

Children of Divorce Foundation

Request for Proposals

Website Design and Development

RFP Release Date: July 23, 2008

Proposal Due Date: August 6, 2008

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COD Foundation

Request for Proposal – Website Development

Release Date	July 23, 2008
Vendor Questions Due Date	July 30, 2008
RFP Response Due Date	August 6, 2008
Interviews with Top Responders	August 20, 2008
Contract Approved	August 29, 2008
Go Live (Preview at Annual Meeting in October)	
Final Date: TBD	

Please submit all questions to codfoundation@gmail.com prior to the due date for vendor questions specified above.

Summary of the Requirement

The purpose of this Request for Proposal (RFP) is to obtain proposals from qualified contractors/designers to assist in the design and development of the COD Foundation site on the World Wide Web. The project will involve concept development, graphic design, page development, web programming, animation, database and web marketing needs. Moreover, we desire quality assurance and may require a limited term maintenance agreement of the new website. The COD Foundation plans to host the site on its own server and will utilize an in-house partner to provide hosting services. Staff will be actively involved in providing information and support throughout the re-design process.

Background

The Children of Divorce Foundation serves as an open forum for anyone who has experienced the separation or divorce of their parents at anytime during their life. The purpose of this not-for-profit organization is purely to give voice to those who have had their lives affected and changed by the circumstances of divorce. Our objective is to create a place where children affected by divorce can share their experiences and learn coping strategies from each other.

The COD foundation is open to children of all types of parents, including foster parents, adoptive parents, gay or lesbian. Dividing time between two houses or choosing one parent to live with, being faced with a parent's new relationship, custody battles, income changes, these issues are a struggle for any child dealing with divorce. The rebuilding and restructuring of daily life and relationships after a divorce is a universal issue, and the implications for children remain the same despite the type of household.

It is not our purpose to judge the circumstances surrounding any separation or divorce. We recognize that divorce can be a necessary step to end a harmful or destructive situation, and that those affected may benefit from the dissolution of the relationship. However, the circumstances surrounding divorce, both positive and negative, bring changes that often need to be addressed and shared.

The COD Foundation was created by a group of young adults who have experienced the divorce of their parents, including the lasting affects and implications in the years to follow. It was discovered that despite the details of the divorce, there are common themes and emotional scars that many children carry and have never really had the chance to express. Our goal is to provide an online support group where children like this can share and hear others' stories. Where divorce can leave isolation, unexplained emotions, and frustration, we hope this forum can give a sense of community among children with similar struggles to help ease the burdens they carry.

Audience

Children of all ages whose parents are divorcing or are divorced

Friends or loved ones of children going through a divorce

Divorced parents who would like a better understanding of the issues their children face

Scope of Project

The scope of this project is to select a contractor to design and develop a website for the COD Foundation for improved presence and increased visibility and participation. The COD Foundation is seeking a qualified web designer/programming agency that has experience working with community agencies serving a wide range of needs. The website should offer ease of use so that it can be operated by staff and maintained by staff with minimal requirement of outside services. The COD Foundation is committed to building a premiere website that reflects the evolving nature of our work, support and counseling services, and fundraising abilities.

Objectives

- Offer an 'audience-driven,' attractive, approachable and engaging online presence that expands our visibility and brand recognition (what is the COD Foundation and what do we do). The COD Foundation would like a dynamic website with the capability of building organizational/brand identity, awareness and interest in the COD Foundation and the services it provides.
- Bring visitors to our mission and cause as exemplified by their willingness to give financially and of their time and expertise as a volunteer or counselor. To engage the visitor, the website will need to be explicit in asking to donate, sign up or respond.
- People visiting the website will leave wanting to become involved or stay involved in their support. Visitors may be encouraged to take a leadership role by facilitating a support group or to express their concerns about an issue.
- Create a consistent look/feel across the website to assist in building the COD Foundation brand, but flexible enough to allow program areas to distinguish their unique attributes that resonate with their unique audiences.
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- A fresher, more "user friendly" website is desirable, where visitors are able to find what they want fast, enjoy the content and keep coming back time after time.
- Build organizational/brand identity, awareness, strength and interest in the COD Foundation, its programs, services and mission.
- Tell the COD Foundation story through increased interactivity, usefulness and a wide range of functionality.

