



# Children's FRIEND

Children's Friend is an Affirmative Action/Equal Opportunity Employer

## Website Redesign

### **RFP COORDINATOR:**

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**Issued Date: January 19, 2024**

## **Introduction**

Children's Friend wants to redesign its website, currently found here:

[www.cfsri.org](http://www.cfsri.org)

You have been selected as a vendor to respond to this request. If you are interested, please prepare a proposal to accomplish the task that includes a timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

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## **1. Guide to this RFP**

This request is intended to convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggesting an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision.

## **2. Project Overview**

Children's Friend is the innovative leader in improving the well-being and healthy development of Rhode Island's most vulnerable young children. We seek to nurture children and empower families. A lack of public relations and marketing investment has historically stymied our efforts and philanthropic opportunities. Our current site is outdated, slow at times, and lacks thoughtful, search-engine-optimized content. These factors make it difficult to tell our story and attract new donors, clients, and employees. We have recently invested in a refreshed logo and brand identity, and our website needs to be redesigned to meet the new standards and align with our vision for the future of the organization. Our visual identity guidelines can be found [here](#).

This RFP is issued solely for information and planning purposes, and Children's Friend reserves the right to reject any and all bids without further obligation to any bidder. Thus, this document does not commit Children's Friend to contract for any service, supply, or subscription whatsoever. This document does not commit Children's Friend to contract for any service, supply, or subscription whatsoever. Children's Friend will not reimburse any information or administrative costs incurred as a result of participation in response to the RFP. All costs associated with response will solely reside at the responding party's expense.

## **3. Background**

Children's Friend, a longstanding organization with a rich history of serving the community, has recently undergone a significant rebranding initiative. The website serves as a crucial element of this rebranding launch. Operating across 16 locations in Providence, Central Falls, and Pawtucket, Children's Friend is dedicated to providing comprehensive services to families and

children from prenatal to eight years of age. Annually, the agency reaches out to over 30,000 individuals throughout the state, offering a wide range of vital services.

These services include adoption and foster care programs, parent education, Early Intervention services, nurse-family visiting programs for high-risk newborns, Nurse-Family Partnership, Healthy Families America, WIC (Women, Infants, and Children), Early Head Start, Early Head Start-Child Care Partnerships, Head Start, State-funded Pre-K, a summer learning and enrichment program, child care services (including therapeutic child care for children with special needs), and a variety of family support and family preservation programs.

With this rebranding and the revitalization of their website, Children's Friend aims to further their mission of providing essential support and care to the community, ensuring that families and children in need have access to the resources and assistance they require.

#### **4. Project Goals**

Our primary project goal is to redesign the site with the user in mind. The two key audiences we'd like to consider with this redesign are clients (or potential clients) and donors. Secondary audiences include press or media contacts, other service providers, potential candidates for open positions at our agency, and state and legislative officials. A successful redesign will be marked by:

- Increased online engagement from donors and supporters through donations and email/mailling list sign-ups
- A more streamlined experience for clients or prospective clients
- Search-engine-optimized content

#### **5. Proposed Sitemap**

Our primary project objective revolves around the strategic redesign of the website, with an unwavering focus on enhancing the user experience. Central to this redesign is the pivotal role of showcasing and accentuating our organization's new brand. We are directing our efforts towards catering to two key audiences: clients (both current and potential) and donors. Additionally, we recognize the importance of engaging secondary audiences, including press and media contacts, fellow service providers, prospective candidates for open positions within our agency, as well as state and legislative officials.

A successful website redesign, firmly anchored in our rebranding initiative, will be characterized by the following key markers:

- *Amplified Online Engagement*: We aim to foster increased online engagement from our valued donors and supporters. This will be achieved through intuitive pathways for making donations and seamless sign-ups for our email and mailing lists, nurturing stronger connections with our supporters.
- *Enhanced User Experience for Clients*: The redesign will prioritize delivering a more streamlined and user-friendly experience for both our current clients and prospective clients. Our goal is to ensure easy access to essential information and services, facilitating meaningful interactions with our organization.
- *Search Engine Optimization (SEO)*: To maximize our online presence, we will implement robust SEO strategies. This will elevate the visibility of our content, making it readily accessible to those seeking our services, resources, or information.

As we embark on this website redesign journey, we remain committed to upholding our new brand identity and embracing the values that define Children's Friend. By accomplishing these objectives, we are poised to strengthen our connections with diverse audience groups and continue our mission of serving the community.

## **6. Scope of Work**

For this project, Children's Friend seeks a vendor who can provide:

- Project management
- Content Strategy
  - Copywriting
  - Search engine optimization: Identification of Keywords
- Information design
  - Sitemap
- Visual design
  - Mobile device optimization
  - Testing & quality assurance
- Other potential project elements
  - Custom software or app development
  - Paid search placement/advertising
- Software training (as needed)
- Analytics Software
- Timeline for Completion
- Deliverables

## **7. Technical Requirements**

We will not be investing in new payment processing, donor platforms, or email marketing channels as part of this project. We are looking to integrate our current services into a new site, as follows:

#### *E-commerce*

We will continue to process client child care payments as well as donations via our website. We currently have the capability to accept payments via Stripe, Authorize.net, and RaiseDonors. Forms for payment are currently embedded within our site pages.

