

Request for Proposal
The Heuga Center for Multiple Sclerosis – Website Redesign

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Section I. Introduction

The Heuga Center for Multiple Sclerosis (THCMS) requests proposals for the following purpose. In this RFP, the terms “bidder”, “contractor” and “consultant” are used interchangeably.

Purpose: The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria that will be used in judging all proposals that are received by the due date. The existing THCMS website was built in 2006. Since that time, THCMS has completed a re-branding exercise and the website is now out of date with respect to look and feel as well as the stated mission of the organization. In addition, there are a number of features that need to be implemented to support strategic and tactical initiatives for the future. It is for these reasons that a complete website re-design which takes into account both look and feel and functional changes is now required.

Schedule: The following is a preliminary schedule of milestones associated with this project:

Date	Event
August 3, 2009	RFP posted

August 13, 2009	Questions due by 4pm MDT
August 18, 2009	THCMS sends addendum to RFP with clarifications to all interested parties
August 24, 2009	Proposals due by 4pm MDT
September 11, 2009	THCMS selects winning bidder
September 21, 2009	Contract begins
December 18, 2009	Website launch
January 15, 2009	Contract ends

Contact Information: All questions concerning this RFP must be submitted in writing or via email to:

Monica Tall
Director of Marketing & Corporate Relations
The Heuga Center for Multiple Sclerosis

Mailing Address:
27 Main St. Ste. 303
Edwards, CO 81632

Email Address:
mtall@heuga.org

Questions must be submitted no later than Thursday, August 13th, 2009 and should reference the RFP Number in the upper left-hand corner of this document. All questions will be addressed via addenda to the RFP.

Section II. Scope of Work

- a. Design and production of new look and feel for THCMS website. Include unique homepage template and two content templates. THCMS will provide new logo mark and color palette developed during the re-branding process.
- b. Implementation of an end-user friendly CMS solution to manage website content.
- c. Implementation of up to three (3) blogs that will target different audiences.
- d. Adhere to best practices for web accessibility.
- e. Adhere to best practices for search engine optimization.
- f. Functional Programming
 - i. Integration with 3rd party donor database solution which will support taking online donations, fundraising activities, tribute pages, email contact list management, event registrations and program registrations. The chosen backend database solution is Fund Raiser and the chosen web frontend solution is GiftTool.

- ii. Integration with social networking/social media websites such as Facebook, YouTube, etc.
- iii. Ability to offer online programs that will include video content, slide decks and standard HTML content.
- iv. Ability to manage a calendar of events
- v. Media/press kit with press releases (current and archived), contact information, story ideas and an option for visitors to download high-resolution imagery for use in publications.
- vi. Integration with web-based forum software solution.
- vii. Ability to display testimonials from program participants

Section III. Proposal Requirements

All proposals must include the following in the order listed and with each section appropriately titled.

- a. Cover Letter – Include a brief overview of your firm and your interest in this RFP. Provide a contact name, phone number and an email address.
- b. Statement of Qualifications – Include a list of three (3) websites your firm has produced that best reflect your work and relevancy to this project. Include current reference information for three (3) former or current clients. Provide a company profile, length of time in business and core competencies. Describe your firm's project management process. Finally, describe what type of team will be assigned to this project.
- c. Capacity to Perform – Submit a proposed schedule and time line for the work to be performed.
- d. Scope of Work – Include a high-level overview of how you plan to meet the requirements outlined in Section II. Scope of Work.
- e. Cost of Services – Include a proposed cost of services that is aligned with the proposed scope of work.

Section IV. Submission of Proposals

Introduction. Proposals may be submitted in hard copy or electronically. Bidders are solely responsible for ensuring proposals are delivered on time and assume the risk for the method of delivery chosen. Submitted bids are considered final. Late proposals will not be accepted. Any correction or resubmission by the bidder will not extend the submittal due date.

Instructions for Submitting Proposals By Hard Copy. The bidder shall submit three complete copies of the proposal in a sealed envelope that is plainly marked in the upper, left-hand corner with the name and address of the bidder. In addition, please reference the RFP Number in the upper left-hand corner of this document.

