



# Request For Proposal For Website Redesign and Digital Marketing

October 19, 2018

Issued by:

**NeighborWorks® Community Partners**

570 South Ave.

Rochester, NY 14620

**NeighborWorks® Community Partners Representative:**

Kelly Hallenbeck

[khallenbeck@nwrochester.org](mailto:khallenbeck@nwrochester.org)

Direct (585) 327-4705

570 South Ave

Rochester, NY 14620

(585) 325-4710

## Request For Proposals for Digital Marketing and Website Redesign

Contents	Page
1. Introduction & Background.....	1
2. Core Objectives.....	2
3. Scope of Work & Delivery.....	3 & 4
4. Submission Guidelines and Requirements.....	5 & 6
5. Evaluation Factors .....	7
6. Award of Contract.....	7

### Attachments

- Price Sheet
- Vendor Information Page
- Signature Page
- Reference Request Page

# 1. Introduction and Background

**Introduction:** NeighborWorks® Community Partners (NCP) is seeking proposals from qualified firms or consultants for Digital Marketing and Website Redesign. The objective of this RFP is to locate a qualified firm or consultant that will provide the best overall value to NeighborWorks® Community Partners and its affiliates. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this RFP below.

**Background:** After 30+ years of operating as stand-alone organizations, NeighborWorks-chartered organizations in Rochester (NeighborWorks Rochester), Buffalo (BlackRock-Riverside/Westside NHS) and Niagara Falls (Niagara Falls NHS) affiliated to form NeighborWorks Community Partners. This newly NeighborWorks®-chartered organization will give each of the local organizations the opportunity to reach more residents and have a greater impact through a streamlined business model and new technologies. As our charter exists only for the regional organization, we will need to change the names of the local affiliates within the next seven months (as per NeighborWorks America.)

The biggest obstacle to starting this project has been the renaming of the affiliate organizations under the regional umbrella. Renaming will be completed internally before the end of 2018, which allows us to consider our website redesign and consolidated marketing strategies. We have until June of 2019 to complete this process.

## 2. Core Objectives

Our core objective is to establish NeighborWorks Community Partners as the premier community development agency across the geographic region of Western NY. This includes the counties of Monroe, Wayne, Livingston, Ontario, Orleans, Genesee, Wyoming, Erie and Niagara. While we've been working privately as an affiliated organization for three years, we have not yet positioned our brand or created a unified online presence. We'd like to create efficiencies wherever possible in our marketing strategies, as well as align collateral and social media channels.

NeighborWorks® Community Partners' mission is to be "a catalyst for building and strengthening communities." Our vision is to be the premier community development organization in the region encompassing Niagara, Erie, Monroe and all counties in between. NeighborWorks® Community Partners serves this region by providing financial, educational, and energy conservation services and resources to low-and moderate-income families in these communities.

### 3. Scope of Work and Delivery

The successful bidder shall perform all tasks necessary based on the specification listed below. All pricing activities shall be listed as part of the submission on the attached Price Sheet (Attachment A).

#### **Rebrand three separate websites and one regional website**

Currently, each of the three local affiliates (Buffalo, Niagara Falls, Rochester) has their own website. A stand-alone regional website has been structured, but is not published. Three out of the four sites currently use the WordPress platform. All need to be consolidated onto one platform, meeting the standards of the organization’s brand platform. In total it will be about 50 pages.

#### **Provide a consolidated solution that can minimize maintenance, and create seamless online presence for all of the organizations while maintaining a reflection of the local community**

All affiliates are community-based organizations, and while the parent organization is regional, a local community-based theme for each affiliate needs to be maintained. We are seeking to create efficiencies and cost-savings, and prevent the need for duplication of effort. Solutions that provide a seamless experience for the customer, regardless of their geography are the primary focus.

