

Vendor: Website development and maintenance

October 2022



OVERVIEW

Children's Trust of South Carolina is a statewide nonprofit organization that works to strengthen families, organizations, and communities to prevent child abuse and neglect. We provide funding, resources and training to help local program partners build strong families and positive childhoods. Children's Trust leads the state's coordinated efforts for family resource centers, Strengthening Families Program; Triple P (Positive Parenting Program); S.C. Adverse Childhood Experiences Initiative; Maternal, Infant and Early Childhood Home Visiting; Child Abuse Prevention Month; and KIDS COUNT.

The organization is seeking a website developer that will create and maintain its suite of websites:

- **scChildren.org** is the brand website of the organization. Its purpose is to connect with stakeholders, donors and funders as well as provide research, resources and other tools to child-serving professionals and organizations across the state.

We built the current site in 2017, and it needs to be updated or rebuilt (TBD) to better meet our strategic and content goals.

- **scParents.org** connects families with local resources and parenting information through primary prevention messaging. The purpose of this website is to provide parents and caregivers with parenting information and resources in their community. The search function is powered by FindHelp.org.

We launched this website during the pandemic, and it needs to be updated or rebuilt (TBD) to better meet our strategic and content goals.

- **scHomeVisiting.org** is a website for the South Carolina Home Visiting consortium to network home visiting professionals to provide information for home visiting practitioners. A secondary goal of the site is to broaden the knowledge of home visiting in South Carolina, including contact information by county for home visiting practitioners.
- We recently updated this website and will need maintenance in the coming 12 months.

All websites are on a WordPress platform. Children's Trust prefers to stay on that platform but will consider other content management systems.

SCOPE OF WORK

Children's Trust is seeking a vendor that will deliver the following services related to its websites, development and maintenance:

- Lead Children's Trust through goal identification, exploration and information gathering.
- Identify scope, plan and content strategy that serves organizational strategy and goals.
 - Content will include search boxes and links to FindHelp resource data base, state partner map, stories, news articles, newsletters, video, audio files, research briefs, data profiles, and program and partner lists. Please see scChildren.org and scParents.org for current content. Goal will be that content is easily discovered with user experience and storytelling as priorities.
- Build site maps and wireframes with details that include content organization.

- Create content, including website copy and graphics.
- Develop and code websites.
 - Websites must be accessible and Section 508 compliant as well as mobile friendly.
- Test and review websites.
- Launch website.
- Train Children’s Trust team on how to update content, providing training materials, tip sheets or videos as appropriate.
- Identify measurable website content goals and strategies for meeting those goals.
- Maintain websites.

VENDOR(S) EXPECTATIONS

Children’s Trust has the following service expectations. In their applications, prospective vendors should address these services and propose any additional services relevant and important to the work.

- Developing a website for social good that inspires and draws users to the mission and vision.
- Documentation that includes an interim report that summarizes insight and agreed upon goals, website scope, plan and content strategy. This report should be delivered before building site maps and wireframes. Children’s Trust will also expect a final project report that summarizes recommended success measures, goals, content and maintenance schedule.
- Establishing, reporting and analyzing performance metrics for website traffic, users, engagement, SEO and additional metrics as recommended by the vendor
- Project management that includes regularly scheduled meetings and project tracking that allows for easy sharing of information. Trello, Teams and SharePoint are preferred platforms of Children’s Trust, but Children’s Trust is open to considering other project management platforms.
- Website content (copy and graphics). Vendor will have access to Children’s Trust robust library of professional photographs as well as the organization’s Getty Images subscription. Children’s Trust recognizes that it will need to devote staff resources for content consultation and approval. If needed, please include in your proposal a recommended budget line item that provides for custom photography, videography, graphics or specialized copy writing.
- Content strategy that is informed by best practices in search, user experience, search engine optimization, organizational strategic goals, compelling storytelling and social behavior change communication. Website hosting and best practices in website security
- Multi-year contract for website maintenance and consultation

Use of subcontractors

Children’s Trust accepts bids from vendors that will use partners or subcontractors to complete the work. The proposal must specify the subcontracted organization and services to be provided. For every partner and subcontractor, please include signed letters that acknowledge the partnership with the vendor, specifying that services will be billed to the contracted vendor. Please include any additional details pertinent to the relationship.

SUBMISSIONS OF PROPOSALS

Please include the following information in your submission and specify how you will meet the vendor expectations identified above:

1. Comprehensive descriptions of proposed services that meet specified expectations, including additional services based on proposer's expertise
2. A proposed timeline of work, specifying recommended approach to building two websites.
3. A complete cost of services itemizing any optional expenses. Itemize post-launch maintenance and hosting fees.
4. Qualifications of the vendor, its representatives and subcontractors, including names and contact information for organizational representatives who will be working on the project
5. The process, methods and inclusive practices that will be utilized to ensure the website is culturally diverse and inclusive. Please include information on the vendor practices to ensure they are a diverse, equitable and inclusive organization.
6. Names and contact information for two professional references that have used your services
7. Samples or past successes or projects; weblinks are appropriate.

All components of the proposal should be contained within **a single PDF document**, appropriately labeled and in the above order. Web addresses and/or links to sample work are acceptable. Any attachments to the proposal may not be considered.

All proposals should be submitted by email to Brittany Crowley, communications and social media associate, at bcrowley@scchildren.org. A confirmation receipt will be sent by email within 24 hours. If you do not receive confirmation, please call 803-744-4066. The deadline for submission is Monday, Nov. 14, 4 pm. Any proposals received after the due date may not be considered.

EVALUATION PROCESS

Children's Trust will evaluate the proposals on a qualitative basis. This may include interviews with relevant personnel to be assigned to our organization, results of discussions with other clients, competitiveness of the fee structure, and the firm's completeness and timeliness of its proposal.

Timeline of vendor selection process

- Friday, October 7 RFP advertised
- Monday, Nov. 14, 4 pm Proposals due
- Tuesday, Nov. 22 Notification to vendors selected for interview
- Nov. 30 – Dec. 6 Interviews
- Friday, Dec. 16 Award notification

Children's Trust reserves the right to adjust this process timeline as needed.

TERMS AND CONDITIONS

A successful bidder will not release records or information related to Children's Trust or its entities unless an application for public information is submitted and approved by Children's Trust board of directors. Children's Trust reserves the right to reject any or all proposals received, to request clarification of any proposal, to request a face-to-face interview, to waive informalities or irregularities, and to select a service provider not based solely on the lowest cost.

All work products and creative assets developed for this project will become the sole property of Children's Trust. Pricing included in the proposal must be valid for at least ninety (90) days and may not be modified, withdrawn, or canceled. Children's Trust will not pay for any information requested herein, nor is it liable for any costs incurred by the participant in responding to this request.

All proposals submitted become the property of Children's Trust and will not be returned. None of the information released either verbally or in writing shall be deemed binding to Children's Trust in any manner. All proposals or offers must be signed by a duly appointed officer or agent of your company. All proposals will be kept confidential.

Any questions regarding this opportunity must be submitted in writing to Brittany Crowley at bcrowley@scchildren.org. Answers to relevant questions will be shared on the Request for Proposal page of scchildren.org.