



**Request for Proposals
Second Harvest of the Big Bend
Website Redesign and Hosting**

Project Overview:

America's Second Harvest of the Big Bend (ASHBB) is seeking a community partner to help redesign, develop, launch and host a new, optimized website.

RFP Responses Due: 5pm ET, May 7, 2019

Proposal Selection Date: May 13, 2019 or shortly thereafter

Target Website Launch Date: July 1, 2019

Send proposals and questions to ASHBB's point of contact for this RFP:

Shari Hubbard, ASHBB Director of Community Relations
Office: 850-562-3033, ext. 211
Cell: (850) 284-2797
sharihubbard@fightinghunger.org

Project Overview:

Second Harvest is seeking proposals for the development, launching and hosting of a new organizational website that will increase awareness of Second Harvest's anti-hunger programs, attract donors, and establish a vibrant and interactive web platform. This website should:

1. tell the story of hunger in our community and Second Harvest's leadership in fighting hunger,
2. encourage donations of funds, volunteer time, and food,
3. allow agency partners to submit food orders via a third-party web portal,
4. allow volunteers to sign up for timeslots via a third-party web portal,
5. provide ASHBB staff with an easy-to-use website builder that will allow them to maintain content and conduct basic website page maintenance.

ASHBB seeks a website development partner who will work with ASHBB on a **part-paid, part-pro-bono basis**. Second Harvest has budgeted up to \$5,000 to cover a portion of the project work, and we hope RFP respondents will be willing to perform the remaining work pro-bono, in exchange for recognition by ASHBB via social media, a media press release, and on the finished website.

Organization Overview:

The mission of America's Second Harvest of the Big Bend (ASHBB) is to feed the estimated 104,000 hungry people, including 21,300 children, in the Big Bend through our network of 135 partner agencies and charitable organizations, and to lead the community in the fight against hunger. Our defined service area includes the 11 counties of the Big Bend, including Leon, Jefferson, Taylor, Wakulla, Gadsden, Jackson, Liberty, Madison, Calhoun, Franklin and Gulf Counties.

We are an independent member of Feeding America, the nation's largest food relief organization, comprising a 201-member network of food banks throughout the country. (Through this membership, we have access to first-rate research and reports that may be useful in providing statics and graphics about regional and national food insecurity on our new website.) For the fiscal year ending June 30, 2019, Second Harvest will deliver an all-time record amount of 12 million pounds of food. Despite the great strides made by Second Harvest in partnership with the community, the Big Bend continues to be one of the worst regions in Florida with regard to food insecurity. In fact, four of Florida's top five hungriest counties are in ASHBB's service area. The unmet "meal gap" in our region is about 25 million meals annually.

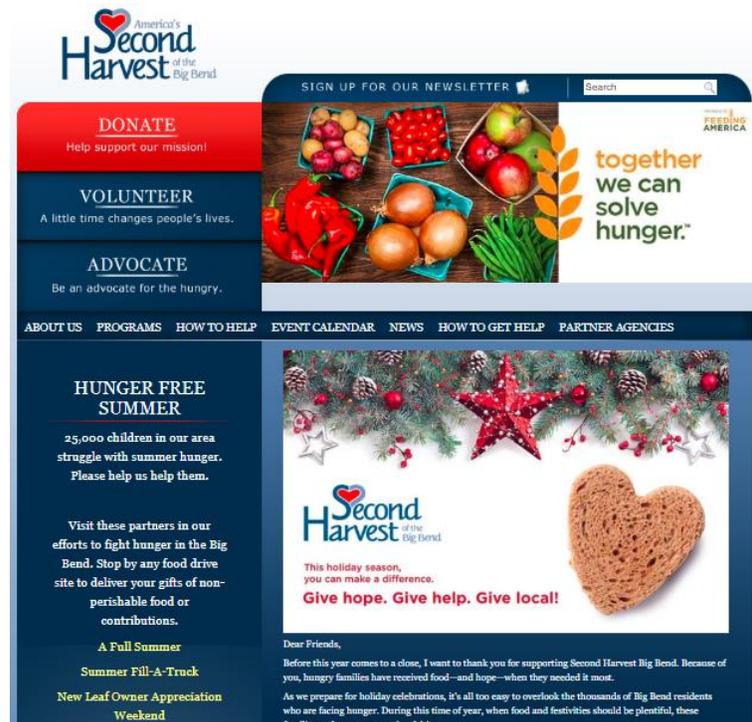
Second Harvest oversees 10 separate food programs, and is very dependent on volunteers to stretch our funding dollars by assisting with multiple tasks including sorting donated food, filling grocery bags for delivery to seniors, hosting food drives, helping out in our front office with administrative tasks, and planning and promoting special events.

