

**Special Needs Alliance**

**REQUEST FOR PROPOSAL**

**Members-Only Website Design and Development**

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## **1. Summary**

The Special Needs Alliance. (SNA) is accepting proposals to redesign the association's website. This will be a concept to completion production. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged.

## **2. Proposal Guidelines and Requirements**

This is an open and competitive process.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation to the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal, please provide the name, address, and other contact information of the sub-contractor. The SNA will not refuse a proposal based on the use of sub-contractors; however, we retain the right to refuse the subcontractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## **3. Contract Terms**

The SNA will negotiate contract terms upon selection. All contracts are subject to review by SNA legal counsel, and a project will be awarded upon signing of an agreement or contract that outlines terms, scope, budget, and other necessary items.

## **4. Background**

The Special Needs Alliance (SNA) is a national, not for profit organization of attorneys dedicated to the practice of disability and public benefits law. Individuals with disabilities, their families and their advisors rely on the SNA to connect them with nearby attorneys who focus their practices in the disability law arena.

The SNA is an invitation-only organization. SNA membership is based on a combination of relevant legal experience in the disability and elder law fields, direct family experience with disability, active participation with national, state and local disability advocacy organizations, and professional reputation. As a result, an SNA member will have an average of 18 years of relevant legal experience, with no member having practiced law for less than 10 years. The majority have been certified as Elder Law Attorneys (CELAs) by the National Elder Law Foundation, the certifying entity for the National Academy of Elder Law Attorneys (NAELA).

### **Current Environment:**

The [www.snamembers.com](http://www.snamembers.com) website provides current and archival information to the organization's members. It is a Microsoft SharePoint based website. Members are allowed to calendar events, upload and download documents. The website has been in use for several years and is in need of a facelift.

### **Issues with Current Website:**

- Uploading new documents should be more intuitive.
- Finding and downloading documents should be easier.
- The main page has become cluttered and needs a cleaner look.
- Members need to be able to have their password emailed to them.
- Members need to be able to register for events organized by the SNA.
- Members operate a list serv. It would be useful to have these archived messages available on this website.

## **5. Purpose, Description and Objectives**

### **Purpose**

The SNA members-only website is available for SNA members to:

- Share information among the membership
- Post meeting announcements and materials
- Maintain calendar
- Store and share documents that include pictures and audio recordings.
- Use as committee workspace
- Post PowerPoint presentations and graphics

A primary requirement is to redesign the website in a way that makes it easier for members to upload and find the multitude of documents that are currently spread throughout the site. We would also like to have a website that can expand to meet future needs.

**Description**

Create a flexible, informative, and interactive website that is easy to maintain. We must develop a friendly, useful site that can deliver constantly changing information to our members. We seek improved accessibility and editing functions which will allow authorized personnel to easily update content without directly accessing source code.

The SNA will retain ultimate editorial control of content.

To be effective, our website must be:

- Easy & Intuitive
- Visually Pleasing
- Informative
- Safe & Secure
- Quick to load and operate
- Flexible enough to allow adaptation over the near term

**Objectives**

Our primary objectives are to provide content and interaction for our members.

**Our Vision**

- Provide current, up-to-date information to members.
- Move membership towards web-based initiatives, i.e. event registration and surveys.
- Improve the functionality and interactivity of the website.

**Specific Strategies**

- Improve extranet capabilities to expand members-only levels for the SNA professional membership.
- Improve our online article database and search capacity/capability for our publications.

## **Make It Easy**

Redesign the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization.

## **6. Timeline**

- Proposals are due no later than June 1, 2009. We will attempt to answer questions until the proposal deadline. Please email [info@specialneedsalliance.org](mailto:info@specialneedsalliance.org).
- Proposals will be evaluated immediately thereafter. During this time we may require personal interviews with our evaluation team. You will be notified if this is required.
- A final decision is expected no later than July 1, 2009 and is contingent upon approval by the SNA Website Committee and Board of Directors. Negotiations will begin immediately with the successful candidate. All other candidates will be notified shortly thereafter.
- We anticipate that the website should be published by October 1, 2009.

## **7. Budget**

Please provide one or several cost proposals to accomplish the scope outlined below. Your cost proposal must encompass all design, production, and software acquisitions (if any) necessary for development and maintenance of the website.

