15. Volunteer and Summer Programs

24. Blogs and Discussion Forums –

24.1. The only 24/7 Jewish website where Jews of any background, living anywhere can ask questions, for advice or support

24.2. All moderated 24/7 by our Rabbis who will have 24/7 access to Jewish authorities for emergencies

24.3. Using the Rabbis online for the chat functionality

24.4. Only registered users have posting privileges

24.5. Ask a Rabbi Forum

24.5.1. Send question to a specific Rabbi on the basis of the type of question selected from a topic drop-down box. See askRabbi.html

24.5.2. After a private response is sent, the question and answer are uploaded to the website archives with identifying information removed

- 24.6. General Torah & Jewish topic Open Forum
- 24.7. Teen Forum
- 24.8. Children Forum
- 24.9. Kashrut Forum
- 25. Online Magazines
 - 25.1. Taste of Torah
 - 25.1.1. E-zine subscription box
 - 25.1.2. Online subscription management, with double opt-in
 - 25.1.3. Archive of previous issues
 - 25.2. Foodlovers
 - 25.2.1. Recipes
 - 25.2.2. E-zine subscription box
 - 25.2.3. Online subscription management, with double opt-in
 - 25.2.4. Archive of previous issues
- 26. Membership/Subscription
 - 26.1. Free and multiple levels of payment with bonus gifts
 - 26.2. Welcome email confirms they are free members of KCF
 - 26.2.1. Offer free subscription to the weekly Taste of Torah, member discount on KCF handbook, etc.
 - 26.2.2. Offer KCF update newsletter on new pages, services, member benefits, options to upgrade to paid membership with their respective benefits
 - 26.2.2.1. Double opt-in with safe unsubscribe
 - 26.3. Content and membership options – see member.html
 - 26.4. Membership types: Basic, Startup, Member, Friend, Builder, Chai, Sponsor, Patron, Founder, Partner, Mitzva Donor, Associate
 - 26.5. Online donations through PayPal and credit cards; snail mail address offered as well
 - 26.6. Login popup: Encourage all visitors to log in so we can track viewership better
 - 26.7. Invite viewer: People invited to view private areas will be offered an opportunity for free registration
- 27. Donors
 - 27.1. List donors in each membership category
 - 27.2. Circle of Chai –Honor those who arrange 18 donors; publish Chai template; email participants
- 28. Glossary – [site and KCF handbook provides content]
 - 28.1. Words in English, Hebrew, and Yiddish
- 29. Website Map
- 30. Genealogy
 - 30.1. Family Tree Builder Program online
 - 30.1.1. Public family trees are free
 - 30.1.2. Private family trees have a fee. Owner can send a link with a password to specific recipients
 - 30.2. Photo Gallery
 - 30.2.1. Members can upload family photos
 - 30.2.2. People in photos can be tagged/identified, with names popping up on mouseover
 - 30.2.3. Gallery is public, free
 - 30.2.4. Gallery is private for a fee. Owner can send a link with a password to specific recipients

30.2.5. Family geographic and/or group background is identifiable

- 31. Prayer Requests – text fields generate to affiliate: [or inset outside site] to torah.org/services
 - 31.1. For those in times of need
 - 31.2. Medical necessity
 - 31.3. For marriage partners
 - 31.4. Livelihood and blessing
- 32. Net & Phone Programs
 - 32.1. Support Hotline – text and VOIP
- 33. Kosher Culture Handbook
 - 33.1. Application for free distribution
 - 33.2. wholesale to verified Institutions and classes
 - 33.3. discounts to members
- 34. Customs & Observances
 - 34.1. Synagogue & Services
 - 34.2. Prayer
 - 34.3. Power of Prayer: Tefila, Tshuva & Tzedaka
 - 34.4. All about Kosher
 - 34.5. Words of the Rabbis
 - 34.6. Deeds of Lovingkindness – Chessed
 - 34.7. Gemachs
 - 34.8. Jewish Life Cycle
 - 34.9. Chinuch Bonim: Teach your children
 - 34.10. Death, Burial, Mourning
 - 34.11. Family Purity Laws
 - 34.12. Hospitality: Hachnassat Orchim
 - 34.13. Kashrut: Law & Lore
 - 34.14. Bridges to Knowledge: Kol Ha'olam kulo, gesher tzar mi'od
 - 34.15. Love your neighbor as yourself
 - 34.16. Mikva Message
 - 34.17. Minyan Messge
 - 34.18. Ritual Objects: Laws and Lore
 - 34.19. Tzedaka: Just Charity
- 35. Family and Fun
 - 35.1. Jewish & Torah names
 - 35.2. Family Photo Gallery
 - 35.2.1. Family Purity Laws
 - 35.3. Jewish Genealogy
 - 35.4. Family Tree Planter
 - 35.4.1. Dor l'Dor: Generation to Generation
 - 35.5. Jewish Music
 - 35.6. Camps and Summer Stuff
 - 35.7. Youth Volunteerism & Summer
 - 35.8. Youth Programs
 - 35.9. Fun Pages
 - 35.10. Kids in the News

