



REQUEST FOR INFORMATION

WEBSITE REDESIGN | MONTANA NONPROFIT ASSOCIATION

Summary

This Request for Information seeks Letters of Interest, of about five pages or less, from web development firms and freelancers to define a strategy for, design, and build for our complete redesign of the mtnonprofit.org website.

Through this Request for Information (RFI) process, we will select a group of vendors for follow-up, which will include asking you for more in-depth project plans and budgets. In this initial phase, we're only requesting that you provide an introduction and case studies so we can familiarize ourselves with the options for potential partners. We are specifically aiming to make it quicker for vendors to respond so that we're able to get replies from potential partners who wouldn't otherwise take the time to write a detailed proposal.

Timeline

RFI Issued: January 30, 2024

Responses Due: February 22, 2024

Finalists Selected & Contacted: February 29, 2024

Partner Selected & Contacted: March 21, 2024

Project Kick-off: April 4, 2024 (Approximate)

Completion Date: November 1, 2024 – December 31, 2024 (Approximate – launch should be after our annual conference the first two weeks of October)

Project Description and Budget Range

Introduction: Montana Nonprofit Association (MNA) is seeking to redesign our primary website, mtnonprofit.org, in order to improve user experience and member access to essential MNA resources and programs and modernize backend plugins and themes.

Our site is built on the Wordpress infrastructure, and this project will involve identifying or developing and implementing a new, modern Wordpress theme. Most of the content on the site will remain largely the same, with the selected contractor identifying key pages for improvement. In addition, this project will involve expanding our resource library from a page with links to a searchable, filterable database, ideally using the Wordpress custom post type infrastructure.

The key goals of this project are, in approximate order of priority, to:

1. Encourage membership in the Montana Nonprofit Association

2. Point MNA Members to key member benefits, MNA programs, and nonprofit resources
3. Position MNA as the leading source for information on Montana's nonprofit sector

We have a number of audiences, including, in approximate order of priority:

1. Nonprofits interested in membership
2. Members seeking MNA programs, benefits, or assistance on nonprofit related questions
3. State elected officials, and other members of the general public seeking information about nonprofits in Montana

Budget

We envision the budget for this project to be between \$20,000 and \$30,000. If you think you can successfully complete this project for less, or that the project requires a higher budget, please be explicit as per the question in the What to Submit section below .

Key Project Requirements

We would expect to work with our partner to set the process, but our initial expectations are that a process might be:

1. Identification of key pages and current pain points for users, via analytics analysis and interviews with staff and audience focus groups
2. Presentation of draft concepts
3. Development of new site
4. Oversight of testing and Launch

Who We Hope to Work With

We welcome Letter of Interests from any firm or individual consultants who are qualified to lead the project described above. To help vendors understand our priorities, we share some of our expectations and preferences as to who we would like to work with below.

- We expect to work with someone who has significant experience working with nonprofit organizations
- Experience working with membership organizations is desirable but not required
- We expect to work with a vendor that has significant experience with Wordpress development
- We eagerly welcome LOIs from vendors who have significant BIPOC/ women/ LGBT representation in their leadership team
- We expect to work with a vendor who is located in the US. Preference will be given to firms/individuals located in Montana

As mentioned above, we are requesting a streamlined Letter of Interest, less than five pages. Based on these LOIs, we will select a group for much more detailed follow up on the process and budget for our project. We are expecting these LOIs to be much less detailed than a typical proposal.

Please provide the following information:

- 1) **Summary of your background for the project.** In a few paragraphs, how can your specific skills and experience can lead you to a successful solution for this project?
- 2) **Three case studies particularly relevant to our project.** | Links to examples on your website are acceptable.
- 3) **Details**
 - a) **Website.** A link to your website.
 - b) **Team bios.** A link or separate attachment to view short bios of your leadership team.
 - c) **Location.** Where in the country your team is primarily based.
 - d) The percentage of your projects that are within the price range of our project. As mentioned above, we envision the budget for this project to be between \$20-\$30K.
 - If you feel that range is appropriate to our needs, what approximate percentage of the work you do is on projects of that price range?
 - If you feel that is not the appropriate price range, what would you recommend as a more right-sized price range? Briefly, why is that a more appropriate budget? And then, what approximate percentage of the work you do is on projects of that price range?
 - e) The percentage of your projects that are built in Wordpress.
- 4) Any other information about you, your firm, or the project that you feel is important.

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Submission Details

Please send Letters of Interest to Kate Arpin, Communication and Platforms Manager, at karpin@mtnonprofit.org by Thursday, February 22. Reasonable questions will be answered via email prior to Thursday, February 22.

\$100k/mo Opportunity

(for the right web agency)

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Hi, I'm Chris Upscale Johnson, and 5 years ago I started helping Web Agencies get WordPress & Web Dev Projects as part of my Program "Upscale Method". Now many have added \$100k/mo in additional revenue ([See Case Studies Here](#)) and I would like to help you do the same.

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- ✓ Large, Medium & Small US Businesses seeking Web Development, WordPress, Python, Node, PHP, SEO, Woocommerce, Shopify, AI & More
- ✓ Web Design Projects: Front End Design, Branding & Redesigns

What kind of projects are you looking for? Just let me know, and I'll help you find suitable clients for your web agency.

👉 Message me here: <https://m.me/upscalemethod>

Looking forward to your success!

Chris Upscale Johnson
WordPress & Dev Leads - Agency Success Coach
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