



REQUEST FOR PROPOSAL

TITLE: Website Redesign and Hosting; Brand Positioning Statement and Asset Creation

ISSUE DATE: December 18, 2018

ISSUING AGENCY: Smart Start of Forsyth County, Inc.
7820 North Point Boulevard, Suite 200
Winston-Salem, NC 27106
336-714-4350

Proposals will be received until **5:00 pm, January 11, 2018** for furnishing services described herein.

Direct all inquiries concerning this RFP and submit completed proposals to Mark Palmer at the above address or markp@smartstart-fc.org. *(If a hand-delivered submission is preferred, please email Mark to schedule a delivery date and time. The SSFC office will be closed to the public from December 21 to January 2.)*

INTRODUCTION

Smart Start of Forsyth County, Inc. (hereinafter referred to as SSFC) is soliciting proposals to establish a contract through competitive negotiations. The purpose of this Request for Proposals (RFP) is to acquire the services of a qualified contractor (hereinafter referred to as the "Contractor") to redesign the organization's website and provide hosting services, as well as to develop a brand positioning statement and accompanying brand assets (e.g. logo, tagline, & style guide).

These services are described in greater detail below. Preference will be given to prospective Contractors who can provide all these service activities.

BACKGROUND

SSFC mobilizes resources, forges partnerships, and shapes public opinion to assist the Winston-Salem/Forsyth County community to build and sustain an affordable, comprehensive, high-quality system of early childhood development and learning. These functions include providing information concerning child care, pre-Kindergarten and additional services to families with young children, as well as enabling early childhood educators to access information about training and continuing education. SSFC accomplishes these functions is through its website, as well as through participation in community functions (e.g. Bookmarks Festival, Hispanic League Fiesta, Christmas for the City), distribution of both print and digital materials, and presentations to community influencers. These assets and activities are

vital to SSFC fulfilling its mission. The current website is outdated in both design and functionality, thus hindering client access to important information. Additionally, no brand positioning statement exists and the brand assets now in use are not unique to SSFC.

TERM OF SERVICE AND FUNDING

SSFC's fiscal year begins on July 1 and ends on June 30 of the following year. Funding for contracted services is approved on an annual basis and contingent upon the availability of funding. Contract(s) for subsequent fiscal years will be executed or, if applicable, extended only after confirmation of satisfactory performance by the Contractor, verification of the availability of funds for this purpose, and adherence to the requirements of the professional services contract.

The effective date of the contract is anticipated to begin on February 1, 2019 and terminate on June 30, 2021. Because this is a multi-year bid, prospective Contractors must submit a cost proposal for fiscal years 2019 – 2021 with an annual budget ending June 30 of 2019, 2020, and 2021.

SCOPE OF WORK

The identified needs that SSFC desires to address and descriptions of the services for which it seeks proposals are as follows:

1. Website redesign and hosting

- a. Website redesign – the current website is approximately four years old and consists of more than 200 unique pages. The primary audiences who use the website are families (of many ethnicities); childcare facility directors and educators; and donors, volunteers and sponsors. The new design will be responsive and enable the organization to address the needs of each audience. It will also include
 - i. A tool for families to locate childcare facilities via multiple filters and mapping functionality
 - ii. A tool for educators to learn of and apply for professional development trainings, educational opportunities, and employment positions at SSFC and in childcare facilities throughout Forsyth County
 - iii. Integration of the Salsa Labs software that SSFC currently uses for donations, event registrations, and mass communications
 - iv. A searchable document library of program-related documents for families and educators to download (or apply online, if possible)
- b. Website hosting – the new website will need to be hosted by a third party, preferably by the Contractor. Easy onsite access by SSFC staff will be required for content changes and page additions/deletions. Analytics will be available on both an automated and on-demand basis. Hosting services will be ongoing, with a multi-year contract to be renewed based on performance and price.

2. Brand Positioning Statement and Asset Creation

- a. Brand positioning statement – SSFC has a mission statement and a vision statement that guide the decisions and actions of the Board, CEO, and staff. It needs a brand positioning statement to better understand its role and stature in the local community and to guide its messaging, marketing of services, and fundraising. This positioning statement will be

succinct with supporting messages and will incorporate insights from staff, Board, and community members.

- b. Brand assets – Leveraging the new brand positioning statement, brand assets will be created to better promote SSFC and its mission. These assets may include, but are not limited to, logo(s), tagline, website page templates, printed page templates, letterhead, and style guide.

QUALIFICATIONS

SSFC seeks a Contractor with significant experience in both brand development and web design. The successful contractor will have a strong knowledge of the Winston-Salem/Forsyth County area. It will also understand, and preferably have experience with, the nonprofit community and early childhood education organizations. Please remit with this RFP information regarding qualifications for the performance of this contract, including background information on the firm and a description of its competencies.

The Contractor must have demonstrated competency in performing services defined in the Scope of Work Section of this RFP. Specifically, the Contractor must demonstrate a successful history of providing similar services. The Contractor should describe all project experience in North Carolina or other states with similar program operations. Contractor should provide the name, address, and contact information for a reference for three projects in the last two years. It would be appreciated if at least one of the referenced projects was for a nonprofit organization, if possible.

In addition to the total bid price, the Contractor should include an itemized cost estimate for the various elements described in the Scope of Work section.

The Contractor must provide details of any pertinent judgment, criminal conviction, investigation or litigation pending against the Contractor or any of its officers, directors, employees, agents or subcontractors of which the vendor has knowledge, or a statement that there is none. SSFC reserves the right to reject a proposal based on this information.