

REQUEST FOR PROPOSAL

April 13, 2011

Hosfeld & Associates Inc. requests competitive proposals on behalf of All Pilgrims Christian Church www.allpilgrims.org, located in Seattle, Washington. Proposals may include all design and development, or may be joint proposals submitted by partnering design and development firms.

Proposals should include:

- Background information on your company and its experience working with organizations to redesign comprehensive Web sites
- Bios of team members and relevant experience
- Samples of similar work completed for other clients, ideally in the church or non-profit arena
- A detailed cost breakdown for the project deliverables
- A timeline for completion of project deliverables
- Client references, preferably from non-profit organizations
- Demos of CMS systems you have created that are intuitive and appropriate for the non-technical user (can be screen shots or time-limited access to an online example)

Proposals will be evaluated on:

- Demonstrated comprehension of desired outcomes
- Experience of team assigned to this project
- Experience in successfully completing similar projects for nonprofit organizations
- Cost-effectiveness and timely implementation

Please send proposals to Kathleen Hosfeld, by May 9, 2011.

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206-938-3070

About All Pilgrims Christian Church

All Pilgrims Christian Church is a small but vibrant congregation located on Capitol Hill in Seattle WA. It is a community of diverse, progressive Christians that seeks spiritual growth and renewal as the ground from which its social justice and other ministries flows. All Pilgrims Christian Church has roots in the Seattle community that are more than a hundred years old. It is dually affiliated with the United Church of Christ denomination (www.ucc.org) and the Disciples of Christ (www.disciples.org). It is open to, and affirming of, the full participation of all as equal members in this one body: people of all colors, ages, economic circumstances, sexual orientations, gender or transgender identities, physical and mental abilities, education levels and conditions of health.

Branding

Visual branding for All Pilgrims is part of this assignment. The church does not have a consistently used logo type, color palette or corporate mark. This website project will be a starting point for developing a visual strategy that will grow over time.

All Pilgrims' vision statement is:

*We are a welcoming people, following Christ's example by journeying to:
...encounter the Holy,
...live faithfully,
...and do justice.*

The theme of journeying is strong in the church's culture, reflecting the "Pilgrim" aspect of the church's name, as well as the emphasis on spiritual journey.

Integration with Church Database

The church would like to consider integration of the online content management system with a member database. One open-source solution for churches is <http://civicrm.org/>. Proposals should reflect this or other recommended member database solutions that allow for:

- Track members as individuals as well as members of families¹
- Track pledges and actual giving
- Export lists for use in mail-merge programs
- Print out a contact directory of all members and their information that can be published in quantity as the church "directory."

¹ One feature that almost no church CRM handles well is the issue of same-sex households. Almost all systems assume the Head of Household to be male. This is an important consideration in churches like All Pilgrims that are open and affirming of the LGBTQ community.

Scope

Redesign and development of the All Pilgrims Website per the accompanying site map. Key features of the new site design will include (but are not limited to):

- A calendar of events
- (Possible, creation of a version of calendar that can be seen by persons with a password).
- Event registration and management system, including online payment
- Both the calendar and the news sections will be associated with a print publishing capability that allows the administrator to select items and print them using a print style sheet in either hardcopy or PDF form.
- Ability to generate custom HTML of news items, including links to full news detail pages, for use in email newsletter systems such as Constant Contact, Mail Chimp and Vertical Response.
- Password protected area for committee or project team documents
- Ability to create user-generated content in the form of albums (photos and text) that allow commenting

Diagrams and Sample Page Specifications

In order to give vendors a sense of the project expectations this request for proposal includes sample page specifications for both front end and back end (CMS) pages. These page specifications are not detailed or complete, but are representative of expectations for both content and functionality.

It is important that any CMS solution – custom or add-in – be extremely intuitive and easy to use, improving on the usability of such systems as ChurchWebWorks and Squarespace (two CMS systems frequently used in church/faith web settings). For this reason, these page specifications show simple, hierarchically based page schemas for the CMS interface. Those submitting proposals may suggest other approaches to CMS and these will be evaluated on the basis of 1) conformity to the objectives and requirements of the scope, 2) ease of use to non-technical users, and 3) cost-effectiveness.

