

Request for Proposals NFF Website Redesign

Background and Statement of Work: The National Forest Foundation (NFF) seeks a partner to design and develop a website to support our impact-driven mission and fundraising objectives.

With a vision of maintaining healthy, resilient forests and grasslands, the National Forest Foundation undertakes vitally important work – every year, we treat thousands of acres of forest for wildfire resiliency, we improve thousands of miles of trails for improved recreational experiences, and we plant millions of trees. By working 154 forests at a time our impact is felt locally and nationally, ensuring these awe-inspiring places continue to provide clean water for more than 60 million people, drive local and regional economies, and provide a place of solace and recreation for all.

Information Requested

If interested in submitting a bid for this project, please provide a proposal for the above statement of work that includes the following:

- Agency capabilities
- Potential design concepts for nonprofits
- Proposed technologies
- Project output / deliverables
- Requirements for ongoing support post-launch, including annual maintenance budget options
- Project cost
- Project timeline
- Team structure and bios for the project team
- A list of three websites your firm has produced that best reflect your work and relevancy to this project

Specific requirements are detailed below.

I. PROJECT OVERVIEW AND REQUIREMENTS

General Specifications

WEBSITE OBJECTIVES

The NFF is seeking a partner who will design and develop a website that will achieve the following:

- Tell our story in a dynamic and compelling manner
- Be impact-forward to foster a deeper understanding of the NFF and the importance of our work (healthy forests and recreation for all)
- Leverage content to recruit and engage a growing community of forest supporters
- Create opportunities for visitors to become donors and stay connected to the NFF over the long-term

Simply stated: We are a large organization with many programs and our current website tries to serve many audiences while losing the focus of our primary audience: donors.

Our organization has seen tremendous growth in the last five years. Our website has not been able to keep up nor be a strategic “welcome mat” to the organization.

NFF’S VISION OF SUCCESS

The successful new site will elevate the prominence and importance of the National Forest Foundation brand, utilize NFF and other forest-related content to drive action, and optimize opportunities to build relationships and inspire donors.

Additionally:

- It will be intuitive and easy to navigate, prominently featuring highly relevant content that engages the visitor.
- It will provide appropriate storytelling and spotlight opportunities for the NFF’s corporate partners and the broader forest partner community.
- The site will be hopeful in tone and tenor, inspiring awe and wonder for our audience, while also highlighting the importance of National Forests and our role to steward them collectively for the future.

REQUIREMENTS

The website will need to:

- Provide users with an understanding of who we are, what we do, why it matters, and how they can get involved
- Offer clear opportunities for engagement (Primarily: Donate and/or Sign Up)
- Provide easy access to content for other audiences: grantees, on-the-ground partners, contractors
- Work seamlessly with other owned external channels by providing a seamless branded user experience and journey for users at any stage of the conversation funnel

Technical preferences

- Meet Section 508 accessibility requirements
- Be responsive for mobile and desktop for all standard web browsers
- Efficient capability to capture information from email acquisition/sign-up forms that connect to Microsoft Dynamics
- Be built from the beginning for robust tracking and analytics through GA4
- Provide search capabilities that will identify content throughout the site
- Be fully integrated with ongoing SEO strategy and best practices.

- Site allows basic updates to be pushed live in real time
- Vendor will provide scalable hosting that can support millions of users per year and thousands of users concurrently at peak times

CONSIDERATIONS

Content

It may be possible/beneficial to repurpose elements of the NFF's existing site (nationalforests.org) for purposes of economy, efficiency, and ease (doing so is not a requirement). Any migration from the NFF's existing site(s) will require thoughtful content analysis to include review of template, quantity, quality and organization through the lens of purpose, performance and relevance. We want to be sure to migrate or re-create only that existing content which is essential to the goals of the NFF and its new website. The NFF is interested in understanding how its design and build partner will approach this challenge.

Audience

An audience analysis and journey map that fully incorporates NFF's mission, objectives and constituencies will be required to determine appropriate audience segments that NFF needs/wants to reach, motivate, and engage via its website. The successful partner will be expected to conduct such an exercise/analysis and doing so should be reflected in your proposal. This analysis will also be used to determine translation requirements, if any.

Understanding Visitor Behavior

The NFF wants to ensure that the site is designed and built to enable the greatest understanding of visitor behavior. The successful partner will complete existing visitor mapping to better understand current user behavior. The site needs to be fully compatible with and complimentary of our external activities, including paid advertising and paid/organic social media.

Fundraising

Over the next several years, the NFF will be making concentrated efforts to scale online donations. To the extent practicable and desirable, the site should enable integration with the NFF's fundraising platforms.

On-going Site Maintenance

NFF would like to have the ability to maintain the site internally for day-to-day updates and moderation. For more complicated design and functionality issues, the NFF would like cost-effective support that can be delivered in a timely manner.

NFF Tech Stack

The NFF is open to new underlying technology platform and tech stack recommendations, including ease of use and modification, maintenance costs, flexibility and durability. When making recommendations, comparisons with other platforms used by similarly sized organizations and missions should be considered.