Bids for this proposal are due no later than 4pm MDT on the due date and must be delivered to:

Monica Tall
The Heuga Center for Multiple Sclerosis
27 Main St. Ste. 303
Edwards, CO 81632

If proposals are mailed, they must be received by THCMS by 4pm MDT on the due date. Bidders mailing proposals should allow normal delivery time to ensure timely receipt of their proposals by THCMS. THCMS assumes no responsibility for delays caused by any delivery service, including the U. S. Postal Service.

Instructions for Electronically Submitting Proposals. Proposals submitted electronically must be submitted as an attachment to an e-mail message to Monica Tall at mtall@heuga.org. Proposals must be received by THCMS by 4pm MDT on the due date. Attachments to an e-mail message shall be in Adobe PDF format. Bidders should include the RFP Number in the upper left-hand corner of this document in the subject line of the e-mail. THCMS does not assume responsibility for any problems in the e-mail transmission.

Section V. Evaluation Criteria

THCMS will evaluate all proposals and award points (100 points maximum) based on the following criteria:

1. **Level of qualification** – experience, knowledge, and availability of qualified personnel to complete tasks associated with the project.
(Total possible points - 25)

2. **Responsiveness to the RFP** – understanding of the project, project purpose, and the importance of the project to the interests of THCMS.
(Total possible points - 25)

3. **Project organization** – responsiveness to the specific tasks outlined in the work statement.
(Total possible points - 25)

4. **Total budget proposal** – proposed cost of project, including total costs, costs of specific tasks, including the optional additional features, and hourly rates.
(Total possible points - 25)

THCMS reserves the right to select a bidder without further discussion of the proposal submitted. Therefore, proposals should be submitted initially on the most favorable terms bidders can propose.

Section VI. Selection of Successful Bidders

A bidder will be selected based on the criteria in section VI. Selection should be made no later than September 3, 2009.

Section VII. Contract Preparation

The winning bidder will enter into a contract with THCMS as a condition of receiving funds. Contract preparation will begin promptly upon selection of contractor.

Addendum A. RFP Questions & Answers

Technical- Platform & Hosting:

- We were wondering what your preference was on hosting technology and what technology or platform that you wanted the site to be built in. *[THCMS] – We have a slight bias towards a LAMP-based solution simply because we perceive this to have a lower cost with respect to licensing (MSSQL and off-the-shelf CMS packages in particular.) That said, we plan to evaluate responses against a number of factors beyond price. We will also be evaluating a new hosting provider and will be happy to go with a Microsoft-based solution if that is what the best proposal requires. If ASP.NET is used, we would prefer C# over VB as the code-behind language.*
- Will the site require hosting, or will the organization be hosting the site on their servers? *[THCMS] – We will be responsible for the hosting contract.*

Design:

- What do you suggest by “unique home page template and two content templates”? Please explain. *[THCMS] – The current website uses the same basic template for all content pages. We expect our new website to have a unique homepage layout/template that can showcase our brand, elevate important calls-to-action and serve as a nice “welcome mat” for the rest of the site. For interior content pages, we expect to have at least one or two unique layouts that will work for different types of content.*
- Do you want mock up for the same? *[THCMS] – While this is not a requirement, we certainly welcome any wireframes or design comps that you can provide.*
- Is it possible to see the new logo / color palette to assist with our bid preparation? *[THCMS] – This is not possible at this time. Once we have rolled out our new branding to our various constituencies early this fall, we will be happy to share.*
- How much of the existing content, site architecture, pages, etc., will be re-used? *[THCMS] – We expect to re-use some content but the new information architecture for the site will need to reflect our new mission.*
- Regarding item d in the section entitled “Scope of Work”, does THCMS require any specific quality, compatibility, and / or compliance in the redesigned website? For example, some RFPs require Level 2 Compliance with ADA Regulations. *[THCMS] – Our goals around accessibility are to take into account various challenges specific to people living with MS.*
- Regarding item e in the section entitled “Scope of Work”, will THCMS like to receive a separate line item (and subsequent description, cost, etc.) for tasks and activities associated, not necessarily with baseline SEO, but with more advanced SEO techniques? (We currently employ two SEO Specialists, and aside from building “search engine friendly” website, we’d like to know if you require any SEO Services, even if provided as optional in our quotation.)

[THCMS] – Our initial goals are to have a website which employs best practices with respect to SEO and achieve the best possible natural search placement. We may engage an SEO specialist in the future, but for now there isn't any money budgeted.

