



NYCRAMA

Request for Proposal

Web Design & Development

January 24, 2012

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Objectives of RFP

The purpose of this request is to invite prospective vendors to submit a proposal to supply web design and development services to the New York Capital Region chapter of the American Marketing Association (NYCRAMA). The contents of this document are meant to provide an overview of the effort that NYCRAMA is undertaking to redesign its website.

Organization Background

The New York Capital Region Chapter of the American Marketing Association is a not-for-profit 501(c)(3) organization that represents its membership of marketing experts and supporters.

This regional chapter is part of The American Marketing Association (AMA), one of the largest professional associations for marketers and has 38,000 members worldwide in every area of marketing. The AMA is the only organization that provides direct benefits to marketing professionals in both business and education and services all levels of marketing practitioners, educators and students.

This local chapter offers you an excellent opportunity to learn from, and network with, hundreds of local marketing professionals. We hold luncheon seminars once a month, bringing in fascinating speakers on various marketing topics. Breakfast roundtables allow members to get into the details of a wide range of marketing challenges. The Mark of Excellence Awards provides an opportunity to learn how marketing campaigns really work.

NYCRAMA members enjoy exclusive members-only chapter benefits, including our online Job Bank, Member Directory, and newsletter archives; discounted rates for our events; the ability to promote great work through Member News submissions (published on our web site and in our newsletter); invitations to members-only events; and much more.

Project Definition

NYCRAMA's current website was developed in 2004. It serves as a resource for existing members and a promotional tool for attracting new members.

NYCRAMA is working toward 1) A complete redesign of the website; 2) a new content management system; 3) an improved event calendar

NYCRAMA will provide the following information to the vendor selected for this project:

- **Persona inventory** - This will include a set of user profiles that best represents our users.
- **Task inventory** - This will include a list of tasks that our users perform on our website or what we'd like them to use our website to accomplish.
- **Content analysis** - This report will include a summary of the major types of content that we currently publish and will also include information on content that we lack and should include in our design.
- **Proposed sitemap** - This will show how we want the content organized.

Scope of Work

In its completion, the new website should include the following components:

Design – The vendor will design a look and feel that appropriately reflects the organization and its mission. This design will ultimately be rendered in three templates:

1. Home Page Template. Provide at least two designs (of home page) to choose from, and include up to two rounds of edits on these designs at the request of the Website Committee chair. We will hold a simple A/B vote with our membership to select a design. Once selected, the Website Committee chair may ask for up to three rounds of edits on the chosen design.
2. Inside Page Template and Event Template. At this point, the vendor will provide an inside page template and the events page template. This will be reviewed only by the Committee, and the vendor may be asked to make up to three rounds of edits.

Database – The site should include a central database. Currently, this stores member information including name, contact information and member ID. Member ID is how members sign in to the members-only portion of the website, though in the future it is preferred they use an email/password combination. It is through this database that members can register for events at a discounted rate.

Content Management System – The site should be built within a third-party Open Source content management system, preferably WordPress. The CMS should include the ability to do the following:

- Submit and approve member news (members only feature)
- Manage sponsors – logos feed to different locations in the site
- Events Calendar
 - Online registration & payment (cc, check, pay at door)
 - Share on social media
 - Email reminders
- Publicly submit and privately approve job postings
- Manage SEO metadata

Email Marketing – the site should include a link to the email list sign-up form powered by Informz.

Content – Final content including artwork will be provided to the contactor upon approval of the design.

Submission Criteria

To be considered for evaluation, vendor must meet the minimum requirements spelled out in this RFP and be based in the Capital Region, NY. All proposals must include the following information:

- A proposal describing the process and timeline of how and when the tasks described would be carried out
- Proposed content management system (CMS). NYCARAMA's first choice is WordPress. If you have an alternative to recommend, please explain its benefits.
- Links to similar web projects completed by the vendor
- Names and experience of all individuals involved in the project
- Price Quotes – What services would be provided for a flat or hourly fee, what services provided for an additional fee, and rates and timing of payment in each case. All or partial in kind services may be included in the price quote.
- Name and phone number of three people whom we can call on as references
- Proposed e-commerce payment platform for event registration
- Proposed structure and pricing for the yearly maintenance, SSL, and hosting of the website (with access to control panel)
- Miscellaneous Material – any other material you feel would aid in our evaluation process such as history of company and bio of account representatives and key executives

All responses must be type written. All proposals can be submitted electronically to the following email address: web@nymarketing.org. If anything needs to be direct mailed please send it to the following address:

NYCARAMA
P.O. Box 13145
Albany, NY 12212

Available Budget

NYCARAMA is a non-profit organization without deep pockets. We will favor proposals that meet our requirements with a no-cost or low-cost proposal in exchange for sponsorship benefits (see Appendices E and F). However, we will give careful consideration to all proposals that come in for under \$9,000 for initial design and build-out of the site.

