



Request for Proposals: Website Development

Date of Issue: Thursday April 25, 2019

Close date: Thursday May 9, 2019

Community Foundation contact:

Nicole Gagliardi
Director, Strategic Initiatives
705-740-2347
nicole.gagliardi@cfgp.ca

About the Community Foundation

The Community Foundation brings people together to create meaningful and lasting change in the City and County of Peterborough. We work with donors and charitable organizations to invest in the people, ideas and activities that support community vitality. Building sustainable community assets through philanthropy, we take a long-term view of our community, and have the staying power needed to address complex issues.

We are a small charitable organization with a deep commitment to the Peterborough community, a bold vision for the future and an ambitious and innovative culture, currently celebrating our tenth anniversary. Since making our first grants in 2011, the Foundation has invested more than \$1.6 million in grants to more than 100 local charities, while building a sustainable and growing community asset of \$10 million. The Foundation has earned a reputation as a convenor and changemaker in Peterborough, and we're known as a leader and trendsetter within the national and international community foundation movement.

Project Intent

Unfortunately, our web presence doesn't reflect the spirit of our organization, or the impact of our work in the community. Our current website was developed nearly a decade ago on a shoestring budget, and we are ready to start fresh with a completely re-designed site. We'll be designing the site to support our strategic goals and communicate with key audiences. We're looking for a clean, modern and approachable aesthetic that meets our high standards for communications. We have a strong handle on content, and are looking for a design team that can really add value to this project, with the technical expertise, creative edge and project management skills to help us create an excellent product.

Website Goals

- User-centric design focused on four key audiences
- Engaging and dynamic design and content that showcases the Foundation's impact
- A go-to source for sharing community knowledge (Vital Signs)
- Designed to demystify the Foundation and drive initial point of contact with new audiences
- A tool for supporting ongoing engagement with existing audiences

Required Specifications

- Updated, secure and responsive site with a clean and modern aesthetic
- Reflects the Community Foundation's brand and visual identity
- Integration with our Community Indicator Suite (CIS) (an external wordpress site)
- Integration with our back-office CRM through external links
- Integration with social media platforms, including twitter, facebook and linkedin
- Integration with Canada Helps donation tools

Scope of Project

The website will require ten main pages, most with subpages and re-directs. The design for pages 2 - 7 will likely be developed using the same template.

- 1. Home**
 - Includes dynamic gallery featuring impact stories
- 2. Give**
- 3. Professional Advisors**
- 4. Fund holders**
- 5. Charities**
- 6. Impact**
 - Includes dynamic gallery featuring impact stories
 - Includes searchable list of funds with filters (like [this page](#))
 - Includes integration with Canada Helps donation portals
- 7. About**
- 8. Vital Signs**
 - Includes embedded video and/or dynamic gallery
 - Integrates with Community Indicator Suite portal
- 9. News and Events**
 - Includes blog style news feed
 - Includes customizable event pages
- 10. Secure Resource Database**
 - Resource portal for board of directors, requires authentication

Project Timeline

We will select the successful vendor by May 15, 2019. We expect that initial discovery will begin within two weeks, with a soft-launch deadline of July 15, 2019.

Structuring your Response

Please include the following in your response:

1. Estimated budget range
2. Detailed project timeline and milestones
3. All key contacts for the project, and their roles
4. Three references, preferably one of which is a local non-profit organization
5. Your questions, comments or ideas, based on this RFP

Examples of our brand and visual identity

- [2017 Highlights Report](#)
- [10 things to do to build a Vital Community](#)
- [Greater Peterborough's Vital Signs \(video\)](#)