We rely greatly on philanthropy and individual donations to support our mission.

Current Website:

Our current website, located at www.fightinghunger.org and built using an old, unsupported version of WordPress, is significantly outdated and clumsy in functionality for donors, volunteers, agency partners, casual browsers and ASHBB staff.

Created circa 2006, the website is very difficult for ASHBB staff to maintain. There are hundreds of vestigial webpages, images and other items in its WordPress library. ASHBB staff has limited web development expertise, and the antiquated version of WordPress is difficult to use.



ASHBB's current website (from December 2018)

The main issues with ASHBB's current website are:

- Outdated, unattractive design
- WordPress version is no longer supported
- Clunky donation interface
- Not mobile-friendly
- Lack of volunteer sign-up page or volunteer management interface
- Lack of modern website features (blog pages, video links, social media links, etc.)
- Poor "How to Get Help" interface, which should easily provide assistance to those seeking help
- Difficult for ASHBB staff to update content and manage webpages

New Website Objective:

The primary objective for our website is that it be a modern, user-friendly website to serve the needs of our donors, volunteers, ASHBB agency partners, staff and the public at-large.

Audience:

Our new website must serve a number of different audiences:

- Monetary donors
- Second Harvest agency partners (i.e. churches, schools, and other nonprofits who distribute Second Harvest food under a contract agreement)
- Volunteers
- End clients (i.e., those seeking food assistance)
- Media organizations
- The general public

New Website Functionality/Design Considerations:

- Responsive design/mobile-friendly
- Retaining some content and functions that are on the existing (old) website:
 - ASHBB is required to provide on its website certain information (e.g. annual reports, financial audits, IRS Form 990s, organizational policies, etc.). These documents must be present on the new website as well.
 - Functions – Second Harvest must retain the following functions on the new website, though ASHBB is open to discussions on how/whether to rearrange them on the website. Suggestions are encouraged.
 - How to Get Help (a page with information about how clients in need of food can obtain assistance)
 - How to Help (donating, volunteering, etc.)
 - Event Calendar
 - About (Board of Directors, Employment, Internships, RFPs, etc.)
 - USDA equal opportunity employer language
 - Florida Department of Agriculture & Consumer Services registration language

- Donation Page:
 - Donation link in red, found in the home page header, and highly visible
 - The website's donation page should seamlessly integrate with DonorPerfect (<https://www.donorperfect.com/>), a third-party donation and donor management application. Using DonorPerfect, current and prospective donors must be able to easily and quickly make a monetary contribution to ASHBB.
 - Inclusion of a short, motivational reason why donors should give located on donation page
 - One compelling image to support the value proposition on donor page
 - Strategically placed donation "calls to action" throughout the website

- Partner Agencies Page:
 - The new website must include a Partner Agencies portal page, from which ASHBB's partner agencies can log in and place food orders. The portal page interfaces with Primarius (<https://www.goprimaryus.com/>), a third-party food bank inventory management application. For reference, see ASHBB's current website at: <https://orders.fightinghunger.org/primariusww/login.aspx>.

- Media Page:
 - This page provides media resources, including an ASHBB contact (phone and email link) so that media can request assistance; a press kit; a set of ASHBB photos; and videos available for download.

- Blog Page:
 - ASHBB's blog page should allow ASHBB to easily create content, post videos and images, and include links to other pages.
 - Blog posts should be easily shareable on social media.

- Volunteer Page:
 - The website's volunteer page should seamlessly interface with Volunteer Hub (<https://www.volunteerhub.com/>), a third-party volunteer management application. Using Volunteer Hub, current and prospective volunteers will be able to identify their specific interests in volunteering and sign up for specific volunteer scheduling slots.
 - ASHBB wishes to recruit for specific volunteer categories, rather than a generic "sign up to volunteer" page; categories should have descriptive listings to assist potential volunteers determine the best volunteer opportunities that best match their interests and availability.