We recognize that for many vendors, this is a small budget. However, we are prepared to support the vendor in the following ways:

1. We have already agreed upon the site map.
2. Once the design is completed and approved, we will supply fully approved content in individual page manuscripts, each with supporting art files and SEO descriptors/meta data for that page.
3. Our committee is experienced in working with Web vendors and understands how to streamline and manage our side of the project.

Evaluation Criteria

We will be scoring your proposal on three criteria (on scale of 50 points):

1. How well it meets the core **site requirements** from a technical standpoint. (20)
2. How close it is to our target **budget**. (20)
3. Previous **experience** with this type of project. (10)

Timeline

Any questions should be sent to web@nymarketing.org by 4pm EST Friday, February 10. Please include an email address to which responses may be sent. Responses to those questions will be returned by 4pm EST Monday, February 13.

NYCRAMA requires receipt of all proposal materials by 4 PM EST February 17, 2012. NYCRAMA may choose not to consider late, incomplete, or unsigned responses not conforming to the requirements of this RFP.

It is our intent immediately upon award to begin website design and development, with an anticipated launch date of June 1, 2012.

Terms

This RFP represents only a statement of requirements. This is not an offer to contract. By responding to this document or otherwise participating in this process, no contract or agreement will be formed and no legal obligation between any respondent and NYCRAMA will arise.

All responses by the vendor to this RFP shall be considered final and shall supersede all other statements or printed information submitted by you to the extent inconsistent.

Bids will be valid for sixty (60) days upon receipt by NYCRAMA. In event that a contract is awarded in response to the RFP, the statement of work, provisions and set forth terms and conditions will be incorporated in their entirety into the contract and become an integral part of the contract when the contract is accepted by NYCRAMA.

NYCRAMA reserves the right to accept and/or reject any or all bids. Lowest price or overall bid does not constitute a bid award.

Contacts and Questions

If there are any questions, please contact:

Miriam Paska
VP-Internet, NYCRAMA
web@nymarketing.org

Appendix A: Site Map

Home

About

- Board of Directors
- Executive Board

Membership

- Benefits
- Collegiate Relations
- Get Involved
- Join Today

Events

- Upcoming Events
 - Online Registration
 - Register as member (login), non-member or student
 - If login – auto-populates member info (address, phone, etc.)
 - Email Reminder opt-in
 - How did you hear about this... (radio buttons)
 - Register Yourself only OR Register Additional Attendees
 - Pay online or pay by check
 - Meal options (certain events only)
- Mark of Excellence (MOE) Awards

Sponsorship

News (feed)

- eNewsletter (created in Informz; sent monthly to entire contact database of 1000)

Contact

Members Only

- Member Directory
- Newsletter Archives
- Speaker Notes
- Member News (allow members to submit w/ approval process)
- Job Bank (allow members and non-members to submit w/ approval process)

Appendix B: Home Page Elements

Call Outs

- Job Bank
- Upcoming Events
- News
- Email sign-up
- Facebook Icon
- LinkedIn Icon
- Twitter Icon
- Featured Sponsor(s) (feed from database)

Upper-right corner

- Login (Members Only)
- National

Other

- Board Resource Link

Appendix C: Board Member Login

- Board member only login
- Folder/document storage

Appendix D: Admin

Must have ability to set different permission levels for admins.