#### *Content Management Software*

We would like to stay on the WordPress platform, as this is what our team is most familiar with and would require the least amount of training.

#### *Web Host*

Our site(s) are currently hosted on Host Gator. We are open to transferring to other hosting solutions based on the recommendation of the winning bidder.

#### *Browser Support*

The agency's preferred browser for staff is Edge. The most popular browsers for visitors to our site are Chrome, Safari, Edge, and Firefox. We will require compatibility with all of these options.

#### *Integrations*

Our email newsletters and CRM are currently through Virtuous (donors) and Apricot (clients). We also use OneCause for events. Integration with embeddable forms on these platforms is essential. Due to the complexity of our agency and services, we'd also like to explore the option of a chatbot to help clients and other visitors to the site find what they are looking for.

#### *Accessibility & Language*

We'd like to explore accessibility options and translation into primary languages for our clients, including Spanish, Portuguese, Cape Verdean Creole, and Haitian Creole.

#### *Mobile Responsive Design*

Mobile accessibility and optimization are important to Children's Friend. Just over half of our regular users are accessing the site from a mobile device or tablet.

## **8. Budget**

Our budget for this project is between \$10,000-\$30,000 depending on what is proposed.

## **9. Project Timeline**

- Estimated Project Start: March 8, 2024
- Project Completion: June 10, 2024

## **10. Response Process**

- Notification of Intent to Respond and Clarifying Questions:
  - Please indicate your intention to respond to this RFP by email to the Primary RFP Contact listed below by the Intent to Respond date outlined in the next section.
  - Please provide the contact details of the individual responsible for coordinating your RFP response. At the same time, we ask that you submit any clarification questions regarding the RFP.
  - Any answers to questions will be provided in writing and made available to all known interested parties.
- Primary RFP Contact
  - Please direct all inquiries regarding this RFP to:  
Pamela Verklan  
Chief of Philanthropy  
Children's Friend  
pverklan@cfsri.org
- Response Delivery Instructions:
  - Children's Friend requires responses to this request for proposal to be delivered in writing via email. You may attach documentation to support your answers, if necessary. Please submit all responses via electronic delivery no later than February 8, 2024, by 5 PM to:  
Pamela Verklan  
Chief of Philanthropy  
Children's Friend  
pverklan@cfsri.org  
Any response received after the delivery date specified will not be considered without prior written or electronic approval.

## **11. Criteria for Selection**

In response to this RFP, Children's Friend will evaluate the responses based on multiple criteria and will select the best overall solution to fit its needs. Children's Friend is not obligated to select the lowest price bidder and the bidder acknowledges and agrees that Children's Friend retains the

right to reject any and all bids without obligation to enter into a binding contractual relationship with any bidder. Further, Children's Friend reserves the right to enter into a competitive negotiation process between one or more bidders. All responses will be evaluated in the following areas:

- Cost
- Quality of past projects
- Experience with similar sites
- Capabilities for accessibility
- Capability for team training

## **12. Format & Proposal Details**

RFP responses should include:

- Cover Letter (e-mail)
- Overview Document
- Statement of Work Detail
  - Proposed project timeline
  - Project budget with line items
- Bios for core project team members
- Plan for mobile/responsive design and experience within this area
- Examples of similar projects
- Client references
- A summary explaining why your firm is most qualified.
- The vendor must sign and include as attachments to its proposal the Vendor Certification, Equal Opportunity and Non-Discrimination form, and Certification Regarding Debarment, which are enclosed with this RFP, located on pages 10-12 of this request.
- As part of the RFP response, vendors will need to provide a brief statement regarding the ownership of the produced materials and provide the firm's policy regarding intellectual property issues. Please include in the proposal what will be required for Children's Friend to own the final work produced.
- A certificate of insurance (COI) to include the following:
  - Comprehensive and general liability coverage in the amount of \$2,000,000 in the aggregate and \$1,000,000 per occurrence; this coverage must be written on an occurrence form.
  - Excess liability coverage in an amount of not less than \$1,000,000.



- Workers Compensation Coverage, as Statutory by the State of Rhode Island for all employees. Employer's liability coverage on the Workers' Compensation policy shall be written in the minimal amount of \$500,000.
- Comprehensive Automobile Liability Coverage, in an amount of not less than \$1,000,000.
- Copy of W-9.

### **13. Selection Timeline**

Below is a general timeline outlining the process steps with estimated dates for each step of the process. By participating in the RFP process, vendors agree that they can adhere to the following general timeline and the meeting times they reserve throughout this process.

