

REQUEST FOR PROPOSAL



RFP: Ad Club Website Refresh

Proposal Due Date: 11/30/20

Company: Ad Club of Western Massachusetts
P.O. Box 1022
West Springfield, MA 01090
413-342-0533
info@adclubwm.org

PROJECT OVERVIEW:

The Ad Club of Western Mass is looking to refresh its current website with the primary goal of the refresh to make the site a creative resource and referral hub not only for Club members, but also for the creative community in Western Massachusetts as a whole. Established in 1909, the Club is a well-known entity in the Pioneer Valley, and we would like our website to reflect our strong reputation and help us grow even more.

Budget:

The Club is looking for quotes on a new website design and launch with the opportunity for partial trade.

Timing:

The Club is looking to have this refresh completed within 3-6 months of the signed contract.

PROJECT GOALS:

- ***Build a community/creative resource and referral hub**
- Increase club awareness
- Collect email addresses and build an automatic list
- Encourage new membership
- Responsive design for both desktop and mobile
- Highlight portfolios/showcase work of our current members
- Remind current members of the benefits for joining to encourage renewed memberships each year
- Allow online registration/payment for events

**Primary project goal*

DESIRED FEATURES:

- ***Highlight the membership benefits in a more clear, creative way**
- Have an engaging option for visitors to "stay connected" and be able to learn about club happenings and news (i.e. pop-up for newsletter/email signup)
- Allow auto-renewal billing option for current members
- Make a member login option; the current login is for the website administrator only
 - Allow for this login to be larger/easier for members to locate

**Primary desired feature*

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SCOPE OF WORK:

Planning Phase:

- Updating the existing site map
- Reorganizing existing content and identifying where new information will go
- Decide on new template format/theme

Development Phase:

- New home and interior pages
- HTML, CSS, JavaScript compliance
- Migrating existing content to the new site
- Optimization for mobile

Testing and Beta Phase:

- Code and browser testing
- Analytics setup, through Google or others, to capture site user data
- Putting the site to work to see how it handles images, video, text and making adjustments as necessary

Launch Phase:

- New site host setup
- Domain Name System (DNS) transfer
- Setting up/linking appropriate emails, socials, etc.
- Going live
- Training main Ad Club contact on how to make updates/changes as needed

SUBMISSION REQUIREMENTS:

- Include budget breakdown with percentage willing to trade for the work.
- Provide a timeline that your team would need to finish this type of project.
- Confirm any features or goals we are requesting that you cannot meet and in return provide suggestions to replace them.
- List out details on the CMS Platform you would use to build out the new website.
- Include monthly maintenance and hosting fees options separate from the website RFP budget.

Questions should be submitted by October 31st.

RFP deadline is November 30th.

Questions and proposals should be submitted to info@adclubwm.org.