



REQUEST FOR PROPOSAL

RFP 2018-01

Provide Website Design and Maintenance Services

Submissions are due no later than

Monday, March 12, 2018

to

The Alaska Community Foundation

3201 C Street, Suite 110

Anchorage, AK 99503

Contract Administrator:

Shawn Rivera

srivera@alaskacf.org

907-274-6708



I. Introduction

The Alaska Community Foundation (ACF) is seeking a consultant/vendor to provide ongoing website design and maintenance services. ACF currently maintains a WordPress Multisite that is hosted on WP Engine, with one main website (alaskacf.org) and 10 secondary websites (one for each of ACF's Affiliate community foundations). Additional support is needed to assist ACF staff with website implementation and update needs as they arise.

II. Organizational Overview

ACF is a nonprofit, philanthropic institution with a mission to inspire the spirit of giving and connect people, organizations, and causes to strengthen Alaska's communities now and forever. As a statewide community foundation, ACF and its 10 Affiliate Community Foundations work with individual donors, families, communities, nonprofits, and corporations across Alaska to increase philanthropy and to connect people who care with causes they care about. ACF was established in 1995 and currently manages more than \$86 million in assets and over 450 funds for the benefit of Alaskans. Since its inception, ACF has awarded more than \$58 million in grants to nonprofit organizations in Alaska.

III. Scope of Work

The intent of this RFP and resulting time and materials contract is to obtain website design and maintenance services. ACF staff will coordinate with the vendor to allocate hours on an as-needed basis (estimated average of five hours per month). The services to be provided by the vendor may include, but are not limited to the following:

1. Collaborate and assist ACF staff with implementing requested design changes, adhering to ACF's Communications and Graphics Standards Manual
 - i. Front-end coding (HTML, CSS, JavaScript, etc.)
 - ii. Back-end coding (WordPress CMS, PHP, 3rd party APIs – Gravity Forms, Pods)
2. Diagnose and implement solutions to technical and usability issues as they arise
3. Apply website updates as requested by ACF staff
4. Provide support for website and online donation (PayPal) security
5. Build digital version of Annual Report
6. Build new website skeleton(s) using premade template
7. Respond to ACF staff communications via email, phone, and other channels as needed
8. Participate in strategic meetings with ACF staff as needed

Please provide details in your proposal on how you would manage the scope of work outlined above. Sufficient detail must be given and should highlight examples of past projects, ability to meet deadlines, and project management experience. Since ACF has a statewide audience that spans a diverse range of demographics and constituencies, proposers should also demonstrate experience designing websites for these target audiences.



IV. Minimum Qualifications

The proposer must meet all of the following qualifications to be given further consideration:

1. 5+ years of website design experience
 - a. HTML, CSS, JavaScript
 - b. WordPress CMS, WP Engine, PHP, 3rd party APIs (Gravity Forms, Pods, etc.)
2. 4+ years of project management experience
3. 4+ years of customer service experience

The ideal proposer should be known for providing excellent customer service, communicating effectively, responding to requests within 24-48 hours, and successfully meeting deadlines.

V. Project Timeline

The successful proposer will enter into a one-year time and materials contract for services with ACF, with the option to renew on an annual basis for up to two additional years. Annual renewals are dependent upon the review and recommendation of ACF's leadership. The initial contract is expected to begin upon the date of contract approval.

VI. Proposal Requirements

Proposals must be received by Monday, March 12, 2018. Please direct questions or responses to this RFP to the contract administrator, Shawn Rivera, at srivera@alaskacf.org or 907-274-6708. A vendor contract is expected to be awarded by Monday, April 2, 2018.

Proposals should be no more than 10 pages and must include the following:

- Cover letter signed by authorized representative
- Qualifications of the proposer, including capability, capacity, and relevant experience
- Qualifications of assigned individuals, including information (e.g. resume) substantiating how they meet each of the minimum qualifications
- References
- Hourly rates

ACF is an equal opportunity employer and will not discriminate against any employee or proposer because of ethnicity, religion, age, gender, national origin, physical or mental disability, pregnancy, sexual orientation, marital and/or parental status, or any legally-protected status.