



2025 – 2026

REQUEST FOR PROPOSALS Website Redesign and Development

ISSUE DATE: January 8, 2025

ISSUING AGENCY: Guilford County Partnership for Children
4900 Koger Boulevard, Suite 151
Greensboro, NC 27407

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PURPOSE AND SUBMISSION GUIDANCE

The Guilford County Partnership for Children is seeking a qualified vendor for Website Redesign and Development (currently ~53 pages) to better serve our key players and engage our community.

The deadline for submitting proposals is January 22, 2025.

Please submit a detailed proposal outlining the services and costs to Information@GuilfordChildren.org.

Proposal Submission

Submit PDFs to Information@guilfordchildren.org by 5:00 PM EST on January 22, 2025.

Questions

Submit questions to Information@guilfordchildren.org by January 13, 2025. Responses will be shared with all vendors who submitted questions or requested response by January 15, 2025.

BACKGROUND

The Guilford County Partnership for Children (GCPC) is a local non-profit strategically directing over \$18M annually for young children and families in Guilford County. Much of our funding comes from state and federal funding through contracts with the North Carolina Partnership for Children (NCPC), and the North Carolina Division of Child Development and Early Education (DCDEE). Additional funding comes from local foundations, corporate and individual giving. The Guilford County Partnership for Children is part of North Carolina's well established, statewide Smart Start network. *OUR MISSION is to partner with families, early childhood educators, and our community to support the diverse needs of children, prenatal to age five, ensuring their success in school and in life.*

PROJECT GOALS AND OBJECTIVES

- Modern, user-friendly design aligned with current best practices.
- Implement a robust, easy-to-use Content Management System (CMS) for in-house content management.
- Improved site navigation and information architecture.
- Full mobile responsiveness and ADA compliance (WCAG 2.1 AA).

SCOPE OF WORK

The selected vendor will be responsible for the following:

- Website strategy and content plan
- Professional design (to include full mockups at primary and subordinate levels)
- Website development (coding, testing, deployment)
- Migration and search optimization of existing content
- CMS implementation and staff training
- Mobile responsiveness across all devices
- Compatibility with the OS, browsers, and versions of browsers having 5% market share or more, as detailed by w3schools.com
- ADA compliance to WCAG 2.1 AA standards
- Standard on-page SEO
- Testing and quality assurance
- Post-launch support and hosting

CMS REQUIREMENTS

- CMS recommendation, including licensing fees and any ongoing related costs
- Indicate whether CMS is a hosted solution or may be hosted elsewhere
- Vendor's experience with the recommended CMS (years and example sites)
- Must provide intuitive, easy-to-use interface for use by non-technical in-house staff.
- Indicate whether CMS integrates with Raiser's Edge, HubSpot, Salesforce, or other CRM platforms.

TEAM AND QUALIFICATIONS

- Detail the team members who will be involved in the project, including their roles, years of experience in their current role, and their employment status (full-time, part-time, outsourced/freelance).
- Company profile and experience working with non-profit organizations.
- Three client references with contact information.

PROJECT PROCESS AND TIMELINE

Proposals must outline and/or include:

- Project management methodology.
- Indicate whether a dedicated project manager will be assigned to our project, and with what frequency we can expect meetings and status update communications throughout the process.
- Detailed project timeline with milestones.
- Remain within a budget range of \$15K-\$25K
- Payment terms and billing schedule.

CRITERIA FOR APPLICANT SELECTION

At their opinion, the Local Partnership's evaluators may request oral presentations or discussions with any or all prospective vendor for clarification or to amplify the materials presented in any part of the proposal. However, prospective vendors are cautioned that the evaluators are not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the prospective vendors.

Proposal Submission

Submit PDFs to Information@guilfordchildren.org by 5:00 PM EST on January 22, 2025.

Vendor Selection is set to occur by end of January. Targeted Launch Date: May 2025