MCF Website Redesign Request for Proposals

REQUEST FOR PROPOSALS

Purpose of Request
The Minnesota Council on Foundations (MCF) is currently accepting proposals for website design services. The selected consulting firm will work with MCF between December 2021 – March 2022. The purpose of this RFP is to provide a clear understanding of this design project, scope of work and the criteria by which proposals will be evaluated.

RFP TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 9, 2021</td>
<td>RFP Announced</td>
</tr>
<tr>
<td>November 29, 2021</td>
<td>Proposals due to MCF by 8:00 a.m.</td>
</tr>
<tr>
<td>December 1-6, 2021</td>
<td>Proposal review</td>
</tr>
<tr>
<td>December 7, 2021</td>
<td>MCF selects a consulting firm (engagement agreement signed by Dec 17)</td>
</tr>
<tr>
<td>January 10, 2022</td>
<td>Kick-off and introduction meeting</td>
</tr>
</tbody>
</table>

ORGANIZATION INFORMATION AND KEY AUDIENCES

Established in 1970, the Minnesota Council on Foundations (MCF) is a membership association of grantmakers working to advance prosperity and equity through connecting, strengthening and mobilizing the field of philanthropy in Minnesota.

The organization’s 150 members represent grantmaking throughout the state, annually providing millions of dollars and non-financial resources to nonprofits. Members include family and independent foundations, community foundations, grantmaking public charities, and corporate foundations and giving programs. Additionally, some MCF members identify as private operating foundations, donor advised funds, associations and funder collaboratives. MCF works collaboratively with allies within and outside of the philanthropic sector to advance and align our mission.
OVERVIEW, PURPOSE, DESCRIPTION AND OBJECTIVES

Overview
The Minnesota Council on Foundations manages its current website as part of a collaboration with United Philanthropy Forum. The current website is built on Drupal version 7, and features:

- Member login (password protected)
- Automated membership and non-member processing (online payment portal for event registrations)
- Customizable membership dues renewals (integrated with Salesforce CRM)
- Customizable event registration
- Customizable membership directory
- Event listing and program calendar
- Research library
- Job board (automated)
- Salesforce CRM integration
- Password-protected web pages (member only)

Purpose and Description
The Minnesota Council on Foundations currently has a website that is outdated, not reflecting MCF’s current brand and identity standards. Additionally, website functions such as: layout, flow, accessibility, structure, content, integration should be optimized to reflect improved user experiences for all audiences and better reflect the mission, vision and strategic direction of MCF.

MCF is seeking to work collaboratively with a firm to create a website that is:

- **Branded** – follows MCF brand identity standards (design, fonts, colors, photos, graphics)
- **Functional** – website architecture, taxonomy and layout, user experience, flow and content
- **Accessible** - compliant, responsive, descriptive, usable, logical, considering audiences with disabilities
- **Informative and relevant** - highlights the most important information that all audiences seek when they visit the website
- **Engaging** - functions to enhance the mission and vision of MCF as an organization and the value and benefit that MCF brings to member organizations and audiences of all kinds – prioritizing values of from the lens of anti-racism and Diversity, Equity and Inclusion for all audiences (members, allies, partners, etc.)
- **Integrated** – works cohesively with apps such as CRM, eCommerce/merchant services, SEO and analytics, member engagement software, eLearning, search and resources, registrations, etc.
Specific Objectives

- Clearly and consistently showcase MCF brand identity, mission, vision values and purpose
- Increase and incentivize MCF member engagement as part of the collective philanthropic community (programs, events and peer networks)
- Strengthen cohesiveness and relationship-building strategies for in-person and online participation and engagement
- Boost event registration and ease of use (processes of participation)
- Improve overall website usability and website traffic (analytics)
- Drive awareness toward organizational and member benefit and value
- Inform audiences of organizational strategic priorities, focus and purpose of programmatic, training and event offerings
- Improve accessibility processes related to online researches, information gathering and sharing
- Streamline and increase engagement in online membership renewal processes

TIMELINE

- Proposals are due no later than November 29, 2021 at 5:00 p.m., sent by email to Erin Jordan, MCF Director of Marketing and Communications at ejordan@mcf.org. If during our evaluation of proposals, we require additional information, we will contact you. We will notify you of our decision no later than December 17, 2021.

BUDGET

Please provide a cost proposal to accomplish the scope outlined below. We expect this project to include several phases, such as the following (provided by example only – your process may be different.) The budget must encompass all design, assets and any items necessary for the completion of this project.