List budget breakdown for:

Phase I – Discovery, Requirements Planning & Site Definition

Phase II – Site Development, Testing & Deployment

## **8. Audience**

- Members – active members and associate members
- Board members and staff
- SNA support and maintenance staff

## **9. Scope and Guidelines**

The scope of this project is to replace the existing SNA Members Only website. The SNA will create/provide all of the site copy and provide the successful candidate with the necessary original and stock photography. A firm that can handle all site planning, interface design and production is required. The site must include a technology solution that allows the in-house staff to easily and cost-effectively update content and modify site design after the initial launch.

**Discovery:**

Confirm audience, objectives, graphic look and feel, navigation, technology issues and assumptions, required functionality, and budgetary constraints, resulting in a creative proposal.

**Design:**

Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links and any other design required to fulfill the contract/proposal.

**Design Development:**

The website designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical SNA staff to update website content on most pages.
- Visually appealing – the site must have an attractive mix of text and graphics.
- Common Theme – each section of the site should have a common look and feel. The SNA logo should be prominently displayed on every page as a part of the header.
- Consistent Design – as stated above, each section of the site should have a common look and feel. The use of photographs, fonts, and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of drill down for the user to find the desired information. The design should never assume that the visitor has previous knowledge or experience with or the SNA website.
- The website must support current levels of Internet Explorer, Netscape, Firefox, and MAC OS browsers and should function with minimum impact to users of other current browsers.

The look of the site should be clean, modern, and user-friendly. Once the website has been completed and accepted by the SNA, the website design and all of its contents, software and architecture become property of the SNA.

These guidelines should be roughly adhered to, but the SNA is prepared to consider other concepts suggested as part of the proposal, and to eliminate elements that can be shown to be impractical or unnecessarily expensive or difficult to implement.

**Design Setup:**

- Train SNA staff on maintenance of website.
- Move all existing materials, including documents, recordings, etc., to the new website.

**10. Qualifications**

1. List between three and five websites your firm has produced that best reflect your work and relevancy to this project. SharePoint based websites are preferred.
2. Describe your experience in producing sites for non-profit/community focused projects.
3. Provide current reference information for three former or current clients.
4. Briefly describe your firm's organizational capacity to produce our website (e.g. staff, equipment, software, physical space, office location, etc).
5. Provide a company profile, length of time in business and core competencies.
6. Briefly describe the percentage of your web staff that would end up working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
7. What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
8. Briefly describe your firm's project management process.
9. Percent of total revenue derived from site developments and other business ventures.

10. Explain your business model.
11. Please discuss any planned IPOs, mergers or acquisitions.
12. Please discuss any hardware/software vendor partnerships.
13. Please discuss your testing and support plan.
14. Please explain your service level agreement (SLA) structure.
15. Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
16. Terms and conditions.

Please note, the SNA is open to sole proprietors completing the outlined requirements for this project. Should some of the above information (i.e., staffing levels, organizational chart, etc.) not apply to your business structure, please outline this information fully in your proposal.

## **11. Evaluation Criteria**

Proposals will be evaluated using the following criteria:

1. Suitability of proposal – the proposed solution meets the needs and criteria set forth in the RFP
2. Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidence by the proposal and references, including project timelines, milestones and products
3. Aesthetic Capabilities – prior work demonstrates artistic and innovative, user-friendly interfaces that engage communities and viewers
4. Candidate Experience – candidate has successfully completed similar projects and has the qualifications necessary to undertake this project, including capability, personnel, and resources
5. Proposal Presentation – the information is presented in a clear, logical manner and is well organized
6. Proposal budget & cost

## **13. Format For Proposals**

Please use the following as a guideline to format your proposal:

**Length & Font Size:**

Please use fonts no smaller than 12 point.

**Title Page:**

The Special Needs Alliance., Website Development Proposal, your company name, address, website address, telephone number, fax number, e-mail address and primary contact person.

**Cover Letter:**

Signed by the person or persons authorized to sign on behalf of the company and indicating their position.

**Proposal:**

Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. You should also touch on your ability to deliver the project in the time frame noted.

**Qualifications:**

Provide the information requested in Section 10.

**Budget & Fees:**

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I & II.

**Delivery Criteria:**

Deliver proposals to the attention of:

**Mailing Address:**

Special Needs Alliance  
6341 E. Brian Kent Drive  
Tucson, AZ 85710

**Email Address:**

[info@specialneedsalliance.org](mailto:info@specialneedsalliance.org)

If submitting the proposal via email delivery, please format the proposal in .pdf format using Adobe Acrobat.

If submitting the proposal via mail, please include a complete copy of the proposal on disk in .pdf format using Adobe Acrobat.

**The SNA Member Website is a secure website. Access will be provided upon request.**

