

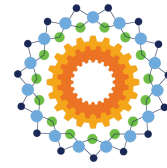
Request for Quotes

For release: May 1, 2024

Submissions due: May 14, 2024

Rotary Charities of Traverse City
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Resources for change.

Rotary Charities of Traverse City Website Redesign Project Summary

About Rotary Charities of Traverse City

Working in partnership with changemakers, Rotary Charities provides funding, learning, and connections to address our region's complex problems and create community assets for all. We support 501(c)3 nonprofit organizations, Native nations, local units of government, and school districts that provide services in Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau counties.

Introduction

Rotary Charities of Traverse City is soliciting proposals for the redesign of its website to enhance user experience, accommodate organizational growth, and ensure accessibility.

The selected vendor will collaborate with Rotary Charities to develop a user-centric website that aligns with the organization's mission and goals. Rotary Charities is committed to fostering diversity, equity, and inclusion in all aspects of our operations, including procurement and contracting. We encourage proposals from businesses owned by women, veterans, and BIPOC (Black, Indigenous, and People of Color) individuals.

Goals & Objectives

The primary objectives of the website redesign project are as follows:

- Develop a user-friendly and scalable website on WordPress to enhance manageability and flexibility.
- Ensure compliance with WCAG AA standards for accessibility.
- Enhance SEO to improve website visibility and organic traffic.

In addition, the following design elements and functionalities are priorities:

- Provide an interactive visual representation of Rotary Charities' grant-making activities. *examples we like will be available in late summer 2024
- Improve search and filtering capabilities for learning experiences calendar.
- Implement a reliable job board plugin for external partners to manage listings.
- Blog with functionality to differentiate organizational updates, learning, resources, and informal blog posts
- Integration of refreshed brand elements, updated photography, colors, and fonts.
- Continued integration with Google Analytics
- Continued integration with Mailchimp (embedded signup form, pop up)
- Migration of existing pages with refreshed content to new website

- Migration or archival of select blog posts
- Alt-text for all photos, images, and graphics
- Mobile-friendly design and optimization

Proposal Submission

Interested vendors are invited to submit their proposals by May 14, 2024. Proposals should include the following:

- Company background and experience.
- Approach to meeting Rotary Charities' objectives.
- Detailed timeline and milestones, with an anticipated project start of late October 2024.
- Cost breakdown, including additional services or fees, such as plugins and ongoing maintenance and support.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in website design and development.
- Alignment with Rotary Charities' goals and objectives.
- Proposed approach and methodology.
- Cost-effectiveness and value proposition.
- References and past performance.

Disclaimer

The information contained in this Request for Quotation (RFQ) is provided for informational purposes only. Submission of a quotation in response to this RFQ does not guarantee acceptance or award of a contract by Rotary Charities of Traverse City.

Rotary Charities of Traverse City reserves the right to reject any or all proposals received, to waive any informalities or irregularities in the proposals, and accept or negotiate any quotation deemed to be in the organization's best interest.

All costs associated with the preparation and submission of a quotation in response to this RFQ are the responsibility of the vendor. Rotary Charities will not be liable for any expenses incurred by vendors in relation to the RFQ process.

Submission of a proposal indicates acceptance of the terms outlined in this RFP/RFQ.

Contact Information

For inquiries and submission of proposals, please contact Miriam Owsley Briggs, Strategic Communications Manager at mowsley@rotarycharities.org.