NFF's current tech stack includes:

- Content Management System
 - Craft CMS Pro – 3.9.14
- Integrations
 - Microsoft Dynamics (CRM)
 - Classy (donation portal)

Insurance Requirements

Upon selection of the winning bid, the Contractor agrees that it has and shall maintain the following insurance coverage indicated below. The effective date of all coverage shall precede the start of any work.

- a. State minimum workers' compensation insurance coverage for its employees, if any.
- b. Broad form general liability, property damage, and automotive liability insurance in the minimum amount of \$1,000,000 for bodily injury, death, or damage to property of any person and \$2,000,000 for bodily injury, death, or damage to property of more than one person. The Contractor shall name NFF an Additional Named Insured and provide NFF with a certificate of insurance evidencing such coverages, prior to the initiation of the Scope of Services.
- c. If the Scope of Services includes professional services as identified herein, Contractor shall also provide professional errors and omissions liability insurance. Professional services for purposes of this section include, but are not limited to performing architecture, engineering, landscape architecture, land surveying or planning, preparation and signing or stamping of drawings, maps, surveys or construction specifications, or design and development of computer software, programs or websites by the Contractor or by subcontractors on behalf of the Contractor, for which professional liability insurance would typically be required. The minimum coverage limits required are \$1,000,000 for each claim and \$1,000,000 annual aggregate.

Prohibited Telecommunications Services and Equipment

If applicable, Contractor is responsible for compliance with the prohibition on certain telecommunications and video surveillance services or equipment identified in 2 CFR 200.216.

Payment/Performance Security

Contractor shall post cash, a letter of credit, bond, or other financial security that is easily convertible into cash in a form acceptable to the NFF, in its sole determination, to assure completion of the work required under any subsequent agreement and payment of all amounts lawfully due to all persons supplying or furnishing to the Contractor or Contractor's subcontractors with labor, laborers, materials, rental machinery, tools or equipment used or to perform the work. Contractor may incorporate required associated costs into mobilization costs or other approved expenses.

- a. Work that is classified as construction in accordance with the Miller Act or Little Miller Act or if required per conditions of the funding source, payment and performance bonding will be required in the full amount of any Agreement. For the purposes of this Request for Proposal, construction is defined as "any contract greater than \$100,000

for the construction, alteration, or repair of any public building or public work where the federal government is the owner”, or

- b. If Contractor is not self-performing at least 85% of the total contract value or if the cost of materials is in excess of the larger of \$100,000 or 50% of the contract total, payment and performance bonding will be required in the full amount of the agreement, or
- c. If the value of the agreement is in excess of \$250,000, Contractor will be required to post financial security in a form acceptable to the NFF in the amount of 5% of the total agreement value up to \$250,000 in total financial security.

Competitive Range

This is a significant undertaking that is essential to the future success of the organization. The NFF understands the magnitude of the request and has budgeted appropriately to work with a best-in-class partner to develop a best-in-class site. The maximum budget available for this project is \$250,000. However, price will be a significant criteria in awarding the project and those proposals that fully satisfy the Foundation’s objectives and requirements for less than the fully allocated budget will be viewed favorably.

Note: Recognizing the philanthropic nature of the NFF’s work, it is possible for agencies to include an “in-kind” donation of labor to offset the total cost of the project. Such a donation is not a requirement of submission and all submissions will be considered on their merits.

II. REQUIRED COMPONENTS

Contractor Qualifications

- (a) Past Experience – Please provide a brief explanation of previous work with nonprofit web design of this scale.
- (b) Company’s Competitive Advantage – Why the NFF should partner with you
- (c) References – Please provide three professional references that can speak to past performance.

Pricing Schedule

Contractor shall submit a price schedule outlining milestones and phases of the work and a total cost for the project.

III. SUBMISSION, EVALUATION, AND CONTACTS

Contractor Selection Process

The NFF will use the Evaluation Factors below to review each submitted bid. Based on the outcomes of that selection process, the NFF will notify successful and unsuccessful bidders by April 18, 2025 and will prepare a separate contract document.

- Price
- Approach to accomplishing the objectives outlined in Section I
- Previous Work History and Examples Provided
- References
- Contractor availability / Project timeline

Evaluation Factors and Relative Importance

The following criteria will be used in the evaluation of submitted proposals, ordered from highest weighting (level 3) to lowest weighting (level 1).

Level 3 Criteria

- Price
- Approach to accomplishing the objectives outlined in Section I

Level 2 Criteria

- Previous Work History and Examples Provided
- References
- Contractor availability / Project timeline

Point of Contact

Please submit any questions about the project in writing to the Point of Contact.

Hannah Featherman
 National Forest Foundation, Communications Manager
 hfeatherman@nationalforests.org

Responses will be shared with known interested parties by email or otherwise posted at <https://www.nationalforests.org/rfp>.

Bid Submission

Submit bids via email to Hannah Featherman at hfeatherman@nationalforests.org by Friday, March 7 with email subject of “NFF Website Redesign RFP.”

Equal Opportunity Provider

In accordance with Federal law and U.S. Department of Agriculture policy, the National Forest Foundation is prohibited from discriminating on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.