

## Introduction/Project Overview

The Association of Fundraising Professionals Greater Vancouver Chapter (AFP Vancouver) is in need of a new website, website and email hosting and ongoing website support.

Our top priority is to be a comprehensive resource for our existing and potential membership. Secondary goals are to provide a seamless event registration process, recognition for Chapter revenue partners (sponsors) and to be a credible, go-to resource for the non profit sector.

We do not need a full brand redesign currently, but require a simple to navigate and use website for our primary audience and would like integrated functionality for: event registrations (paid and complimentary); a members-only area with access to content including webinars; ability for service providers and job posters to submit their advertisements and pay in one transaction; SSO functionality with the AFP Global website; and integrated email. We further require the website and email to be hosted.

We have a \$20,000 budget for this project. We also have a budget for ongoing expenses related to website and EM hosting as well as some on-demand development support.

The deadline for submitting proposals is February 28, 2021.

## About Us

AFP is an association of professionals throughout the world working to advance philanthropy by enabling people and organizations to practice effective and ethical fundraising.

The core activities through which AFP fulfills this mission include education, training, mentoring, research, credentialing, and advocacy.

The AFP Vancouver Chapter was founded in 1996. The purpose of AFP Vancouver is to inspire philanthropy in our community. We aim to accomplish our purpose by supporting members in their quest to inspire philanthropy in their respective areas of influence.

Our Chapter is run by volunteers and we have limited support from an incredible office services provider (MPS Executive Services).

## Website Audience

Our primary audience is existing and potential members. We need to provide them with information relevant to the sector (news briefs and announcements); facilitate their annual dues payments; provide them with professional development and learning opportunities; and offer event registration.

Secondary audiences include: job posters; Chapter sponsors; Chapter event sponsors; service providers, including those that pay to post commercial notices; media; government officials.

## New Website Objectives

The primary objective of the new website is to provide our core audiences with a modern Ux and to provide fresh, relevant content. In order to facilitate the latter, we need to ensure that making content updates is simple and can be carried out by volunteers with appropriate (and minimal training). Most of our volunteers do not have development or coding experience, so working with a robust WYSIWIG editor would be ideal. We would like to be able to offer our audiences a “one-stop shop” when it comes to membership payment and renewal; event registration; purchasing job and commercial ads; and sponsoring the Chapter.

Ideally, we would be able to have some back-end CRM functionality to record contact and history with members (or to facilitate a simple import/export process with a stand-alone CRM); segment stakeholders to deliver relevant EM content.

## Current Website

Our current website looks great, but lacks functionality for users. It is also built on a Drupal platform and requires that we request even the simplest changes from the web developer (and host). This is very expensive and time consuming.

## Website Functional Requirements

The list of must-have and nice-to-have website requirements is attached.

## Budget Details

We have a budget of \$20,000 for the design and build. We have additional budget for ongoing expenses related to website and EM hosting as well as some on-demand development support.

## Proposal Requirements

We are looking for a proposal that includes the following:

1. What you propose to do – broken down according to the website requirements attached to this RFP
2. A timeline and three KPIs/benchmarks to measure progress
3. How much you propose to complete the work for – segmented as appropriate
4. What the ongoing costs of webhosting; EM hosting; development support are (listed separately)
5. Your credentials
6. A select client list

Proposals that can provide this information in 2-3 pages are preferred.

## RFP Details and Timeline

The deadline to receive proposals is 5:00 pm PDT February 28, 2021. We will evaluate and respond to all project proponents by March 3, 2021. We anticipate spending 2-3 weeks with the successful proponent further defining the project scope, confirming budget and timelines, signing contracts. Ideally, we would like the new website to launch by June 1, 2021.

## Contact Details

All interested proponent are requested to send their full proposal to [info@afpvancouver.org](mailto:info@afpvancouver.org) by the deadline. Please email any questions about the process or request to speak to the AFP Vancouver Vice President of Communications to [info@afpvancouver.org](mailto:info@afpvancouver.org).

We thank all proponents for their interest in helping AFP Vancouver to meet its website objectives and thereby serve the non-profit sector in our community.