

**Illinois  
Stewardship  
Alliance**



# WEBSITE REDESIGN RFP

## **RESPOND TO**

Name: Nathan Ryder  
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## **RFP issued by**

Company Name: Illinois Stewardship Alliance  
Website: [www.ilstewards.org](http://www.ilstewards.org)  
Address: 230 Broadway #200, Springfield, IL, 62701

## **COMPANY BACKGROUND**

Our non-profit organization is celebrating it's 50th Anniversary this year. We are farmer-driven and eater-powered, which means we work closely with the heart of the food system– our farmers– to identify and untangle the deep-rooted issues in our food system, and we work closely with eaters to shed light on these issues and use their purchasing power and political power to create change. By bringing these two groups together, we are able to slowly recreate our food system– one that works for us all.

### **Who we are:**

We are an alliance of farmers and eaters.

### **Our Jam:**

Our mission is to find, connect, train and amplify the leadership of farmers and eaters who use their choices and their voices to shape a more just and regenerative local food and farm system. Our statewide community unites to educate policymakers and form a powerful voice that has a seat at every table where decisions are made.

### **What we want:**

An Illinois where farmers earn a living responsibly stewarding the land and feeding our communities; people can easily and affordably find and buy local food that aligns with their values; and we all enjoy vibrant, resilient, and healthy communities.

## **CURRENT CHALLENGES**

Our website (last redesigned in 2013) is currently offline. The site was running on an outdated WordPress theme (ca. 2013) that is no longer able to receive the latest security updates. In

addition, our current hosting service was unstable and their servers were infected with malware. We were spending several hours a week vigilantly cleaning and removing infections on our website to prevent redirects and malicious attacks until we could no longer keep up.

In addition, we know the navigational structure of our website and landing pages was not well suited to our more recent goals of:

- increasing membership into our Alliance
- providing a clear/concise CTA that can be easily changed
- clear pathways for making a donation to our organization
- providing relevant information to our members and prospective members that is easily accessible

Our team of employees is small and we are unable to provide the full time and capacity to revamp the website on our own.

## **PROJECT BRIEF**

The Alliance website is currently running on WordPress which is beneficial for our small-team environment. This flexibility and user-friendly interface allows team members who are not familiar with web design to easily add, update, or remove content from the website.

Our current website design was looking outdated and doesn't meet the latest accessibility standards. We also know that mobile responsive design was also not maximized due to the antiquated theme/design that our website was utilizing. In addition, our organization's work has changed quite a bit in the last 10 years and could be better reflected in a new thoughtful design. We are currently working on a new 5-year strategic plan and developing a policy platform that will guide our organization's next 50-years.

Our organization does have a set of brand guidelines including colors, fonts, logos, and illustrations that can be provided to the selected contractor. In addition, we would anticipate furnishing any needed photos or videos and can work in partnership with our selected contractor

to acquire the content needed to finalize the design. We strive to not use stock imagery but can consider its use in certain circumstances.

The Alliance currently maintains our domain name and hosting in-house and would expect to do the same with the new website. We do not want a third party maintaining these for us.

Zipped and archived website backups of images and content are available to the selected contractor if needed to complete the work. We are worried that these backup files could contain malicious content, so we would rely on our chosen contractor to ensure any files reused would be cleaned and not carry an infection to our new website. One staff member from the Alliance would serve as the main point of contact and project manager for the organization. This staff member could also potentially lend 10 to 12 hours of work per week for content creation, review, and other needs that the selected contractor might have during the course of the project.

Our ideal project timeline is to award a contractor by mid to late June with final website launch to occur sometime around mid-September or early October. We would anticipate full project completion no later than by the end of 2024. If we receive a number of proposals that are similar in scope and quality, we may elect to conduct a next round of virtual interviews to help further narrow the candidates for consideration.

## **PROJECT GOALS**

- Develop a design approved by consensus of Alliance staff and/or project committee that meets needed goals:
  - increasing membership into our Alliance
  - providing a clear/concise CTA on the landing page that can be easily changed
  - clear pathways for making a donation to our organization
  - providing relevant information to our members and prospective members that is easily accessible

- Establish web hosting with a new provider that guarantees responsive, US-based tech support, and a high level of security for its hosted sites
- Install, implement, and test new Alliance website prior to public rollout
- A period of included support following the rollout/publication of the new website

## **WEBSITE FEATURES & FUNCTIONALITY**

The last major overhaul of the Alliance website occurred in 2013. While it worked ok for what we needed, it was beginning to show signs of age with limited functionality of applications and modules that were installed on the website. Additionally, we felt our navigational structure was due for a reimagining process as it was sometimes difficult to figure out where you should find the information you were looking for.

### **FUNCTIONALITY FEATURES**

Feature #1 - Home/landing page with menus of sub-pages - (*current structure includes Home and 7 other major pages, with 41 subpages and a blog rolls of posts*)

Feature #2 - Rotational or static hero image with clear CTA on the home/landing page

Feature #3 - Clear, noticeable opportunities to make a donation to our organization and/or become a member

Feature #4 - Easily noticeable blog with the latest Alliance news and updates

Feature #5 - Easy for staff without web design knowledge to create, post, and edit website content

Feature #6 - Looks good and is functional on mobile devices as well as computers

Feature #7 - Meets currently accessibility standards and WCAG requirements - we would like to see a minimum of an A rating with a AA rating if achievable based on other project needs

Feature #8 - Clear navigational structure with search features throughout the website; most recent menu structure was deep and could use a reimagining for current UX standards

Feature #9 - On demand analytics & tracking data available to us via our established Google Analytics account

### **MARKETING FEATURES**

Feature #1 - Ability to easily sign-up for our email newsletter

Feature #2 - Interfaces or plays well with our donor management system (CMS), Every Action which is utilized for everything from on-page forms to subscribe and donate buttons.

Feature #3 - Noticeable area on the homepage to place logos for corporate sponsors

supporting our mission

Feature #4 - Clear pathways to share our social media content to the website or to visit our social media channels

## **OTHER FEATURES**

Feature #1 - Prefer to be using WordPress for website management as that is what staff is already trained on, however willing to discuss other options if a case is made to avoid WordPress; we would prefer to avoid using an arbitrary content management system that is only utilized by the chosen contractor and not an industry standard platform.

## **BUDGET**

Our current expected budget range, though not set in stone, is \$12-18k. We are willing to entertain proposals and project estimates that fall outside of this range and encourage discussion as to why your proposal might have a different financial commitment. We look forward to your project estimates giving us another set of guideposts for our selection process.

## **SUBMISSION REQUIREMENTS**

You are welcome to use whatever proposal format your agency prefers, but at a minimum, we'd like to see the following in your proposal:

- Samples of similar work
- Summary of your process and project management approach
- Three references
- Detailed timeline
- Detailed budget and budget assumptions
- Bios of key team members who will work on our project
- Any subcontractors you will use
- Monthly hosting costs
- Options for ongoing support

Please submit a digital proposal via email to [nathan@ilstewards.org](mailto:nathan@ilstewards.org) . Proposals may be formatted as a PDF, Google Doc, or Microsoft Word file so that we may easily distribute it amongst our remote team members.

If there are any questions about our current needs or goals, please email me and I will get those answered for you.

In addition to meeting the above requirements, we invite you to also share any additional information regarding your work towards environmental sustainability, racial justice, and workers' rights.

## **RFP DEADLINE**

RFP Sent Date: May 17, 2024

Proposals Due Date: Jun 17, 2024 5:00 PM CST

Winner Selected By Date: Jul 3, 2024