CMS & Forums:

- Is the organization currently using a web-based forum solution that needs to be integrated, or would they consider a solution that is included in the proposers CMS? *[THCMS] – We are not currently using any forum software and are looking for a recommendation consistent with the remainder of your proposal.*
- Have you evaluated any content management solutions and have a preference of any in particular? *[THCMS] – We are looking for a solution which will be easy to use for content editors, will provide the ability to stay consistent with best practices for SEO and will accommodate a dozen or so content editors. There is no perceived need for an enterprise class CMS.*
- It appears you currently use Drupal. Are you looking to implement a new CMS or would you prefer to stay with Drupal? Are you committed to remaining with an open source CMS or is your organization open to considering other CMS options? *[THCMS] – We don't feel that our current Drupal site meets our needs. It is cumbersome to use. Some of this could be how it was implemented and the training that was provided for content editors. In other words, Drupal may not be the problem so a proposal that includes Drupal will still be considered.*
- Regarding item c in the section entitled "Scope of Work", what type(s) of content would THCMS like to be able to manage / update on the new website? For example, text-based content (and formatting of), links, images, headers, sub-headers, etc. *[THCMS] – We expect to be able to manage webpage content (i.e. articles, FAQs, press releases, testimonials, etc.) and media files (i.e. PDFs, Word docs, Powerpoint slide decks, etc.)*
- How often does THCMS anticipate needing to update the website? *[THCMS] – Updating the website on a daily basis is a reasonable expectation.*

Donor Database:

- The integration of a 3rd party donor database solution is not a problem, but would the organization consider a custom donor database solution? Also, what version of the Fund Raiser solution is the organization currently using (pro, select, basic)? *[THCMS] – We will not consider a custom solution as we have already contracted with and are in the process of implementing the FundRaiser/GiftTool products.)*
- Will there be a need to integrate the forms to this component or is it just redirecting the site page to these components and then downloading the data back to the back-end of the website? *[THCMS] – This will require a very light type of integration effort. We will be providing assets to GiftTool so that the various pages maintained in that product can be skinned with the same look and feel of the main website.*

- It appears all donation and purchase transactions take place off your site, will this remain the case, or do you plan to integrate the ability to capture funds directly through your organization? *[THCMS] – All payment capture will occur on the 3rd party GiftTool website.*

Social Media & Blogs:

- Does the required integration with networking/social media include setting up accounts? Social media sites are updated by content owners. Are we safe to assume that you will be managing the content updates? *[THCMS] – We will be responsible for setup and maintenance of 3rd party social media sites.*
- Implementation of up to 3 blogs that will target different audiences. Do each of these blogs required a different design? *[THCMS] – We have not determined what each of the blogs will target yet as we are still recruiting people to manage them on an ongoing basis. We envision that each blog would have the same layout and perhaps a different color scheme and name.*
- For what purpose do you want YouTube? Do you want to embed YouTube links to your website or a Separate media player in your site? *[THCMS] – We do not envision needing a custom media player to be developed.*
- Regarding item c in the section entitled “Scope of Work”, would you identify the respective audience groups to which these (possibly) three blogs will be targeted? Our developers identified the following (potential) groups: Patients (sub-divided by gender, age, stage of MS, etc.), Families of Patients, Healthcare Professionals, Sponsors / Event Contributors, THCMS Staff / Employees. *[THCMS] – This is almost identical to the groups that we had envisioned. Again, we are still in the process of ironing out the details of who would be responsible for content on each blog.*

Online Programs:

- Can you clarify what you mean by “programs” in Section II f. iii.? Are these online courses or tutorials? Or just a specific way to deliver certain types of content? *[THCMS] – Online Programs refers to the ability to deliver the content from our various wellness programs to an online audience. This includes our CAN DO and Jumpstart programs along with new programs that are in development.*

Miscellaneous:

- Does this project need to be done Onsite or can it be done Offsite/Offshore? *[THCMS] – We do not require that the selected vendor be a local entity. Please include your methodology for managing a project over long distances.*
- Do you have any existing relationship with a vendor? Is the process open for all or any specific vendors like MBE, or WBE etc. *[THCMS] – The RFP process is completely open and all responses will be considered in our evaluation.*
- Is there any approximate budget allocated for this project? *[THCMS] – The budget for this project is in the \$20,000-\$25,000 range.*