



Foothill Conservancy Website Redesign Request for Proposals

Issued January 7, 2020.

Proposals due: by COB on January 27, 2020.

About the Foothill Conservancy

The Foothill Conservancy is a small, 30 year-old charitable, 501(c)(3), grassroots membership nonprofit organization located in California's central Sierra Nevada foothills. The organization was founded by local residents concerned about protecting the area's environment and quality of life at a time when rapid growth and a major dam proposal were local threats. Most of the organization's members and supporters live, work, or recreate in the area. The organization also has supporters outside the area (and even the state) who are interested in its key focal areas. The organization works in the arenas of policy advocacy, community engagement, legislation, and public education. It engages in regional and statewide policy work through coalitions and partnerships. The organization takes an integrated approach to environmental, community, and economic issues with a focus on community engagement and local benefit.

Purpose and Need for Website Redesign Project

The Foothill Conservancy needs a contemporary, user-friendly, device-responsive website with a modern, easy-to-use content management system. This project will include revising the look and feel, structure, and organization of the website, assisting the Conservancy in populating the site with content (see note, below), reviewing web hosting options, and providing sufficient training to Conservancy staff to enable them to capably use the content management system.

Foothill Conservancy engages with diverse communities and audiences, and it is important that the website reflect this. Our target audiences are 1) existing members and donors, 2) potential members and donors, 3) media, 4) funders, 5) partners, and 6) public agencies.

The website needs to reflect the character of the organization and motivate users to engage with our organization and the issues on which we work.

We are interested in inclusive website design that emphasizes accessibility (i.e., color contrast or pattern options, proper image creation, and other standard best practices, and ADA compliance).

Please note: As part of developing a new website, the Conservancy will be developing new web content. We do not intend to migrate all of the content of our existing website to the new site (see Attachment A for draft content concepts).

Foothill Conservancy Contact

The selected firm will work closely with Conservancy staff and web design team members who are leading the website redesign process. Foothill Conservancy Executive Director Sherry Pease will be the

key point of contact at Foothill Conservancy. She can be reached at sherry@foothillconservancy.org. No calls please.

Project Scope of Work

Timing and budget: We plan to commence work in early 2020 for a tentative completion date of April 1, 2020. Our budget for the project is \$7,500 - \$10,000.

Primary objectives:

1. Redesign the Foothill Conservancy's website to improve navigation and user experience, provide a device-responsive design, and give it a contemporary look and feel. The Conservancy will also use this opportunity to make necessary revisions to website content and messaging, while maintaining and expanding some of the current content and features.
2. Ensure the new website has a modern CMS that can be easily used and maintained by content creators and content managers who have little training or experience in website management and who are not IT professionals.
3. Ensure the site can expand functionality as needed.

Key tasks and deliverables:

- Completed, launched, user-tested website that meets Foothill Conservancy requirements
- Content management system that meets Foothill Conservancy requirements
- Populating the site with Foothill Conservancy-provided content (see Attachment A)
- Basic training for Foothill Conservancy personnel on the use of the CMS

Required components:

Website design

- Emphasis on donations, membership, and engagement should be prominent across the website
- Responsive design that maintains intuitive navigation in response to screen size
- Consistent with Foothill Conservancy messaging and branding

CMS platform

- Common, well-developed CMS that is easy to learn and contains a user help module
- A user-friendly user interface or "dashboard" and tool palette for managing content
- An efficient editorial publishing process, with a notification system that identifies content needing review and approval
- Ability for multiple users to edit content
- Versioning system allowing content editors to revert to previous version of content

- Ability to preview content in a variety of common device formats (desktop, tablet, mobile, etc.)

For all of these components, we will look to the chosen design partner to help us think through goals, execution, and implementation.

Your Proposal

Your proposal should be in writing and include the following:

Proposed approach

- How do you propose to address this work? How specifically would you engage with the Foothill Conservancy?

Organization information

- Name, Address, Phone, E-mail, Website and Primary Contact Person
- Brief business history
- Connection to or interest in the Sierra Nevada, Foothill Conservancy's communities, or Foothill Conservancy issues or activities

Description of your organization's qualifications and experience with similar projects

- A sample portfolio of relevant work samples with links to live websites
- A description of the firm's experience on similar projects
- Contact information for at least three client references
- Proposed development team, including short bios (or links to online bios)

Work plan, schedule and fee

- Total projected budget, including work breakdown that includes options for hosting, upgrades and support
- Work plan with tasks and deliverables, project milestones, and billing schedule

Submission Information

Please submit your project by e-mail to fhc@foothillconservancy.org no later than COB on Monday, January 27, 2020. If you have questions or need clarification about the project, please contact Sherry Pease, sherry@foothillconservancy.org. No phone calls, please.

Thank you for your interest in our project!

Foothill Conservancy Web Redesign RFP Attachment A DRAFT kke 12-19-19

Please note: This is a draft, conceptual outline of the proposed content for our new website. We intend to work with our design partner to refine and modify in the course of the website development process.

<i>Main Navigation</i>	<i>Main content</i>	<i>Linked content</i>
Home	<i>Home page</i> Action alerts	Action priorities
	Coming events	FC events
Our Work	Land Use	Program Dx Principles Topic 1 Topic 2 Etc
	Watershed	Program Dx Principles Mokelumne River Watershed protection and restoration Mokelumne salmon restoration Moke story map
Our story	History	History and key accomplishments
	Mission, Vision, Core values	
	Board and staff	Photos and bios
	Reports and documents	Strategic plan 990s Annual reports
Hot Topics	News FC events Community events Volunteer opportunities Specific action 1 Specific action 2	Latest FC eFocus FC in the news eFocus archives?
Support	Join	Membership form
	Donate	Donation form or link
	Buy	Merch links and ordering
	Other ways to help	Planned giving, more ...
	Business support	Copy and content info
Sign up	Text and fillable form <i>Opt-out options</i> Action alerts Newsletter Events	
Donate	quick donation form	