

**From: Contrecia Tharpe, Vice Chair of MarCommTech**

**Date: January 3, 2020**

**Re: Website Design, Development, and Maintenance**

Nashville CABLE is looking for a website design, development, and maintenance professional who would manage its website currently found here:

<http://www.nashvillecable.org>

Please send a PDF of proposal to [marketing@nashvillecable.org](mailto:marketing@nashvillecable.org) by 5pmCST on January 31, 2021 with **NASHVILLE CABLE WEB DEVELOPER PROPOSAL** in the subject line.

The following RFP includes a background of our organization and describes the purpose of the development vendor, our desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

**Guide to this RFP**

Our expectation is that this document will convey our vision for the existing site, a revamped site, minor and major changes, expectations that we have for the site, and specific challenges with our current one. It includes a background section about our organization, suggests an outline for organizing the content of the site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email [marketing@nashvillecable.org](mailto:marketing@nashvillecable.org) with questions or comments.

## **Project Overview**

### **Background**

Founded in 1978, Cable started with a simple, yet powerful idea: networking between women. Now Cable is the leading organization for professional women at all stages of their careers, from emerging leaders to the C-suites and corporate boards. Cable is a supportive, inclusive community that encourages every woman to reach her full potential and celebrates every woman's achievements. Cable's mission is to be the premier leadership organization for women's professional advancement. The organization's signature programs include its Executive Leadership Academy, Corporate Board Academy, Power of Inclusion Awards, Board Walk of Fame event, Mentoring Program and the ATHENA awards. For more information, go to <https://nashvillecable.org>.

### **Project Goals**

Nashville CABLE is looking for a web developer and maintenance professional to do monthly upkeep, redesign, and maintenance on the organization's website. We are looking to install plugins to increase efficiency in this primarily virtual world, implement design changes that positively impacts conversion rates, and have a modern and updated look and aesthetically appealing. We are looking for developers who can propose a new site design with a budget, be able to make changes that better suit our member base, perform backend updates as needed, and create a simplistic backend user interface for easy inhouse updates.

### **Proposed Sitemap**

Our sitemap will remain the same. Visit [nashvillecable.org](https://nashvillecable.org) to view existing site.

### **Scope of Work**

The scope of work for this RFP consists of:

- Project management
- Visual design
- Search engine optimization
- Front-end coding (HTML/CSS, animations)
- Back-end coding (CMS, 3rd party APIs)

- Plugin Installation
- Mobile device optimization
- Testing & quality assurance
- Software training
- Timeline for Completion
  - For complete website redesign
  - For updated website revamp
  - For suggested installation of plugins for efficiency
- Deliverables

## **Technical Requirements**

### *E-commerce*

We currently accept membership payments through our website. We would need to continue to encrypt card transmission via SSL.

### *Content Management Software*

We currently use a Wordpress backend; however, we are open to a more user-friendly dashboard that allows for internal updates and small changes.

### *Web Host*

We have hosting currently and are happy with that relationship.

### *Browser Support*

We would like to determine which browsers our visitors come from and provide browser support if needed.

### *Integrations*

We currently use MailChimp, Eventbrite, and Zoom. We are wanting to be able to have integrations and installations of plugins that optimize each platform. We would like to have Mailchimp signups for the site - one that adds emails instantly from new member sign-ups and one from a lightbox that captures those that are just visiting the site for more information. For Eventbrite, we would like an integration where people are able to register for the Eventbrite events on our site instead of having to go to the third-party servicer and have CABLE members

be able to see events that they registered for in their profiles. With Zoom, we are looking to be able to embed webinars for viewing on our site, if applicable.

#### *User Accounts*

We are a membership-based organization that uses our website to sign up. Membership profiles and applications are a requirement.

#### *Accessibility*

We would like to have a website that is accessible for those with vision and/or hearing issues for any videos.

#### *Mobile Responsive Design*

We would like a layout optimized for small screens and tablets can make a big difference in the delight and satisfaction of site visitors.

### **Budget**

Currently, we are contracted with a web developer for ten (10) hours per month. We would like to stay around this rate for the monthly maintenance from the awarded designer, but we are looking for proposed budgets and timelines for a complete website redesign, updated layouts, etc.

### **Criteria for Selection**

We are looking for subcontractors with experience who offer high-quality work. Subcontractors must be based in Middle Tennessee, have proof of valid business existence, and

Please include in the reply:

- Examples of similarly complex projects
- Client references with email and phone
- Project timeline with major tasks and milestones
- Project budget by line item
- Plan for mobile / responsive design

**Format & Proposal Details**

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