Included:

Diagram: CMS – Digital and Print Outputs
Site Map

Front End Page Specifications:

Text & Link Page
Text & Link with Small Photos
Calendar

Featured Person/Group

Back End (CMS) Page Specifications:

Basic Page Data Entry
Event List
Event Entry
Articles List
Article Entry
Newsletter List
Newsletter HTML Generator
Uploads

Project Phases:

The project will have four phases – Discovery, Planning, Design, Development/Build – to be followed by a Maintenance phase. Completion of each phase will direct the subsequent phase, and will be contracted separately; however proposals submitted should provide an estimate for completion of the entire scope as here described.

Phase One: Discovery

Client meeting, site analysis and other necessary research to determine priority-based needs for new Web site content, architecture and design.

Deliverable: Report outlining findings and recommendations.
The report will include:

Technical needs/capabilities of both the end- user and site administrator, to include:

- Content Management System (CMS) requirements
- Integration with Church database system
- Mobile device accessibility requirements
- Online registration and payment
- Possibility of simplified social media content integration

Recommended technical solutions (CMS, site search, other tools) based on discovery about site needs, and including information about the life cycle sustainability of the technology

Phase Two: Planning

Work with Project Manager (Hosfeld & Associates) to advise on complete page specification document, including CMS user interface design.

Deliverable: 2-3 rounds of comments on draft specification document

Phase Three: Design

Based on requirements of page specifications as well as interviews with the client, provide graphic design of templates including home page, second & third level pages, plus unique templates such as news, calendar, people, etc.

Deliverables will include:

- Three initial design directions for All Pilgrims Website
- Design of banners and style for print output from system
- Design of banner and style of email newsletter system
- Three rounds of revisions to drafts based on client feedback and review
- Final graphics prepared and optimized for developer use
- CD Archive of all final artwork files for client records
- Style guide

Phase Four: Development/Build

Tasks include:

- Build Website
- Install/build/customize Content Management Systems and debug, ensuring CMS operates efficiently
- Build templates and transfer them to CMS
- Successfully integrate selected social media options
- Provide training and materials for the new Content Management System (train the trainer)
- Ensure All Pilgrims has access and necessary rights to the tools, technologies and code used for site design, delivery and management, so that all future maintenance on content and/or functionality can be conducted independently by the client, its staff, partners or vendors.

Proposal should assume that Development team will only do as much data insert into templates as is needed to test the templates/code. The client will provide the bulk of work to populate the CMS with content.

Phase: Maintenance

Post-launch maintenance, upgrades, modifications. To be contracted on an annual basis. Vendor should include fees and costs for post-launch maintenance.

Timeline and Budget

Provide a complete timeline for project by phase assuming a start date of May 22, 2011.
Provide hourly rate schedule by function.

Technical Objectives

- Cross-platform, multi-browser compatibility, with emphasis on Firefox 3.6, Google Chrome 8, Internet Explorer 8, Safari 5 and Opera 10.
- Optimized for 1024 by 768 screen resolution; use % widths that scale the page to other browser settings
- Compatibility with Google Analytics as system for metrics tracking and analysis

Questions

Hosfeld & Associates will answer questions about this RFP between April 15 to 21.
Please submit questions to hosfeld@hosfeldconsulting.com



On the home page:

Contact info

Worship times

News feed – events (links to calendar)

