

# Women's Leadership Network

## Request for Proposals (RFP): Website Design and Development

**Proposals must be emailed to [women@uca.edu](mailto:women@uca.edu) by Wednesday, May 15 at 5 pm.**

Proposal Delivery Address:

Women's Leadership Network  
Dr. Shaneil Ealy, President  
PO BOX 1722  
Conway, AR 72033

Contact Phone: (501) 450-5266  
Contact Email: [women@uca.edu](mailto:women@uca.edu)

The Women's Leadership Network (WLN) is a nonprofit organization whose mission is to empower women to live authentically and become agents of influence. WLN invites qualified and experienced website development firms to submit proposals for the design, development, and implementation of the organization's official website.

### BACKGROUND:

WLN is a network created for women, by women, to support women who are seasoned or aspirant leaders in the home, at work, or in the community. The purpose of the network is to provide opportunities for women to connect from various backgrounds in Conway and surrounding areas.

Founded in 2017, WLN is committed to promoting gender equality, providing resources, and fostering community engagement and leadership through the Women's Leadership Academy. We seek a reputable website development partner to enhance our online presence and reach.

WLN is interested in engaging a firm with the following qualifications:

- Experience in website design, development, implementation, and maintenance.
- Significant experience in website design for the public.
- The ability to provide an innovative, unique, flexible design that meets the proposal's requirements.
- Has an active cyber security insurance policy.
- Has the company's depth and knowledge of the latest technical tools available in the marketplace.
- Has the financial viability to provide long-term, on-going support.
- Has performed at least three (3) similar projects within the last three (3) years.
- Women and minorities are encouraged to submit proposals.

## Proposal Submission Requirements

All interested firms are requested to submit a comprehensive proposal containing the following elements:

### **A. Company History and Overview:**

- a. Provide an overview of your company, including the number of years in operation, key milestones, and a brief history of your experience in website development for nonprofit organizations. Must also include taxpayer identification number or employee identification number.

### **B. Team Expertise:**

- a. Introduce your project team, highlighting key members and their relevant experience in nonprofit website development.

### **C. Work Samples:**

- a. Submit a portfolio of recent and relevant website projects, specifically highlighting those developed for nonprofit organizations or initiatives. Include links, screenshots, or case studies to showcase the diversity and quality of your work.

### **D. Testimonials:**

- a. Include client testimonials or references from previous nonprofit clients, showcasing your ability to meet client expectations, adhere to deadlines, and provide exceptional service.

### **E. Technical Approach:**

- a. Provide a detailed technical approach outlining your strategy for designing and developing a user-friendly, accessible, and visually appealing website for WLN.

## Proposal Submission Guidelines:

1. Proposals must be submitted by **May 15th at 5 pm.**
2. All proposals should be sent electronically to [women@uca.edu](mailto:women@uca.edu).
3. Submissions must be on time to be considered.

## Selection Process

The selection of a firm to assist in the design, development, and implementation of a new website for the WLN will be based on the firm's qualifications as presented in its proposal, overall price and cost to the organization, the experience and success of the firm in providing website design and support to similar nonprofit sector clients and the firm's ability to provide the services outlined in this Request for Proposal (RFP).

A screening committee will review the proposals. The proposals will be evaluated and ranked in accordance with the evaluation criteria described in the evaluation criteria below.

After the submission deadline, WLN will review all proposals and may conduct interviews with shortlisted candidates before making a final selection.

## Proposal Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Experience and Reputation (30 points)
  - a. Company history and experience in nonprofit website development.
  - b. Testimonials and references.
2. Team Expertise (20 points)
  - a. Expertise and qualifications of the proposed project team.
3. Work Samples (30 points):
  - a. Quality and relevance of past website development projects.
4. Technical Approach (20 points):
  - a. Clarity and effectiveness of the proposed technical approach.

## Anticipated Timeline

RFP Deadline: May 15, 2024

Q&A Period: May 16-May 31

Completion of proposal review and contract selection: Jun 7, 2024

Email Intent to Award: Jun 15, 2024

Contractor commences with project: Aug 1, 2024

## Contact Information

For inquiries and submission of proposals, please contact:

Dr. Shaneil Ealy, President

Women's Leadership Network

PO BOX 1722

Conway, AR 72033

(501) 450-5266

women@uca.edu

## SCOPE OF WORK

The Women's Leadership Network requires the following attributes in the design and development of the website:

1. Ability to promote fundraising through online payment via third-party
2. Events feed with embedded online ticket sales
3. Membership sign-up form
4. Membership Directory
5. Sponsorship Page with lead gen and email follow-up for interested sponsors
6. Landing pages for each 4 major programs
7. About page with "collaborate with us" lead gen
8. Landing page for Women's Leadership Academy (WLA), including past cohorts
9. Strong security features and Incorporation of new graphics and photos to produce an overall pleasing visual appeal
10. The site must be user-friendly, mobile responsive, and streamlined for ease of access using current best practices for user experience/interactivity
11. Storage capabilities for photo repository and online photo galleries and videos
12. Use of the organization's current branding standards and guidelines

Services to be provided:

1. Providing a detailed work plan is a requirement of the proposal describing your overall approach to evaluating, designing, creating content, developing, and implementing the website.
2. Providing an itemized list of expenses the organization will incur for the website
3. Providing the client with training sessions on how to update content, navigate, and make graphic changes as needed.
4. Recommending the best website hosting platform
5. Scheduling standard website maintenance.

Additional features desired but not required:

1. ADA compliant or have an ADA switch for disabled users
2. On-page and local SEO throughout the site

## BUDGET

WLN is a nonprofit organization and must be fiscally responsible. Our budget for this project will not exceed \$7,500. Any work beyond this budget will be considered an in-kind donation to the nonprofit organization and should be listed as a credit on the proposal.