Request for Proposals (RFP)
Website Redesign

Responses must be received no later than **5:00 PM ET on Friday, January 17, 2025**.

Submit a Response to: Website@MarylandPhilanthropy.org

Subject Line: RFP: MPN Website Redesign Response by {Firm Name}

Attention: Charlotte Haase

Request for Proposals: Website Redesign

Contents

Overview and Purpose

Maryland Philanthropy Network (MPN) is requesting proposals to redesign its website, with completion of the project by June 2025. The purpose of this RFP is to identify a vendor that will execute the design phase (not inclusive of development) of a more significant project to transition MPN's website from Drupal 7 to Drupal 10. The following information outlines the design project and the criteria by which proposals will be evaluated.

About Maryland Philanthropy Network

Maryland Philanthropy Network (MPN) is a statewide membership association representing more than 100 private and community foundations, donor advised funds, giving circles, and corporations with strategic grantmaking programs. We act as an organizing backbone and convener, bringing funders and partners together to promote alignment and action around issues affecting communities across Maryland and are supported by membership dues, grants, and earned income.

Our mission is to build and activate a diverse, informed, and effective network of philanthropists to inspire transformational impact throughout Maryland.

Current Website

MPN manages its current website as part of the Knowledge Management (KM) Collaborative with the United Philanthropy Forum and nearly 40 peer organizations. The current site, built on Drupal 7, features a password-protected member login platform, event listing and customizable event registration, a job board, a resource library, online colleague directory, and a subscription-based member directory for grantseekers (non-members). It is fully integrated with Salesforce (also part of the KM Collaborative), which MPN uses to coordinate event registrations, online membership applications, dues renewal, invoicing, member directories, and surveys.

Our website is a critical multi-purpose digital hub for numerous stakeholders including grantmaking organizations and philanthropic leaders (our members), policymakers, nonprofit organizations, and other community members and interested users. The primary objective of MPN's website is to serve as a space for members to access their membership benefits, connect with one another, generate new members.

Scope of Redesign

MPN's website rebuild/development will be completed by the KM Collaborative developers on Drupal 10. **This RFP is for design only.**

This rebuild is more than just updating the website look. The chosen design firm will work closely with MPN staff to design a site that will provide a modern user experience that embodies our organizational vision and meets the following objectives.

The design should create a site that:

- Clearly and consistently showcases our mission, our members, and who we are;
- Centers and meets accessibility best practices;
- Converts users on our calls-to-action;
- Creates opportunities for community connections through the directories; and
- Improves the user experience when engaging with various content types.

The site redesign process will also allow us the opportunity to reevaluate content strategy, site architecture, taxonomy, and overall site usability, design, and branding. MPN will provide web copy and images.

Initial Requirements

The following are the parameters of our website that will be included in MPN's chosen design.

General Guidance

- A clean and engaging design that is responsive and accessible
- Enhances the organization's brand and membership appeal
- User-friendly navigation
- Easy-to-use search
- A simplified homepage that clearly expresses the mission and work and highlights what our members care about most
- Logged-in users have clarity about unique members-only engagement and learning opportunities
- Ability for staff to update content easily and readily
- Drives new memberships and increase online renewals

Accessibility

- Contrast ratio between background and text is at least 4:5:1
- Easy to read fonts with text resizing and sufficient line spacing
- Ease of use with screen readers and magnifiers
- Responsive for mobile and other devices; and
- Clearly defined links
- Buttons are accessible and look consistent on all devices
- Avoid seizure triggering features
- Language translation options
- Design should ideally conform to WCAG 2.2 Level AA Standard

Calls-To-Action

- Register for an event
- Access past event recordings and resources
- Join a member group
- Sign-up for listservs and find archived messages
- Submit a job posting
- Submit a story/news item

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- Apply for or renew membership
- Pay an invoice
- Search colleague directory
- Purchase subscription of Member Directory for Grantseekers
- Donate

Directories
- Clearly distinguishes between a members-only Colleague Directory and a non-member subscription-based "Member Directory for Grantseekers"
- Fields are easily toggled on or off based on user permissions
- Filter lists by areas of interest, geography, and target audience

Content Types
- Page
- Event and event session
- News
- Resource
- Job Posting
- Web Form

Examples

Refer to the below website precedents with notes for the desired features.

- https://www.abfe.org/ - Great showcase of their brand and work
- https://mainephilanthropy.org/ - like that the design isn't too photo dependent (directory and become a member page)
- https://abell.org/ - Clear site navigation, accessible and visually pleasing pages
- https://www.blackbaud.com/ - has some neat design features on the homepage (inverted colors when hovering and the scrolling greyscale logo slider)

Vendor Characteristics, Proposal Format, and Evaluation Criteria

Vendor Characteristics

The selected vendor will best demonstrate the following in their proposal:

- Centers racial equity in the organization's values, structure, and work. Racial equity is a core value that is reflected in prioritizing and embedding racial equity in our internal work, systems, and culture.
- Preference to work firms owned by or inclusive of people representative of historically unrepresented communities such as Black, Indigenous and People of Color, women, or other marginalized groups.
- Experience working with philanthropic membership organizations, foundations, and/or nonprofits.
- Proven track record of exceptional customer service and timely responsiveness to client needs.

