

Request for Proposals (RFP)

Project Title: Redesign of the National Association of Community Health Centers (NACHC) Website

RFP Released: March 1
Proposals Due: March 21

Questions on the RFP must be received by March 10 for NACHC staff to internally review and post responses by March 14.

Organization Overview

The **National Association of Community Health Centers** (NACHC) is the leading national advocacy organization supporting Community Health Centers and the expansion of health care access for the medically underserved and uninsured. NACHC's membership comprises the majority of the nation's 1,400 health centers and was founded in 1971 to promote the provision of high-quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and patient-centered for all.

Website RFP Purpose

Through this Request for Proposal (RFP), NACHC is seeking a vendor to redesign the website, www.Nachc.org

Website Objectives — The primary objective of the NACHC website is to tell the story of how Community Health Centers contribute to their communities and the value of NACHC in supporting these health centers. **Overall, this redesign aims to create a website that:**

- Makes it easy for visitors to find resources for and about Community Health Centers, Primary Care Associations/Health Care-Controlled Networks.
- Prominently communicates NACHC's mission.
- Has clear and intuitive pathways and interface for users.
- Is built based on best practices for how people engage with websites.
- Reflects NACHC's commitment to justice, diversity, equity and inclusion.
- Is easy for NACHC staff to update once trained.
- Is secure.

Primary audiences:

- People looking for news, policy, research and technical assistance resources about Health centers, Primary Care Associations (PCAs) and Health Center Controlled Networks (HCCNs)

- People trying to register for trainings and conferences
- People looking for jobs in our health center job board
- NACHC members managing their individual or organizational membership accounts
- Media
- Funders and partners

Secondary audiences: People interested in public health & health centers

Website redesign requirements

While the following list is subject to change based upon vendor recommendation and/or research of more optimal solutions, we are seeking a website with the following features:

- Clean and responsive design
- Easy and intuitive navigation
- 508 compliant
- Safe and secure
- Built on WordPress platform, preferably the Genesis framework and not a custom-built theme, advanced custom fields may be needed for templates
- Google Analytics integrations
- Optimized for search engines
- Content forms on the backend designed for use by non-expert users
- Events calendar
- Subscription center for NACHC emails and newsletters, integrated with Constant Contact or iMis database
- Separate login area for NACHC members
- All applicable content imported from current site
- Clear calls to action to become a member, subscribe
- Blog
- Resource library
- Social media integration (share buttons, follow buttons, etc.)

Redesign Tasks and Deliverables

Selected vendor will collaborate closely with NACHC staff on all tasks. We expect to have an initial kick-off conference call followed by regular meetings.

The scope of work includes but is not limited to the following major phases:

Task 1: Discovery and Definition

- Create project timeline with deliverables/milestones
- Solicit internal stakeholder input to inform website content, features & structure
- Survey external users to inform website content, features & structure
- Review Google Analytics
- Perform Content Audit

Task 2: Development

- Map out website content & structure
- Develop wireframes
- Determine visual design in alignment with NACHC palette

Task 3: Quality Assurance

- Page content review
- Plan for content migration
- Review beta website design
- Usability testing

Task 4: Prepare for Launch

- Website style guide & user guide
- Training for staff

Anticipated Selection Schedule & Timeline

The anticipated RFP schedule is as follows:

- RFP Release Date: Wednesday, March 2
- Deadline for Questions: March 10
- NACHC Responds to Questions: March 14
- RFP Submission Deadline: March 21
- Selection of Top Proposals: March 25
- Contracting & Meetings: March 28-31
- Contract Award: April 1

The expected Project Timeline is as follows:

- Project Kickoff: April 19 or as soon as possible after Contract is signed
- Desired Launch Date: November 2022

Submission Guidelines and Requirements

Respondents to this RFP must submit their proposal as an attached PDF by email to **awalker@nachc.com**. Responses must be received no later than March 21, 2022.

Elements of Proposal

A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, and names and credentials of the team who would work on this project.
- A narrative outlining the firm's strengths and distinguishing skills or capabilities as they may relate to this project.
- Description of similar projects completed for other clients, including at least 2 references we can talk to.
- An outline of the approach the firm would take in completing this project, including but not limited to:
 - Any additional resources required for support (ex: external Salesforce or other sub-contractors)
 - # of hours and general timeline from start to completion (approx.)
 - Project management approach
 - General overview of website strategy, design, and build processes end-to-end

Evaluation Criteria

A team representing multiple divisions within NACHC will evaluate proposals. The successful respondent will have:

- Demonstrated experience, knowledge, skills, and qualifications, both for the firm and the individuals who will be available to provide these services.
- Expertise in working on similar projects and experience with nonprofits or associations.
- Firm understanding of our project needs, and ability to communicate clearly how they will be met.
- A competitive cost of services

Selection Domain	Application Selection Criteria	Points
Capability Statement/ Experience/	Capability statement that demonstrates the organization’s ability to conduct a website redesign. Shows success with redesigning websites for nonprofit organizations. Include testimonials or references from at least one client.	30
Work Samples/Reference	Sample products are of high quality and consistent with NACHC standards.	20
Potential ideas	Demonstrates understanding of project goals and provides good ideas for potential discussion.	15
Proposed Project Workplan and Timeline	Demonstrates a clear understanding of the project needs, and their proposed workplan is clear, manageable, and achievable.	20
Budget/Hourly rate, Budget Narrative	Proposed budget and budget narrative are reasonable and match market for the work.	15
Total		100