- Discovery, research and goal defining
- Content, stakeholder, traffic and competitive analysis
- Sitemap, content audit and website architecture
- Wireframing, navigation and structure
- Creative concepts, visual design and application

Note: Implementation of wireframes and design will be finalized and completed by external developers.
SCOPE, OBJECTIVES AND GUIDELINES

The Minnesota Council on Foundations website rebuild will be completed by United Philanthropy Forum developers on Drupal 8 by December, 2022. The design firm will work closely with MCF and United Philanthropy Forum.

*MCF requires the following from the selected consulting firm:*

**Discovery**
Research and verify current architecture as well as audiences; vision, goals and objectives; website strengths and weaknesses; and traffic, navigation and competitive analysis, resulting in a summary delivered to MCF. Report on the current site’s compliance with WCAG and make suggestions for improvement. Define strategy moving forward: issues, required functionality, phasing and budgetary constraints. This work will be complemented by discovery work already completed in 2021 including audience interviews of MCF members and staff.

**Content Strategy**
Complete information architecture, content audit, editorial plan, user navigation and sitemap.

**Wireframes**
Wireframes developed to be presented to MCF, which must be approved by MCF, United Philanthropy Forum and developers.

**Creative Concepts**
Develop visual brand style and application. Design files should include the homepage, all content types, templates, directories and special pages. Web style guide will be developed and delivered to MCF. All should be in responsive formats including vertical and horizontal tablet and phone displays and other mobile devices. MCF and its developers will review and sign off on designs before they are finalized.

**Style sheet**
Includes HTML content and structure of the webpages.

Additional Guidelines:

- Visually appealing
- Common theme
- Consistent design
- Easy to navigate
- Conversion strategy
- Excellent functionality
- Responsive

**Branding**
MCF has brand identity guidelines that include the logo, color palette and fonts, which designs must adhere to. Guidelines will be provided to the selected design firm.
AVAILABLE TECHNOLOGY RESOURCES AND INTEGRATION

- We will use much of our existing web copy and assets, which MCF will provide. New content will be identified through the design firm’s research, staff discussions and best practices.
- Salesforce (customer relationship management platform)
- Electric Embers (listserv integration software)
- Drupal 8 or 9 (content managed website platform)
- Pantheon (website host platform)
- Authorize.net (eCommerce system, payment gateway for payments for event registrations, member renewals, etc.)

KEY STAFF CONTACTS

A successful planning effort is driven by an interdisciplinary team of participants. The core team will include MCF staff members, along with staff from United Philanthropy Forum and developers at appropriate stages of the work.

- Susie Brown, MCF President
- Paul Masiarchin, MCF Director of Member Services
- Erin Jordan, MCF Director of Marketing and Communications
- Chris Oien, MCF Communications and Research Specialist
- Kristen Cullen, MCF Member Engagement and Grants Manager

QUALIFICATIONS

- Please provide a list of three client websites (and their URLs) your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project.
- Briefly describe your firm’s organizational capacity to design our website (i.e., staff, equipment, software, experience, physical space, etc.).
- Provide a company profile, length of time in business and core competencies.
- Describe the team who will be assigned to this project, along with each person’s role and a brief summary of qualifications/experience for each key staff member assigned to this project.
- Describe your firm’s project management process and deliverables.
- Provide a detailed timeframe for completion that includes deadlines for each phase and final completion.
EVALUATION CRITERIA

The following criteria will form the basis upon which MCF will evaluate proposals:

- Suitability of the proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic capabilities – prior work demonstrates artistic and innovative, user-friendly interfaces that engage and convert users.
- Firm experience – firm has successfully completed similar projects on time and has the qualifications necessary to undertake this project.
- Value/pricing structure and price levels – the price is commensurate with the value offered by the proposer. As a nonprofit institution, MCF is able to accept pro bono service and recognize the provider to the full extent allowed by the Internal Revenue Service, including naming the selected firm on the website and other collateral as an MCF supporter and partner.
- Depth and breadth of staff – the firm has appropriate staff to develop the site in the timeframe needed.
- Proposal presentation – the information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements.

FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

- **Title Page** (includes company name, address, website address, telephone number, e-mail address and primary contact person).
- **Cover Letter**
- **Proposal** (discussion of your proposed solution, including the features, benefits and uniqueness of your solution. You should also indicate your ability to deliver the project in the timeframe noted.)
- **Budget and Fees** (list budgets as requested above)

PROPOSAL SUBMISSIONS

Send proposals **November 29, 2021 by 5:00 p.m.** by email to Erin Jordan, MCF Director of Marketing and Communications at ejordan@mcf.org.