- 35.11. Teen Activity Pages
- 35.12. Teens in the news
- 36. Fun pages for children and teens – funpage.html
 - 36.1. KidSend at kidsend.html – children upload pictures, drawings, photos, letters to KCF4Kids
 - 36.1.1. KCF posts contributions identified as first name, last initial, city, state and age
 - 36.1.2. Children can invite other children to sign up and see their contributions
 - 36.1.3. Offer children prizes for contributions
 - 36.2. Coloring pages – line drawings, selectable by holiday or topic – color.html
 - 36.2.1. Print out line art for offline coloring
 - 36.2.2. Use the clipart online, with KCF logo attached and copyright
 - 36.2.3. Online coloring function
 - 36.3. Kid/teen projects
 - 36.3.1. Actual school projects with project outline, photos, and/or video of what the class did
 - 36.3.2. List names of class participants, protecting privacy by using last initial
 - 36.3.3. School with projects get free links to their websites & extra KCHandbook
 - 36.3.4. PR staffer publishes press releases in the school's local newspapers and Jewish papers
 - 36.4. Teen raffle for KCF
 - 36.4.1. Raffle/coupon sales by teens offline
 - 36.4.2. Raffle listings/ prize donors promoted on site w/contact info, and in KCF newsletter
 - 36.4.3. Award prizes to top three ticket sellers; album posted
 - 36.5. Difference Find – two side by side photos or drawings; differences listed on click [hotspots marked]
 - 36.6. Hebrew Kef – Hebrew/English word games developed by KCF staff
 - 36.7. Hidden Object – drawing incorporating object find: hidden objects highlighted on click
 - 36.8. Jigsaw Puzzles
 - 36.9. Word Find
 - 36.10. Crossword Puzzles
 - 36.11. Sudoku
- 37. Rituals & Judaica
 - 37.1. Ritual Objects: Laws and Lore
 - 37.2. Customs and Observance
 - 37.3. Find Judaica & Ritual Objects
 - 37.4. Wholesale Judaica
 - 37.5. Death, Burial, Mourning
 - 37.6. Family Purity Laws
 - 37.7. Holidays and Holy Days
 - 37.8. Kashrut: Law and Lore
 - 37.9. Mikva Message
 - 37.10. Minyan Messge
 - 37.11. Power of Prayer: Tefila, Tshuva and Tzedaka
- 38. Words of the Rabbis
 - 38.1. Kosher Culture Concepts
 - 38.2. Meet our Rabbis – page of biographies
 - 38.3. Torah Portion of the Week – from Taste of Torah e-zine
 - 38.4. Prayer

- 38.5. Torah Sites
- 38.6. Rabbi Gallery
 - 38.6.1. Timeline links to history.html
 - 38.6.2. Rabbis' entries link to pop-up
 - 38.6.3. Searchable
- 38.7. Bibliographies
- 38.8. Kosher Culture Handbook
- 39. Words of Torah – content from KCF handbook and staff Rabbis
 - 39.1. Chessed & Gemachs: Acts of Kindness – chessed.html
 - 39.2. Chinuch Bonim: Teach your children...
 - 39.3. Conversion by Jewish Law
 - 39.4. Daf Yomi
 - 39.5. Death, Burial, Mourning
 - 39.6. Dor l'Dor: Generation to Generation
 - 39.7. Family Purity Laws
 - 39.8. Holidays and Holy Days
 - 39.9. Hospitality: Hachnassat Orchim
 - 39.10. Kashrut: Law & Lore
 - 39.11. Kol ha'olam kulo, gesher tzar mi'od: Bridges to Knowledge
 - 39.12. Kosher Culture
 - 39.13. Love your neighbor as yourself
 - 39.14. Mikva Message
 - 39.15. Minyan Message
 - 39.16. Noachide Laws
 - 39.17. People of the Book
 - 39.18. Portion of the Week
 - 39.19. Power of Prayer: Tefila, Tshuva & Tzedaka
 - 39.20. Reishit Chachma Yirat HaShem: The Beginning of Wisdom is Deference to the Almighty
 - 39.21. Ritual Objects: Laws & Lore
 - 39.22. The Role of Rabbi in Judaism
 - 39.23. "Tora LiShma"~Learning Torah
 - 39.24. Tzedaka: Just Charity
 - 39.25. 70 Panim l'Torah: 70 Faces of the Torah

Appendix B Network Operations Center (NOC)

1 Overview

To ensure the reliability and net service availability, KCF will include the installation of a network operations center (NOC). The core equipment at the NOC is necessary to interconnect all of the programs, offices, and services into one seamless network, where Internet, application services, administrative systems and a host of other services are distributed and administrative sites from the centralized location.