Link to “Welcome” page for Visitors

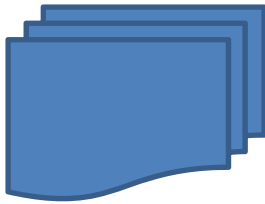
Sign up for email newsletters

Sermon topic

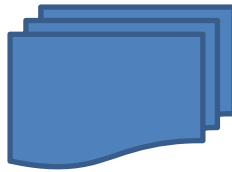
Social media links

CMS – Digital and Print Outputs

Publications Content



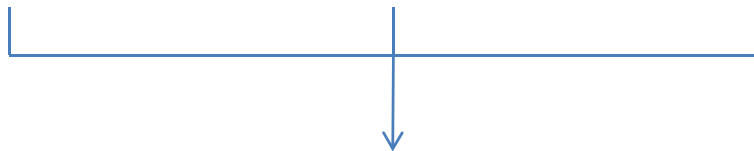
Event Data



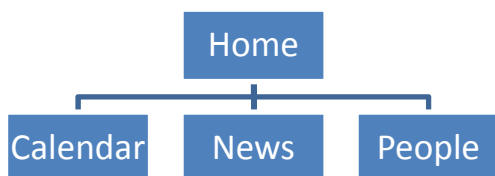
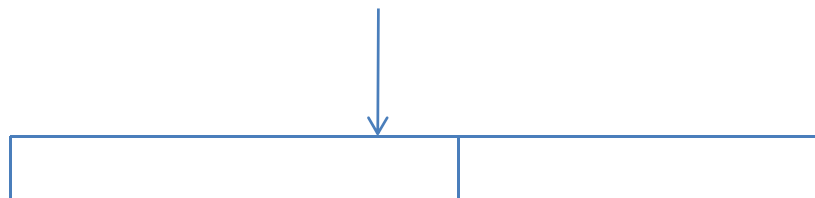
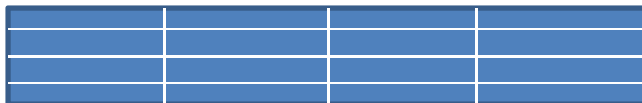
Articles
(Can include flyers,
handouts)