Affiliate geography	Current Name	Social Channels	Web address
Rochester	NeighborWorks Rochester	Facebook, Twitter, Instagram, Snapchat @nwrochester	www.nwrochester.org
Buffalo	West Side & Black Rock-Riverside Neighborhood Housing Services	Facebook, Twitter, Instagram @wsnhs	www.wsnhs.org
Niagara Falls	Niagara Falls Neighborhood Housing Services	Facebook @Niagarafallsnhs	www.niagarafallsnhs.org

#### **Integrate sites with current Customer Relationship Management (CRM) system and its Customer Facing Technology**

As part of a Sustainable Business Initiative, Rochester has been using Salesforce as its CRM since 2016. This system will be migrated to the other affiliates in 2019. The website redesign needs to take this into consideration to optimize lead generation. Rochester’s website is the leads generation model that all affiliates in the region will be utilizing and is the framework from which the other sites will be built.

## **Unify Marketing Plan**

While each affiliate is serving similar audiences, with similar lines of business, a unified marketing plan is not in place. The online presence varies as well - for one of the affiliates, online marketing and presence is non-existent, the other two have been creating their own separate marketing campaigns and materials as needed. In addition, the website needs to promote and optimize universal fundraising strategies. Google Ad Management across the region would be part of this.

## **Optimize Resources across the region**

As our organization transforms from three into one, we need to maximize our resources to save costs and to avoid duplicating efforts. This includes consolidating website hosting, marketing campaigns, collateral and marketing channels. We may not want to eliminate separate online channels, but we do want to find efficiencies and resources for streamlining our efforts.

## **Transition organizational brand from a group of disparate small neighborhood service providers to a known regional presence**

We need to improve and scale SEO across the region - by affiliates' geography, and by line of business. Improve name recognition for NeighborWorks Community Partners and its mission to position us as a regional subject matter expert and premier community development organization. Use regional keywords and Google AdWords to drive new business and update online presence.

## **Website Launch Goals**

Begin work.....	January 2, 2019
Draft due.....	March 31, 2019
Revision period.....	April 1 - 26, 2019
Deliverables due.....	May 1, 2019

## **Budget**

Our budget for the website redesign is \$40,000 – 60,000 all-in cost. We realize there will be additional costs for SEO, Google Ad management, etc. Please provide estimates in the attached price sheet.

## 4. Submission Guidelines & Requirements

Local resources are preferred. Must disclose any out of country resources or subcontractors used.

Please submit three (3) copies of the proposal to NeighborWorks® Community Partners as detailed in the requirements below:

- One (1) complete proposal master document in paper hard copy format (so marked); One (1) complete proposal copy in paper hard copy format (so marked); and
- One (1) complete proposal copy in digital PDF format. Electronic copies of the proposal may be emailed to [khallenbeck@nwrochester.org](mailto:khallenbeck@nwrochester.org) before the submission deadline or included on a CD or thumb drive with the Vendor proposal.

Cover Letter - the cover letter must include the full contact information of the person(s) NeighborWorks® Community Partners shall contact regarding the bid, as well as the bidder's representative authorized to make contractual obligations must sign the cover letter.

Proposal Submission, Vendor Information & Signature Page – the proposal submission, vendor information and signature page must be completed and signed by an individual authorized officer or owner of the company. All proposals submitted without such forms shall be deemed ineligible for consideration.

References with examples – Proposals shall include a list of three (3) references including name, address, phone number and contact person, along with examples of work. NeighborWorks® Community Partners reserves the right to contact references other than and/or in addition to, those furnished by the vendor.

Proposal must be submitted **no later than 4:00PM on Friday, November 2, 2018.**

Request for Proposal Issuance	October 19, 2018
Last day for vendor questions	October 26, 2018
<b>Proposal Submission Deadline</b>	<b>November 2, 2018</b>
Selection	November 7, 2018
Contract Award	The week of November 12, 2018

Proposals can be mailed or delivered in person to:

NeighborWorks® Community Partners

Attn: Request for Proposal for Digital Marketing and Website Redesign

570 South Avenue

Rochester, New York 14620

All proposals should be clearly labeled on the outside of the envelope:

**Request for Proposal for Digital Marketing and Website Redesign.**

**Contact Regional Resource Development Manager**

**Kelly Hallenbeck**

**(585) 327-4709**

**[khallenbeck@nwrochester.org](mailto:khallenbeck@nwrochester.org)**

NeighborWorks Community Partners is an equal opportunity employer and will not discriminate against any employee or proposer because of ethnicity, religion, age, gender, national origin, physical or mental disability, pregnancy, sexual orientation, marital and/or parental status, or any legally-protected status.