Proposal Format

The proposals will be assessed based on their adherence to the specified format, design to ensure clarity and comprehensiveness in presenting your vision and approach.

- **Company Overview and Staffing**
  - Provide a company profile, length of time in business, and core competencies.
  - Briefly describe your company's capacity to design our website (i.e., staff, equipment, software, experience, etc.)
  - Describe the company's equity commitments and how commitments are operationalized in policy, practice, and/or culture.
  - Describe the leadership and staffing of the company.
  - Describe the team who will be assigned to this project, along with each person's role and a brief summary of qualifications/experiences for each key staff member assigned to this project.
- **Prior Work**
  - List three clients websites (and their URLs) your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.
- **Project Management**
  - Detailed timeframe that includes realistic deadlines for each phase (including deliverables) of the project and the date of completion.
  - Describe the firm's project management process and deliverables.
  - Describe what applications are used for design, delivery, and interaction with the client (project management system, messaging platform, etc.)
  - Describe the firm's communication schedule/cadence around discovery and progress updates.
- **Budget**
  - Include a detailed budget and the specific project tasks and scope
  - List any assumptions or exclusions
  - Payment schedule and terms

Evaluation Criteria

Evaluation will focus on demonstrated ability to meet the expectations outlined in this RFP; technical expertise; creativity; commitment to racial equity, inclusivity, and respect; overall cost; and alignment with our organizational objectives to ensure the chosen proposal best meets the needs of MPN.

Deliverables

The website rebuild will be completed by our developers. We require the following from the chosen design firm:

- Site Architecture/Content Map - logical and user-friendly page navigation
- Wireframes - will be approved by both the KM Collaborative staff and developers
- Design source files - homepage, login, all content types, event registration and checkout process, forms, directories, search results, content listings, special pages, and more. Practically every page of our current site will need to be redesigned for our new site. All should be in responsive formats including vertical and horizontal tablet and phone displays.

- Responsive HTML/CSS files
    - Prototype examples:
        - https://unitedphil.kudos.nyc/
        - https://socalgrantmakers.kudos.nyc
- Site Typography/Style Guide - spreadsheet detailing the styles, classes, fonts, colors, etc. for text, buttons/links, forms, taxonomies, and other elements
    - Examples:
        - Brand Guidelines - https://brand.kudos.nyc/guideline/socalgrantmakers
        - Component Style Guide - https://docs.google.com/spreadsheets/d/1B9eCvmKbb-nE5y5W746JwmzX3dljT5Mlc1dzVYbEy4I/edit?usp=sharing
- A design for every page on our organization's website
    - Example List:
        - https://docs.google.com/document/d/1dl-Du6Ni4rVaqi1jZCIOqWvSCY60EKmUlxNAENC9C60/edit?tab=t.0)

Budget, Timeline, and Submission Process

Budget

Please provide a proposal to accomplish a design that meets our listed requirements. The budget must encompass all design, assets, and any other items necessary for the completion of the design phase of this project including wireframes. The maximum budget is not to exceed $40,000.

This RFP is for design only. We have already identified and contracted with a vendor for the implementation and development of our new website on Drupal 10. Proposals for development will not be considered.

Timeline

Proposals are due via email no later than **5:00 PM ET on Friday, January 17, 2025**.

After reviewing all submissions, we will narrow down the list of potential firms. Shortlisted firms will be invited to present their proposals and participate in an interview with our selection committee. These presentations and interviews will provide an opportunity for firms to showcase their approach and capabilities. Final selection will be made based on the outcomes of these sessions.

We anticipate deciding no later than **5:00 PM ET on Friday, February 28, 2025**.

We anticipate the **design to be finalized by June 2025**. This timing is estimated and will be based on design approval by Maryland Philanthropy Network and United Philanthropy Forum developers.

Submission Process

This is an open and competitive process.

The proposal must contain:

- Overview of your proposed solution
- Proposed timeline
- Examples of prior work and your role in each project

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- Your approach/process for working with MPN staff during this process.
- Pricing - The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.
- Information about the staff who will work on this project. If the execution of work to be performed by your company requires hiring sub-contractors, you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.
- Commitment to racial equity and social justice.

Proposals must be submitted to **Charlotte Haase** via email, website@MarylandPhilanthropy.org, by **5:00 PM ET on Friday, January 17, 2024**, with the subject line "**RFP: MPN Website Redesign Response by {Firm Name}".**