Pictures, graphics



Database



**Web site – Enter
once, shows up
multiple locations**



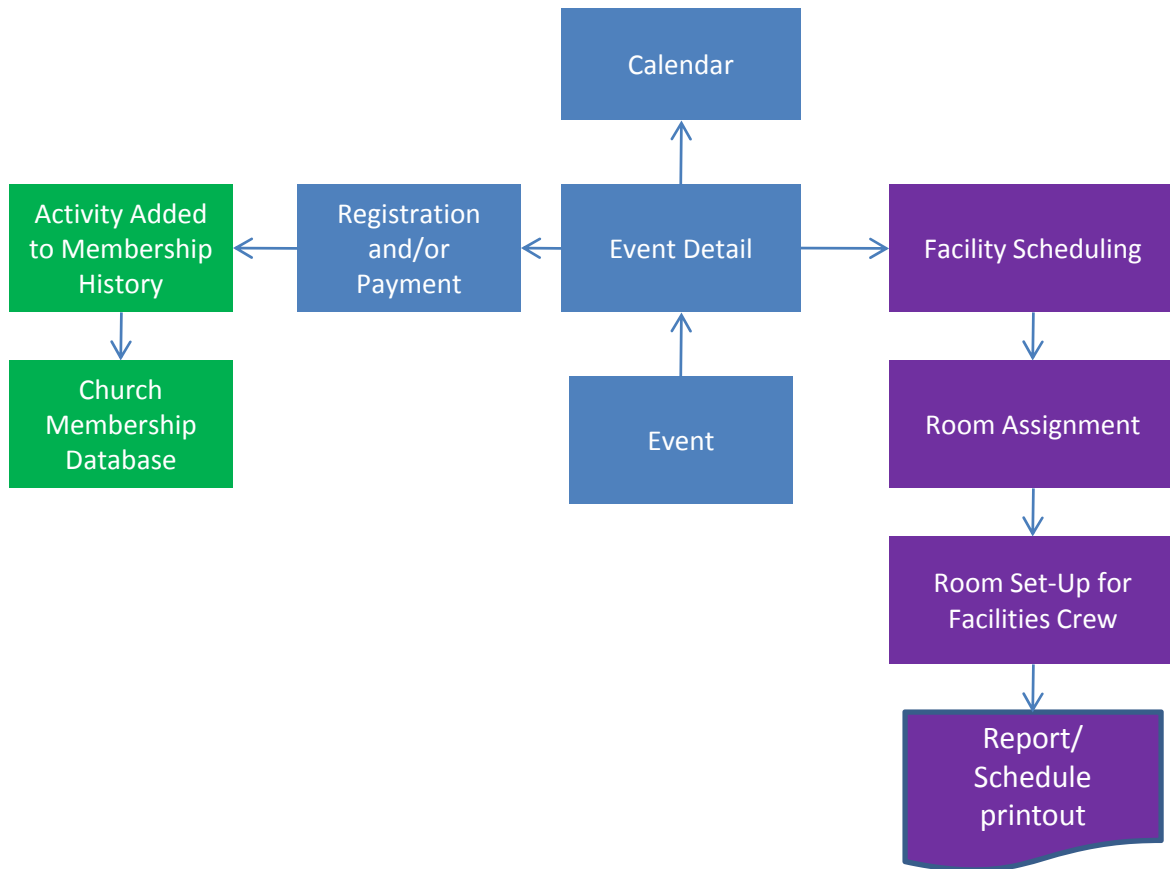
Email Newsletters



**Printable Documents
(8-1/2 by 11)**

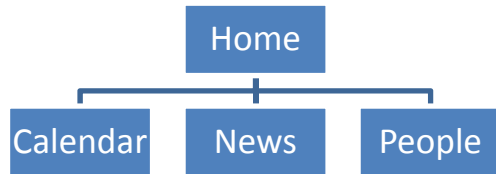
**** Mail merge fields**

CMS – Event Information – Integration with Church Database



PNC UCC System Elements

PNC UCC.org

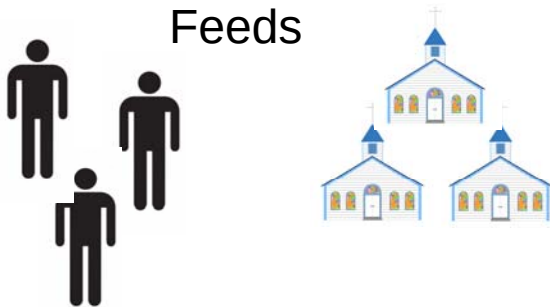


- Editor and/or admin can edit and approve content for publication
- Content can be “published” either through PNCUCC Web pages or through Feeds available to churches and individuals

Calendar, News and Article Portal

- Multiple users enter and submit calendar, news and article content, including photos

Feeds



Calendar View I

[About](#) | [Worship & Grow](#) | [Serve](#) | [@APCC](#) | [Contact](#)

Calendar

Month ▼ Year ▼ ○ List View ● Calendar View

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1 Personnel Committee	2 OCWM Meeting
3 Denton @ Cheney United	4	5	6	7	8 Committee on Ministry - Westside	9 Spiritual Formation Committee
10	11	12	13	14	15 Annual Conference	16 Annual Conference
17 Annual Conference	18	19	20	21	22 Clergy Retreat	23 Clergy Retreat High School Midwinter

NOTES

Calendar – Calendar View

Calendar View 2

About | Worship & Grow | Serve | @APCC | Contact

Calendar

Month ▼ Year ▼ ● List View ○ Calendar View

January 18, 2011 **Annual Conference (Link to Detail)**

All are invited to the annual conference of PNC UCC in Wenatchee.

Subject

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Subject

NOTES

Calendar - List View

People Page

About | Worship & Grow | Serve | @APCC | Contact

Ministers | Staff |

Name, Title

Biographical Text

Profile Photo

Contact Information
Email Form

Links

Title (Link) Slideshow

Title (Link) Someone's web site

Resources

Title

Description

Title

Description

January 18, 2011

Meditation on the Parable of the Mustard Seed

Text text text text text text text text text text text text text text.

January 17, 2011

Meditation on the Parable of the Sower

Text text text text text text text text text text text text text text.

January 16, 2011

Meditation on the Parable of the Good Samaritan

Text text text text text text text text text text text text text text.

Archive

Month, Year

Month, Year

Month, Year

NOTES

Bio Page (Featured Person)

A page specifically for key people in the church

Includes bio, photo, a blog, links, and a place for resources

Blog entries link up with articles/news display

Main Navigation

Second Level Navigation

Headline

Lorem ipsum dolor Lorem ipsum dolor
Lorem ipsum dolor Lorem ipsum dolor
Lorem ipsum dolor Lorem ipsum dolor
Lorem ipsum dolor Lorem ipsum dolor
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Static photo /Video (Optional)

Subhead

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NOTES

Text & Link

Used throughout the site where the page contains mainly text with one main photo or visual element.

