Community Foundation for Southern Arizona
Website Redesign & Development
Request for Proposal

This RFP is for design and development services for a new, fully-responsive website template for the Community Foundation for Southern Arizona (www.cfsaz.org) and our Community Foundation Campus (www.cfcampus.org). We envision a template that provides brand consistency between the two websites but allows for specific functionalities and individual brand colors/logos.

RFP Sent: August 22, 2019
Responses Due: September 8, 2019
Total Project Budget: $25,000
Goal for new website launch: December 1, 2019

Please send any questions and completed proposals to Tamara McKinney, Director of Marketing and Communications, at tmckinney@cfsaz.org

Community Foundation for Southern Arizona Overview
Since 1980, the Community Foundation for Southern Arizona (CFSA) has been a trusted philanthropic partner helping individuals, families, businesses, and nonprofits work together to create a stronger community. These funding partnerships allow CFSA to improve the quality of life throughout southern Arizona by stewarding donor and community resources to measurably affect change.

Community Foundation Campus Overview
The Community Foundation Campus (CF Campus) is a nonprofit campus spanning more than 24,000 square feet across three buildings. CF Campus offers nonprofit organizations a variety of coworking options and traditional office suites with shared amenities and meeting rooms. CF Campus also provides the nonprofit community with regular educational programming with local experts, formal and informal networking opportunities to encourage collaboration, and rental space for meetings and events.

Key Audiences
CFSA has two primary audiences:
- Donors (Current & Potential)
  - Professional careers; may still be working
  - College-educated
  - 50-85 years old
  - Interested in philanthropy/advocacy
- Nonprofit Organizations
  - Pima and Santa Cruz Counties (primary service area)
  - Graham, Greenlee, and Cochise Counties (secondary service area)
CFSA’s secondary audience is Professional Advisors who work with current and potential donors, including financial planners and estate attorneys.

CFSA’s tertiary audience is current and potential Community Partners:
- Businesses
- Local government
- Colleges and universities
- Other local foundations
- Other foundations nationwide

CF Campus’s primary audience is nonprofit organizations in the greater Tucson area interested in:
- Coworking office space or a professional business address in central Tucson
- Nonprofit programming including workshops, trainings, networking, and peer-to-peer learning opportunities
- Meeting and event space in central Tucson

New Website Objectives

CFSA’s new website will be an easy-to-navigate philanthropic information hub for southern Arizona. It will be the go-to place for nonprofit organizations that need support AND for individuals, businesses, and organizations who want to be part of improving the quality of life in southern Arizona.

Objectives for the new CFSA website include:
1. Increased awareness of CFSA’s services, scope, and impact
2. Increased interaction with existing and potentials customers (donors, nonprofits, professional advisors, and community partners)
3. Increased inbound leads for new donor prospects
4. Increased conversion rate for event registrations and grant applications
5. Increased email sign-ups via the website
6. Increased customer engagement and satisfaction through diverse multimedia content
7. Decreased bounce rate

The new CF Campus website will be a digital information hub for nonprofit resources, events, job openings, and organizational development activities in southern Arizona. This website will also be the primary marketing tool for CF Campus tenant and event space rentals.

Objectives for the new CF Campus website include:
1. Increased awareness of the coworking options, meeting & event space, and educational programming available at CF Campus
2. Increased inbound leads for new tenant and event rental prospects
3. Increased conversion rate for event registrations, nonprofit resources, and Campus tour sign-ups
4. Increased utilization of the community events calendar
5. Increased email sign-ups via the website
6. Increased nonprofit engagement and satisfaction through diverse multimedia content
7. Decreased bounce rate
Current Website

Our current CFSA website, www.cfsaz.org, is about six years old. While the website has a good amount of content, it is cumbersome to navigate and lacks a clear path for many visitors to find what they need. The current website also lacks dynamic content to engage users beyond the homepage. The current CF Campus website, www.cfcampus.org, has limited functionality and is not adequate to facilitate significant community engagement.

New Website Functionality Requirements

Although this list is not exhaustive, key required functionalities include:
1. An easy-to-use CMS
2. Clean, vibrant, responsive, and ADA compliant design with larger, high-contrast text for older donors
3. Integrated payment processing for event registrations, online donations, and rental fees that works with Authorize.net
4. Page structure/content optimized with SEO best practices
5. Intuitive navigation and action steps for each audience from home page and secondary pages
6. Social media integration throughout (social media feed where appropriate, share buttons, follow buttons, etc.)
7. Integrated event registration platform
8. Email update sign-up form
9. Resource library searchable by audience and/or topic
10. Contact form
11. All applicable content imported from current sites
12. Site-structure that allows for growth
13. A blog with dynamic feeds throughout website by category/audience (CFSA)
14. Searchable community events calendar with capability for external submissions (CF Campus)
15. Searchable job board with capability of external submissions (CF Campus)

Optional New Website Functionalities/Wish List

We would love to have the following as part of our new websites, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately and note if any additional design or development time would be required.
1. Interactive timeline celebrating 40 years of impact (CFSA)
2. Interactive graphic that walks donors/potential donors through process by fund type (CFSA)
3. Interactive map of facilities (CF Campus)

Budget Details

As listed in the summary, our budget for this project is $25,000. Ideally, we would like to complete the website development and design for $20,000 and have $5,000 to invest in content development. We would love to hear your thoughts on how to most effectively allocate this budget.
Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- Overview of how you will meet our objectives
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website development timeline from kickoff to launch
- Details about your team
- Recent design & development examples
- Three customer references from last 24 months
- Key differentiators for your team
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

- RFP sent: August 22, 2019
- Responses due: September 8, 2019
- Proposal review: September 9-10, 2019
- Three vendors contacted to schedule in-person presentations: September 11, 2019
- In-person presentations: September 17-19, 2019
- Vendor selected and notified: September 23, 2019
- Contract review and negotiation: September 23-27, 2019
- Target launch date: December 1, 2019

Thank you for your interest in responding to this RFP with a proposal for our new website. Please note that preference will be given to vendors with a proven record of a commitment to diversity and inclusion as a practice.

If you have any questions, please contact Tamara McKinney at tmckinney@cfsaz.org or 520-209-2874.