**Website Redesign Request for Proposal (RFP)**

**1. Introduction**

ChildAid Network is seeking proposals from qualified web design and development firms to redesign our current website, https://childaidnetwork.org/. Our goal is to create a user-friendly, visually appealing, and mobile-responsive website that effectively communicates our mission, enhances user experience, and supports our strategic objectives. Additionally, we are looking to explore the mobile app option to further engage our audience and enhance accessibility. Our current website is very basic, but the new website will have over 50 unique pages to better serve our audience and expand our content offerings.

**2. About ChildAid Network**

Established to support vulnerable children, ChildAid Network is a nonprofit organization recognized under section 501(c)(3) of U.S. tax law. Our work focuses on providing education, healthcare, and essential support services to children in need worldwide. We aim to create a better future by equipping children with the resources they need to thrive. Our mission is to empower underprivileged children through education, healthcare, and sustainable community programs.

**3. Project Goals and Objectives**

Our current website requires a refresh to better reflect our brand identity, improve user experience, and enhance functionality.

The primary goals of this website redesign project are:

- Improve user experience and navigation to make it easier for visitors to find information about our programs, impact, and donation options.

- Enhance the visual design to create a modern, professional, and engaging website that reflects our brand identity.

- Increase website traffic and engagement through search engine optimization and strategic audience conversion actions (e.g., sign-ups, donations, volunteer registration, contact inquiries).

- Ensure the website is mobile-friendly and responsive across all devices and web browsers.

- Implement best practices for search engine optimization and integrate Google Analytics.

- Integrate online donation and payment processing.

- Migrate the website from the current server to a new, more efficient hosting solution.

- Provide training for staff to manage content updates and IT aspects of the website.

- Establish a clear post-launch website maintenance and improvement plan.

- Explore mobile app development to extend accessibility and engagement for users.

- Implement necessary integrations with PayPal, Eventbrite, Google & Analytics Tools, and Security & Compliance measures.

- Future scope includes integrating Moodle LMS for enhanced learning management capabilities.

**4. Target Audience**

Our target audience includes donors, volunteers, partners, policymakers, and the general public interested in supporting child welfare initiatives.

**5. Scope of Work**

The scope of work includes the following tasks:

**Phase 1: Planning and Development**

- Initial discovery, consultation, and project planning.

- Information architecture and sitemap development.

**Phase 2: Visual Interface Design**

- User interface and graphic design.

**Phase 3: Website Build and Integration**

- Implement content management system (CMS).

- Migrate and load content.

- Integrate third-party applications (e.g., social media, donation platforms, security features, PayPal, Eventbrite, Google & Analytics Tools, Security & Compliance).

**Phase 4: Testing and Launch**

- Search engine optimization.

- Mobile and browser compatibility testing.

- Quality assurance.

**Phase 5: Support and Training**

- Provide best practices for website management.

- Train staff on CMS and IT aspects.

- Offer post-launch website support and maintenance for six months (5 hours/month).

- Conduct feasibility study and planning for a potential mobile app.

- Future scope includes integrating Moodle LMS for an improved learning management experience.

**6. Timeline**

Phases 1-4 should be completed within **12 months** of contract execution. Phase 5 should be completed within **6 months** of website launch. Please outline your proposed timeline in your proposal.

**7. Evaluation Criteria**

Proposals will be evaluated based on:

- Experience in web design and development.
- Quality of the proposed design concept.
- Functionality and technical capabilities.
- Experience with nonprofit website development.
- Cost proposal.
- References.

**8. Submission Instructions**

Please submit your proposal electronically to [richardfoster@childaidnetwork.org](mailto:richardfoster@childaidnetwork.org) by **March 17, 2025**. Your proposal should include:

- Company details and contact information.
- Overview of experience and qualifications.
- Proposed approach, methodology, and timeline.
- Detailed budget for each phase.
- Website examples from past clients.
- References from at least two past clients.

Direct any questions to [richardfoster@childaidnetwork.org](mailto:richardfoster@childaidnetwork.org). Proposals will be reviewed on an ongoing basis until the deadline. We look forward to receiving your submission.

**Disclaimer**

ChildAid Network reserves the right to reject any or all proposals and to accept the proposal deemed to be in the organization's best interest.

**Commitment to Diversity, Equity, and Inclusion**

ChildAid Network is committed to fostering an inclusive environment. We encourage all qualified proposers to submit a proposal, regardless of size, location, or ownership status.