Main Navigation

Second Level Navigation

Headline

Subhead

Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor
Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor
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Static Photo or
Graphic

Subhead

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Static Photo or
Graphic

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Lorem ipsum dolor Lorem ipsum dolor

Static Photo or
Graphic

NOTES

Text & Link List with Small Photos

A page used for short bios of people with their pictures; a list of committees/groups, a list of locations with photos, etc.

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Home

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

Page Name

NOTES

Content Manager Home

- Organization is simple list hierarchical list showing subordination of pages within

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Page

Meta Title

Meta Description

KeyWords

Page Heading

Body Text



Image

Browse || Upload

NOTES

Page Content Entry

- Images acceptable for upload include photos and graphics, slideshow

CMS (Backend)

[Pages](#) | [Events](#) | [Articles](#) | [Newsletter](#) | [Uploads](#)

Date	Name	Group	Published Y/N	Publish Date/Time
Date	Name	Group	Published y/N	Publish Date/Time
Date	Name	Group	Published Y/N	Publish Date/Time
Date	Name	Group	Published Y/N	Publish Date/Time

NOTES

Events List Page

- Simple list

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Event ID			
Name			
Date			
Time			
Abstract	140 characters.		
Full Text	600 characters.		
Location			
Contact 1	Name	Phone	Email
Contact 2	Name	Phone	Email
URL			
Group			
Push To	☐ Newsletter ☐ Calendar ☐ News Feed		
Associate			
Graphic			Browse Upload
Save			
Publish			

NOTES

Events Data Entry

- Types is a drop-down menu (Class, Meeting, Concert, Speaker, Interfaith)
- Push To: Event information is pushed out to Calendar, Newsletter system, News feed and Group page
- Associate Allows Event Detail page to link to an article that may be written on the same subject as the event (Articles can also be associated with Events)

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Headline	Author	Published Y/N	Publish Date/Time
Headline	Author	Published y/N	Publish Date/Time
Headline	Author	Published Y/N	Publish Date/Time
Headline	Author	Published Y/N	Publish Date/Time

NOTES

Articles List Page

- Organization is simple list show sorted by submission order

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Author

Title

Abstract

Full Text

B *I*        HTML

Push To ☐ Newsletter ☐ Calendar ☐ News Feed ☐ Author Page

Associate

Graphic Browse || Upload

Save

Publish

NOTES

Articles Data Entry

- Push To: Event information is pushed out to Calendar, Newsletter system, News feed and Group page
- Associate Allows Event Detail page to link to an article that may be written on the same subject as the event (Articles can also be associated with Events)

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Newsletter ID
Newsletter ID
Newsletter ID
Newsletter ID

NOTES

Newsletter List Page

- Organization is simple list showing most recent newsletter first

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Newsletter ID

Add Article Browse || Select

Add Event Browse || Select

Order of Items

Generate HTML

Articles

Headline
Headline
Headline

Events

Date Name
Date Name
Date Name

NOTES

Newsletter HTML Generator

- User creates identifier for Newsletter (i.e March 24, 2011 The Vine)
- User can select news items and articles to be included in that newsletter
- Newsletter will contain name, headline, abstract and link to detail published on the website.
- Page generates custom HTML to insert in newsletter distribution system such as Vertical Response or Constant Contact

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

(Add New)

Images

Item

Item

Item

Documents

Item

Item

Item

Audio

Item

Item

Item

Video

Item

Item

Item

Slideshows

Item

Item

NOTES

Add/Edit Uploads

- Ability to upload assets and also generate distinct URL for linking

CMS (Backend)

Pages | Events | Articles | Newsletter | Uploads

Name
Type
Thumbnail

UPLOAD / DELETE

url: <http://www.domain.com/whereitis>

<Images

Item
Item
Item

< Documents

Item
Item
Item

< Audio

Item
Item
Item

>Video

>Slideshows

NOTES

Add/Edit Uploads

- Upload documents, graphics, audio and video.
- System generates an URL for the file that can be linked to in body text