- RFP Release: January 19, 2024
- Questions Due: January 26, 2024
- Responses Due: February 8, 2024
- Virtual Interviews: February 15, 2024
- RFP Selection: February 22, 2024
- Estimated Project Start: March 8, 2024

### **14. Confidentiality Statement**

All information presented in this RFP, including information subsequently disclosed by Children's Friend during the proposal process, shall be considered confidential and should not be released to outside parties. This document represents a request for proposal only and in no way should be construed as a contract or letter of intent.

### **15. RFP Amendments**

Children's Friend reserves the right to request clarification on any proposal or to ask respondents to supply any additional material deemed necessary to assist in the evaluation of the proposal. Children's Friend reserves the right to change the RFP schedule or issue amendments to the RFP at any time. Children's Friend also reserves the right to cancel or reissue the RFP.

### **16. Rejection of Proposals**

Children's Friend reserves the right to reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of Children's Friend.

### **17. Proposal Validity Period**

Submission of a proposal will signify the vendor's agreement that its proposal and the content thereof are valid for 180 days following the submission deadline and will become part of the contract that is negotiated between Children's Friend and the successful vendor.

**18. Disclaimer**

Children's Friend reserves the right to share, with any consultant of its choosing, the RFP, and any resultant proposals in order to secure expert opinion.

**19. Non-Obligation**

Receipt of proposals in response to this RFP does not obligate Children's Friend in any way. The right to accept or reject any proposal shall be exercised solely by Children's Friend. Children's Friend shall retain the right to abandon the proposal process at any time prior to the actual execution of a contract with a vendor, and Children's Friend shall bear no financial or other responsibility in the event of such abandonment.

**20. Public Disclosure**

All materials provided to Children's Friend by vendors are subject to State and Federal public disclosure laws.

**21. Thank You**

Children's Friend looks forward to reviewing your response and would like to thank you in advance for your participation. The Website Redesign Project is very important to our continued success and represents a major focus of effort for Children's Friend. We appreciate and value your input, expertise, and feedback.

# Attachment A

## Vendor Certification

On behalf of the Vendor the individual signing certifies that:

1. They are authorized to contract on behalf of the Vendor.
2. The Vendor is not involved in any agreement to pay money or other consideration for the execution of this agreement, other than to an employee of the Vendor.
3. The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition.
4. The prices quoted in this proposal have not been knowingly disclosed by the Vendor prior to an award to any other Vendor or potential Vendor.
5. There has been no attempt by the Vendor to discourage any potential Vendor from submitting a proposal.
6. That the Vendor is an experienced print and mail project professional.
7. They have read and understands all the information in this Request for Proposal.
8. The Vendor, and any individual or staff members to undertake or be assigned to the project, does not have a record of substandard work and has/have not been debarred or suspended from doing work with any federal, state or local government.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2023.

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Vendors Firm Name

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Printed Name and Title of Individual Signing

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Signature of Vendor's Representative

# Attachment B

## EQUAL OPPORTUNITY AND NON-DISCRIMINATION

**This contractor and subcontractor shall abide by the requirements of 41 CFR 60-1.4(a), 41 CFR 60-300.5(a) and 41 CFR 60-741.5(a). These regulations prohibit discrimination against qualified individuals based on their status as protected veterans or individuals with disabilities, and prohibit discrimination against all individuals based on their race, color, religion, sex, sexual orientation, gender identity or national origin. Moreover, these regulations require that covered prime contractors and subcontractors take affirmative action to employ and advance in employment individuals without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.**

\_\_\_\_\_ is committed to promoting equal employment opportunity through progressive program designed to provide equal opportunity without regard to race, color, sex, religion, national origin, age, disability, or political affiliation or belief. (Name) takes positive steps to eliminate any systematic discrimination from personnel practices.

\_\_\_\_\_ recruits, hires, trains, and promotes into all job levels the most qualified persons without regard to race, color, religion, sex, national origin, age, or disability status. Staff at all levels is responsible for active program support and personal leadership in establishing, maintaining, and carrying out an effective equal employment opportunity program.

\_\_\_\_\_  
Name of Organization

\_\_\_\_\_  
Signature of Authorized Representative Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name and Title of Authorized Representative

# Attachment C

## **CERTIFICATION REGARDING DEBARMENT**

Non-Federal entities are prohibited from contracting with or making sub-awards under covered transaction to parties that are suspended or debarred or whose principals are suspended or debarred.

By submitting this offer and signing this certificate, this Vendor:

- (1) Certifies that no suspension or debarment is in place, which would preclude receiving a federally funded contract.

Firm's Name: \_\_\_\_\_

Name of Authorized Company Official: \_\_\_\_\_

Title of Authorized Company Official: \_\_\_\_\_

Signature of Authorized Company Official: \_\_\_\_\_

Date Signed: \_\_\_\_\_