- SEO maximization to ensure traction for our website traffic:
 - Keyword strategy -- Tallahassee, Florida, Second Harvest, America's Second Harvest, Feeding America, food bank, hunger, fighting hunger, volunteer, food drives, food insecurity, free food, Big Bend, food donations, nutrition, disaster relief, nonprofit, TEFAP, food assistance
 - Strategic content development -- create engaging content with actionable items and keyword immersion
 - On-page optimization -- catchy title tags utilizing primary keywords
 - Readability score -- short, concise sentences to optimize social media sharing

- Friendly content and layout -- use shorter sentences, frequent paragraph breaks, use of white space and compelling, current images
 - Internal and external linking -- internal links optimized to increase traffic throughout the website; external links to highly credible sources to help build value with our partners and organizations with whom we collaborate
 - Social media share-readiness – mobile-friendly website, social media share buttons (Facebook, Twitter, YouTube, LinkedIn, Instagram) on every page
- Maintainability:
- The new website must be easy to maintain, so that future upgrades and interfaces with new third-party applications can be done easily by a moderately skilled website developer.
 - ASHBB requires a set of instructions that details how ASHBB staff can update/maintain the website content and perform webpage maintenance.

Sample websites from other food banks

The following are websites from other Florida-based, Feeding America member food banks. ASHBB is providing these links for discussion purposes and to show how other food banks have designed their websites.

- Feeding the Gulf Coast (<https://feedingthegulfcoast.org/>) - Aesthetics are subjective of course, but this website's design and overall menu structure may be close to what ASHBB is looking for.
- Second Harvest of Central Florida (<http://www.feedhopenow.org/site/PageServer>) - This design, particularly for the home page, is also good, but the subpages aren't as appealing.
- Harry Chapin Food Bank (<http://www.harrychapinfoodbank.org/>) – ASHBB staff have mixed opinions about this design, but the necessary content is present.

Budget: up to \$5,000

Second Harvest has budgeted up to \$5,000 to cover a portion of the project work, and we hope RFP respondents will be willing to perform the remaining work pro-bono, in exchange for recognition by ASHBB via social media, a media press release, and on the finished website.

Based upon the value of the pro bono services provided by the selected company, ASHBB would like to extend the following to the selected company:

- Recognition of the selected company on the ASHBB website by including the company's logo (with weblink) for a certain period of time.
- Mention of the selected company's pro bono services on the media advisory and press release for the launch of the new website.
- Mention of the selected company's pro bono services on ASHBB's social media accounts (Facebook, Twitter, LinkedIn and Instagram).

Second Harvest will pay the selected company an initial payment of \$2,500 upon a signed agreement and the remaining \$2,500 upon the completed launch of a fully functional website.

Proposal Requirements:

Please include the following in your proposal:

- Investigate and propose a website platform and hosting solution that will be easy for ASHBB staff to maintain and update, while still presenting a current, creative website that is mobile friendly and serves the various audiences noted above.
- A project work plan with key milestones.
- Create a digital outline of the website.

Project Requirements:

ASHBB asks that the selected company perform the following during this project:

- Make recommendations about website scope and design
- Solicit all needed content materials (e.g. written, calendar, images, video, etc.) from ASHBB staff
- Create draft website for ASHBB staff to review, edit and comment upon
- Obtain approval from ASHBB before making the website live to the public
- Launch website with support from ASHBB's contracted public relations firm, RB Oppenheim and Associates
- Final project Deliverables:
 - Fully functional, bug-free website per the specifications in this RFP
 - A set of instructions that details how ASHBB staff can update/maintain the website content and perform webpage maintenance.
 - Training of ASHBB staff so they are capable of updating content and maintaining pages on the new website
 - Hosting of the website, with confidential host information (UserID, password) provided to ASHBB staff
 - DNS server and host records are configured so that the FightingHunger.org URL directs to the new ASHBB website

Project Timeline:

This RFP will be posted on the ASHBB website and sent to selected vendors on or about April 12, 2019. Vendors may email Shari Hubbard with RFP questions during a three-week response period, with RFP submissions due at **5pm ET on May 7, 2019**. (Please submit questions about the RFP via email only, not by phone.)

ASHBB staff will notify the selected bidder on **May 13, 2019** or shortly thereafter, and then meet with the selected bidder as needed to discuss the design process and review/approve the work in progress.

Target launch date for the new website is **July 1, 2019**.