KFC expects this core infrastructure to reliably provide a minimum of 170 Mbps of fully redundant IP services across 5 continents. A brief summary of the components of the core network include:

- a. Ethernet based transport, capable of supporting a minimum throughput rate of 170Mbps per terrestrial fiber path.
- b. A physical network topology and architectural overview
- c. A logical IP network architecture topology overview

2 Scope of Work

Major responsibilities will include:

- a. Equipment sale to KCF for 17 core servers, 10-12 primary locations, network peering points, and the KCF Network Operations Center (NOC). The equipment to be supplied by the respondent will include:
 - i. Core & Primary Network Routing & Switching equipment
 - ii. Network Operations Center Network Routing & Switching equipment
 - iii. Network Monitoring and Provisioning System
 - iv. Core Network Security System
- b. Configuration and Installation services to KCF for components for the servers, 10-12 primary locations, network peering points, and the KCF Network Operations Center (NOC). The installation and provisioning services to be provided will include those applicable to:
 - i. Core & Primary Network Routing & Switching equipment
 - ii. Network Operations Center Network Routing & Switching equipment
 - iii. Network Monitoring and Provisioning System
 - iv. Core Network Security System
 - v. Training services to KCF staff, focused primarily on the provisioning and management of the systems proposed in the RFP response.
- c. Handover of production ready network for acceptance testing by KCF

The KCF technology staff will operate and maintain the network. A portion of the staff will work directly with the RFP respondent during the implementation process to deploy the network and to assist with knowledge transfer, necessary equipment provisioning and system setup related to the Core routing and switching equipment, Network Monitoring and Provisioning System and Core Network Security System. For bidding purposes, one should assume this assistance will be minimal and all responsibility will lie with the RFP respondent for the scope of work outlined in this RFP.

3 Essential Services

- a. Delivery of a high quality network, by 3/1/2010, complete with installation warranty (Please describe the level of warranty provided in the RFP response), full as-built documentation inclusive of configuration by network with equipment locations and administration passwords
- b. Provide monthly status reports and readouts on the project to KCF
- c. Identify potential risks and mitigation plans - establishing contingency plans and initiating corrective action, when necessary.

4 Specific Required Experience and Training

Applicants should be able to demonstrate the following experience and training or other suitable experience:

- a. A proven track record of successfully implementing similar multi-national broadband networks.
- b. Applicable country-industry certifications and proven experience.
- c. Thorough knowledge of Occupational Safety and Health Administration (OSHA) safety regulations and requirements (for US installations)
- d. Project Management Institute (PMI) certification (preferred but not required).

5 Project Team

Respondent should provide a project team chart describing the management structure employed by the respondent and listing all personnel included in the project. In addition, the respondent should provide:

- a. Resumes and background of key personnel proposed
- b. Summary background of all personnel proposed

6 RFP Schedule

KCF desires to have the project complete in no more than three months from execution of the contract March 1, 2010.

7 Assumptions and Minimal Requirements

- a. Respondents should make the following assumptions:
 - i. A full-time KCF Technology Services Manager will support the network implementation process.
 - ii. KCF will provide detailed site location documentation and will perform site engineering based on recommendations and sign-off from respondent.
 - iii. The respondent will not be responsible for performing Internet service lease acquisitions.
- b. Hardware Requirements:
 - i. Ethernet-based with 10/100/1000 BaseT Interface (Typical Latency < 1 ms)
 - ii. Support for Jumbo Ethernet Frames
 - iii. Support for 802.1q Quality of Service (QoS) with 802.1p queues
 - iv. Hardware IPSec VPN encryption module support of DES, 3DES, AES 128, AES 192, and AES 256
 - v. Capability of expanding up to 10 Fast-Ethernet interfaces per chassis
 - vi. Redundant DC power capability (if non-redundant chassis configuration per enclosure)
 - vii. Ability to support out-of-band management access such as an analog modem interface
- c. Performance Requirements:
 - i. Intrusion prevention
 - ii. Secure Shell (SSH) Protocol Version 2.0
 - iii. Simple Network Management Protocol (SNMPv3)
 - iv. Support for complete suite of transport protocols