Calendar

- Calendar Events
 - Display (yes/no)
 - Event Type
 - Title
 - Date
 - Time(s)
 - Sponsor
 - Location
 - End Registration Date
 - Registration (on/off)
 - Member Price, Student Price, Non-Member Price
 - Meal Choices
 - Description (content block)
- Event Locations
- Registration Download (csv)

Chapter News

Job Posting

- Approval
- Edit

Member News

- Approval
- Edit

Members Directory

- Export (csv)
- Search/Edit
 - Member Created
 - Last Modified
- Edit - General Status
 - Email opt-in (yes/no)
 - Mail opt-in (yes/no)
 - Member Status (Member, pending, lapsed, prospects)
 - Member Type (general, executive, committee, board, student, president's council)
 - Display address (yes/no)
 - AMA Member Number
 - Member Since
 - Member Expiration
- Edit - Personal Info
 - Salutation
 - First
 - Last
 - Suffix
 - Job Title
 - Company
 - Address 1
 - Address 2
 - City
 - State
 - Zip
 - Phone
 - Fax
 - Email
 - Notes

Program Sponsors

Appendix E: In-Kind Sponsorship Opportunities

PREMIER SPONSOR

\$10,000 + in-kind product and services donation

- Monthly logo recognition in e-newsletter, with link to website.
- Four ads in quarterly print newsletter, *Positions & Perceptions*.
- Recognition in sponsor section of *Positions & Perceptions*.
- Annual sponsor profile in *Positions & Perceptions*.
- Sponsor of one monthly luncheon, promoted as such in all marketing material.
 - Ability to put approved promotional items on the luncheon table.
 - Invitation to introduce the guest speaker.
- Sponsor recognition on NYCRAA website, www.nymarketing.org, with link to sponsor site.
- Invitation to annual sponsor recognition event.
- Four free luncheon certificates.
- Letter/certificate of appreciation.

MAJOR SPONSOR

\$5,000 - \$9,999 in-kind product and service donation

- Monthly logo recognition in e-newsletter, with link to website.
- Three ads in quarterly print newsletter, *Positions & Perceptions*.
- Recognition in sponsor section of *Positions & Perceptions*.
- Annual sponsor profile in *Positions & Perceptions*.
- Sponsor of one breakfast roundtable, promoted as such in all marketing materials.
- Sponsor recognition on NYCRAA website, www.nymarketing.org, with link to sponsor site.
- Invitation to annual sponsor recognition event.
- Two free luncheon certificates.
- Letter/certificate of appreciation.

ASSOCIATE SPONSOR

\$2,000 - \$4,999 in-kind product and service donations

- Monthly name recognition in e-newsletter, with link to website.
- Two ads in quarterly print newsletter, *Positions & Perceptions*.
- Recognition in sponsor section of *Positions & Perceptions*.
- Sponsor recognition on NYCRAA website, www.nymarketing.org, with link to sponsor site.
- Invitation to annual sponsor recognition event.
- One free luncheon certificate.
- Letter/certificate of appreciation.

SUPPORTING SPONSOR

\$500 - \$1,999 in-kind product and service donations

- Acknowledgement for donation in one issue of quarterly print newsletter, *Positions & Perceptions*.
- Invitation to annual sponsor recognition event.
- Letter/certificate of appreciation.

Appendix F: Cash Sponsorship Opportunities

PREMIER SPONSOR

Cash \$5,000

- Monthly logo recognition in e-newsletter, with link to website.
- Four ads in quarterly print newsletter, *Positions & Perceptions*.
- Recognition in sponsor section of *Positions & Perceptions*.
- Annual sponsor profile in *Positions & Perceptions*.
- Sponsor of one monthly luncheon, promoted as such in all marketing material.
 - Ability to put approved promotional items on the luncheon table.
 - Invitation to introduce the guest speaker.
- Sponsor recognition on NYC RAMA website, www.nymarketing.org, with link to sponsor site.
- Invitation to annual sponsor recognition event.
- Four free luncheon certificates.
- Letter/certificate of appreciation.

MAJOR SPONSOR

Cash \$2,500

- Monthly logo recognition in e-newsletter, with link to website.
- Three ads in quarterly print newsletter, *Positions & Perceptions*.
- Recognition in sponsor section of *Positions & Perceptions*.
- Sponsor of one breakfast roundtable, promoted as such in all marketing materials.
- Sponsor recognition on NYC RAMA website, www.nymarketing.org, with link to sponsor site.
- Invitation to annual sponsor recognition event.
- Two free luncheon certificates.
- Letter/certificate of appreciation.

ASSOCIATE SPONSOR

Cash \$1,000

- Monthly name recognition in e-newsletter, with link to website.
- One ad in quarterly print newsletter, *Positions & Perceptions*.
- Recognition in sponsor section of *Positions & Perceptions*.
- Sponsor recognition on NYC RAMA website, www.nymarketing.org, with link to sponsor site.
- Invitation to annual sponsor recognition event.
- One free luncheon certificate.
- Letter/certificate of appreciation.