## 4. Evaluation Factors

NeighborWorks® Community Partners will evaluate the bids submitted and apply the "Best Value" standard in selecting the vendor to be awarded a contract for this service. Purchase price is not the only criteria that will be used in the evaluation process. Any award resulting from this bid will be made to the vendor whose offer conforms to the bid and it is determined to be the most advantageous, or "best value" which will include, but not be limited to, the following considerations:

- Responsiveness to the requirements set forth in this Request for Proposal
- The quality of relevant previous work
- Use of out-of-country vendors
- Overall experience, reputation, expertise, stability, and financial responsibility of the vendor.
- The bidder's past relationship with NeighborWorks® Community Partners, if any exists.
- Any other factors that a business entity would consider in selecting a vendor.

## 6. Award of Contract

NeighborWorks® Community Partners reserves the right to reject any or all prices or bids submitted, waive irregularities, and to accept that bid which is considered to be the best interest for the organization. Any such decision shall be considered final and not subject to recourse. It is understood that the bid has been submitted in strict accordance and with the above specifications. Any exceptions and explanations regarding the specifications listed should be delivered with the bid, as well as substitute offered.

The successful bidder will be notified within one week by email or telephone of their award of contract. The vendor may not assign, sell, or otherwise transfer its interest in the contract award or any part thereof without written permission from NeighborWorks® Community Partners. This bid will be awarded in its entirety to one vendor. We reserve the right to make moderate quantity alterations to conform to budget limitations.

Proposals must remain valid for a period of 90 days.

Cost Sheet

Estimate for Project, please list

Cost of Website redesign.....\$ \_\_\_\_\_

Hourly Rate for website support and maintenance.....\$ \_\_\_\_\_

Branding and Design Costs.....\$ \_\_\_\_\_

Google Ad Management.....\$ \_\_\_\_\_

SEO for all locations.....\$ \_\_\_\_\_

Any Additional Costs (Please delineate).....\$ \_\_\_\_\_

Authorized Representative Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Firm Name: \_\_\_\_\_



## Vendor Information

By submitting this Proposal, the Vendor certifies that it has reviewed and understood the Request for Proposal (RFP) and, if awarded, agrees to be bound thereto.

---

Vendor Submitting Proposal

---

Federal TaxNumber

---

Print Name and Title

---

Authorized Signature

---

Date

---

Address

---

Clity

---

State

---

Zip

---

Telephone

---

Fax#

---

Company website

---

E-mail



## Signature Page

Sealed Bids: All proposals and this original acknowledgement form must be executed and submitted under sealed cover. The face of the cover must contain, in addition to the address, the name of the proposal, and the date and time of the Bid opening. All Bids are subject to the conditions stated within the BID. Bid must contain a manual signature of authorized representative in the space provided below. Bids must be typed or printed in ink. Use of erasable ink is not permitted.

All corrections made to the attached Bid must be initialed. The company name must appear on each page of the Bid. Each page of the Bid must be sequentially numbered. Bids not presenting rates or establishing a basis for their rates will be considered non-responsive and not responsible.

I certify by my signature below that I will submit said BID prior to November 2, 2018, before 4:00pm.

Firm Name: \_\_\_\_\_

Firm's Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Federal Tax Identification Number: \_\_\_\_\_

\_\_\_\_\_  
Authorized Signature (manual)

\_\_\_\_\_  
(Typed or Printed) Name & Title of Signatory

Acknowledgement Statement must be completed and submitted along with the  
BID otherwise bidders submission will be considered not responsive and not responsible.

(Bidder shall not redesign this form)



## Reference Request

Please list three (3) client references. NeighborWorks® Community Partners reserves the right to contact references other than, and/or in addition to, those being furnished below.

REFERENCE #1	
Company/Organization Name	
Address	
Contact Name	
Phone Number	
Fax Number	
REFERENCE #2	
Company/Organization Name	
Address	
Contact Name	
Phone Number	
Fax Number	
REFERENCE #3	
Company/Organization Name	
Address	
Contact Name	
Phone Number	
Fax Number	