8 Professional Liability

Professional Liability rating classification must be within the scope of requested work. All insurance carriers must have an A.M. Best Company rating of A or better. There is to be no exclusion arising out of professional services of your work.

a. \$1,000,000 Occurrence

b. \$2,000,000 Aggregate

Certificates of Insurance should be issued in the following name:

Kosher Culture Foundation, its members, officers and / or
assignees

9/1 Nachal Shacham
Ramat Beit Shemesh A
Israel 99099

Insurance companies, Named Insured and policy forms shall be subject to the approval of

the KCF. Such approval shall not be unreasonably withheld. Insurance policies shall not contain endorsements or policy conditions which reduce coverage provided to KCF.

9 Performance Bond and Warranty

Within ten business days of the execution of the contract with the selected Integrator for the scope contained in this RFP, the Integrator shall furnish to KCF, as beneficiary, a performance bond in the amount of the value of the contract to secure the faithful performance of all obligations of this Agreement.

Respondents should describe the warranty they are prepared to offer to KCF for the work requested in this RFP. Specific questions to address include:

10 Pricing

RFP Respondents should submit:

- a. A proposed fixed price for the work above with full itemization. Where a fixed price is not able to be given because of uncertainties, please list those uncertainties and prices for maximum cost and minimum cost scenarios.
- b. If expense reimbursements are requested, the applicant should estimate them on a monthly basis, stating any assumptions made.
- c. Hourly rates / standard equipment discounts for any work KCF might request beyond the scope of this proposal.

11 Contract

Respondents should submit an example contract for review by KCF. Contracts will be based on the laws of the State of Florida for US-based respondents, and Israeli contract law for non-US respondents. All respondents must have a registered office in either the US or Israel to respond to this RFP.

12 Proposal Format and Delivery

Applicants should prepare an RFP response with the following format to answer / comment on the text of this RFP. KCF is not responsible for any proposal or delivery costs.

- a. Summary:
 - i. Contact information and primary location of business
 - ii. Reason for interest in the project
- b. Qualifications

Written description of fit and suitability as described in the sections above, with a response for Section 1 through 9 as appropriate.

c. Pricing and Proposed Contract

d. References

At least three references are required but additional are welcome.

Questions may be directed to:

Shulamit Wolfe Stander
tel/fax: 1-561-392-2188 US/ Israel
tel: 1-561-394-4188 US/ Israel
tel: 1-561-358-9025 US/ Israel
tel: 972-2-995-2862 Israel
mobile: 972-544-952862 Israel
email: rfp613@gmail.com

Potential respondents are asked to register their interest via email as soon as possible to Shulamit to be appraised of any updates or answers to questions as they are made available. Due to the aggressive schedule, no bidders' conference will be held, but all registered respondents will be notified of material questions and answers as they are provided.

All responses must be emailed and may also be physically delivered. Attachments or other items that are difficult to email may be physically delivered separately from the emailed proposal. If physically delivered, one hard copy and one copy on CD must be provided. Notice of intention to submit should be received by 3PM, January 10, 2010. All deliveries of any kind must be received by February 1, 2010. No late entries will be received except by special consideration of the KCF Board.

Emailed responses should go to rfp613@gmail.com. Receipt of emailed proposal will be given and all responses will remain unopened until after the due date and time has passed.

If sending by US or International Mail, UPS, or Fedex, packages should be addressed to:

Shulamit Wolfe Stander
9/1 Nachal Shacham
Ramat Beit Shemesh A
Israel 99099

The selected respondent will be asked to provide the original signed documents at the time of contracting if facsimiles are provided.

13 Reservations of Rights by KCF

The issuance of this RFP does not constitute an agreement by the Requester that any contract will actually be entered into by the Requester. The Requester expressly reserves the right at any time to:

- a. Waive or correct any defect or informality in any response, proposal, or proposal procedure
- b. Reject any or all proposals
- c. Accept equipment or services from more than one RFP Respondent to best serve the needs of KCF.
- d. Reissue a Request for Proposals
- e. Prior to submission deadline for proposals, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the proposals
- f. Procure any materials, equipment or services specified in this RFP by any other means, or
- g. Determine that no project will be pursued

14 Evaluation

KCF will score the proposals based on merit and risk considering the following factors:

- a. Quality of technical services and solution proposed by the respondent as defined in the RFP response proposal
- b. Ability to meet KCF's timeline
- c. Overall value to KCF. Overall value to KCF is not made up solely by lowest price

KCF and its designees will interview top respondents over the phone and in person with a projected start date of the technology project manager by mid January, 2010.