

Millard Business Community Foundation Website Redesign Request for Proposal

The Millard Business Community Foundation (MBCF)'s mission is to provide support and service for worthwhile endeavors in the Millard and Greater Omaha areas.

Website: <http://www.millardbusinessassociation.org/foundation>

Background information

The Millard Business Community Foundation (MBCF), a 501(c)(3) non-profit corporation, partners with the Millard Public Schools to provide students with food, clothing, hygiene items, books, supplies and scholarships to support their continuing education needs.

Website purpose

The website serves as a tool to inform and educate the greater Omaha area about the MBCF's services and programs. It is also a place for donors to make online contributions to support the MBCF's programs, and for individuals to register for fundraising events which support the MBCF's programs and services.

Request for Proposal Components

Describe in your proposal how you would build, create and/or design each of the following components into a new website.

1. Website administration and hosting

MBCF volunteers will be the administrators of the website and must be able to manage, edit and update the content in an easy to use format. MBCF volunteers do not have any knowledge or training in use of HTML, coding or other related technical programming. Please indicate your organization's/company's capability of hosting MBCF's website through a server or cloud-based system, including hosting the website domain. MBCF has a current hosting account available to use.

2. Website navigation and design

The user must be able to get to the information needed in two clicks or less. The board would like a designer to come up with a look and feel for the website (including suggested images and graphics) that depicts the services and support provided to Millard area families, children and residents. The overall design should demonstrate the commitment and support to community and service, and desire to support students in having the resources needed to experience a high-quality education and opportunities for their future. The color and design of the website should complement the MBCF's logo.

3. *Target audiences (key stakeholders) to reach through the website*

- Millard Business Association members
- Business owners in the greater Omaha area
- Churches, charitable and philanthropic organizations and other groups wanting to support the MBCF
- Millard Public school administrators, counselors and teachers
- Millard Public school parents
- Students
- Potential donors
- High school students seeking scholarship opportunities

4. *Website sections*

The preference is to have tabs (sections) across the top. When the user hovers over a tab, there would be a dropdown list of the pages within that section.

The website sections would include:

- Board of Directors (list of board members and their contact information)
- Project Wee Care (description of the program, list of volunteer opportunities, online fill in the blank form to submit if a person would like to volunteer or make a donation)
- Golf Scramble (information about the Golf Scramble, online registration link, online fill in the blank form to submit if a person would like to volunteer or make a donation)
- Scholarships (description of the scholarships awarded, link to scholarship application), online fill in the blank electronic form.
- Donate button – link to a secure online transaction system such as authorize.net for credit card payments, along with immediate printable confirmation receipt of payment being completed, and ability for confirmation emails to be sent to MBCF & Donor as needed.
- Millard Business Community Foundation Sponsors and Partners – rotation of sponsors' logos that are linkable to their websites
- Contact Us – ability to submit questions and requests through an online fill in the blank form to millardbcf@gmail.com.

5. *Donor information*

The website administrator will need to be able to access donors' contact information (name, address, phone, email address) in order to manage donor lists and send communications about upcoming events, volunteer and donation opportunities. Donor management software needs to be integrated into the website so past donations can be tracked and totaled.

Describe your familiarity, or experience, in working with websites that interface with a donor management system. What would be your plan to ensure a smooth interaction between MBCF's website and a donor management system or database?

Special features

- A mobile-friendly version of the website is required.
- Button to join MBCF's Facebook page (open to the public to join).
- Video testimonials from school counselors and families that the MBCF support may be something that we would want to add in the future.

Online transactions

- Anyone who wishes to register for the Golf Scramble, purchase tickets for other Foundation events or make a donation must be able to register online, along with immediate printable confirmation receipt of payment being completed.
- An email will be sent to millardbcf@gmail.com and committee chair as needed with all of the information for the respective registration or purchase. Authorize.net or a comparable system must be used for all online credit card payments and transactions. Our treasurer would need to test any online registration software with authorize.net to ensure that the process works correctly and that all of the security measures are in place before going live with a new website. The MBCF accepts [list credit cards accepted].

Additional features

- Search engine optimization to locate key words, topics, and information on the MBCF website is a key component.
- Search engine optimization – Initiate keyword and competitive research to help frame website navigation, content and on-site SEO. We would also want to ensure that keywords like Millard schools, Millard public schools, Project Wee Care, PWC, Millard scholarships, Golf Scramble appear in top results on the Internet.
- Rotation of sponsors' logos, ads and other images and graphics at the bottom of the home page of the website. (Sponsors' logos should also rotate on certain event pages when they sponsor those specific events).
- Ability to have a photo gallery of past events and award winners.

Budget

Our target budget of up to \$4,300 is available for development, programming and launch of a new MBCF website, although we will consider the most detailed and complete estimates. Please provide your requested fee, along with a detailed breakout of hours that you would anticipate spending on specific development, design and programming areas.

Ownership

The completed website, domain names and other proprietary components will be owned by the Millard Business Community Foundation.

Timeline - PROPOSAL DUE DATES

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| 1. RFP distribution to vendors | 06/18/2014 |
| 2. Written or email confirmation of vendors with bid intention, email address is millardbcf@gmail.com | 06/24/2014 |
| 3. Proposal due date | 07/01/2014 |
| 4. Target date for review of proposals | 07/03/2014 |
| 5. Anticipated decision and selection of vendor | 07/10/2014 |

All proposals must be submitted to: Paula Teetor by July 1, 2014. The MBCF Board of Directors will review the proposals and select a vendor. The new MBCF website must be completed and live no later than August 31, 2014.

GUIDELINES FOR PROPOSAL PREPARATION

We prefer that Vendor be an MBA member in good standing. They may include intent to join if selected. (MBA Membership is \$100 yearly) Responses should include information on qualification and experience with at least two references. All responses should be submitted in writing to the Millard Business Community Foundation, as indicated below:

- In person, during business hours (9-5, M-F), to Jennifer Enszy; Bank of the West; 13737 Q Street, Omaha, NE 68137; 402-918-2352
- By mail to the Millard Business Community Foundation, PO Box 390697, Omaha, NE 68139

All responses should be received no later than July 1, 2014. Any proposal received at one of the designated locations after the required time and date specified for receipt shall be considered late and non-responsive and will not be considered for award. Your response will be kept in strict confidence and we expect a final decision to be made on July 10, 2014.

CONTACT INFORMATION

Any questions concerning this RFP should be directed to:

Name: Paula Teetor 402-670-9210 millardbcf@gmail.com