- These are examples of some of the websites that we like:

<http://www.capeweb.org/> <http://www.lasbest.org/>
<http://www.youthonboard.org/site/c.ihLUJ7PLKsG/b.2046677/k.E09D/Examples.htm>
<http://www.ownyourc.com/>
<http://www.violenceinterventionproject.com/contactus.html>
<http://www.heartspring.org/>

Analysis

The selected contractor will be expected to confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints.

Functionality

To be effective, the website should offer a wide range of functionality, including:

- Use of a content management system configured to allow the COD Foundation staff to update the site in a simple and effective manner. Site must allow for changes to both copy and graphics, and adding/modifying pages or sections.
- The site must allow for uploading and publishing various files such as PDF, Video, Audio, etc. by The COD Foundation administrators.
- The site must also have the ability to save and store old versions of web pages, have a secure login feature, and offer administration of user rights at different levels of navigation.
- Links to partner websites and other links.
- Ease of training designated the COD Foundation staff to maintain information on the site.
- Ease of upload for posting key pieces of information such as alerts, calendars, registration deadlines, RFP, special projects, newsletters, forms, etc.
- Ease of use for individuals accessing the site including effective navigation sets and pathways to locate information using a variety of access points.

- Inclusion of a news section that highlights critical information and showcases ongoing events and programs offered by the COD Foundation and its services.
- Secure online donation capability to support the COD Foundation activities/mission.
- Potential for ongoing development to link to more integrated systems (i.e., database attendance tracking and/or grantee reporting systems, webinars/teleconferences and other training and/or interactive survey features).
- The contractor will test and debug the site before going live. All development and debugging costs are the responsibility of the contractor.
- The COD Foundation will conduct its own testing as well to ensure the scope of work has been met and the site is fully functional including any identified deficiencies.
- The COD Foundation will provide a server that will be by an in-house partner, specifications of which will be determined in consultation with the Contractor and the Host.
- Limited maintenance of the website, including some updates, may be desirable, though the design needs to allow for staff to make text and graphic updates with ease.

Qualifications

- Submit a description of your company, including the year the company was founded and a complete list of your offerings.
- Submit a description of the qualifications and experience of individuals who would serve as team leaders for this proposed project.
- Submit a listing of all subcontracted companies and third party software to be included in the proposed project, including a description of the specific role each will have in the project.
- Offer a description of your firm's project development approach.
- Describe your firm's specific experience in producing sites for non-profit and/or community focused projects.

- Provide current reference information for five former or current clients, including at least two non-profits.
- Describe your firm's experience with interactive web content.
- Describe how your firm has successfully implemented web sites that provide the highest range of functionality and optimal user experience at the lowest reasonable cost.
- Describe your process for including the COD Foundation staff in the various stages of the process and how you intend to gather information during all phases of the project.
- Describe the range of web design services provided by your organization, including specific details on any area of web design expertise.
- Provide the names of five web sites, along with the URL, that your organization has produced that best reflect your work and relevancy to this project (only live sites will qualify during evaluation). Describe the role your organization played in each project.

Proposal Format

Proposals should contain the following:

- Executive Summary containing a brief description of your project development approach and costs.
- Qualifications of your company including previous clients (particularly non-profit organizations) with contact information. Individuals who will be assigned to this project and their personal expertise with links to previously designed web sites should be included.
- Description of your development process with project stages, committee review opportunities, quality control and testing approaches.
- Training for the maintenance of the site offered.
- Proposed schedule and timeline, keeping in mind the COD Foundation's desire to launch a preview of the website by its annual meeting in September, 2008.

- Costs and payment details including costs involved with training and continuing consultation.
- Terms and conditions

Bid & Contract Schedule

Review of Proposals and Timetable:

Proposals shall be reviewed and assessed by the Website Design Committee following their opening. Web designers considered to be among the finalists may be asked to meet with the Committee and/or submit examples or prototypes of design concepts deemed by the designer to be appropriate for the COD Foundation website. The Committee's recommendations shall be accompanied by a clear timetable for completion and a "not to exceed" cost for the satisfactory completion of the project.

The tentative schedule for this project/process is as follows:

August 6, 2008	Proposals Due
August 20, 2008	Interviews with Top Responders
August 29, 2008	Contract Approved
Go Live	(Date To Be Determined, but a preview should coincide with the COD Foundation's annual meeting in October)