

REQUEST FOR PROPOSALS: NEW WEBSITE

Heritage Conservancy invites proposals from qualified individuals or organizations to redesign and refresh our website, heritageconservancy.org.

Overview

The current Heritage Conservancy website is dated, inflexible for new content, and difficult to navigate. The design is outdated and not completely responsive. It does not represent the breadth of what we do, and it lacks the design flexibility we need.

Our major goals for a redesigned site are:

- To be fully optimized for mobile browsers
- To communicate the full range of our work visually
- To create clear navigation paths and organized information for very specific audiences
- To be more visually engaging and to better support and show videos
- To have multiple page templates for the easy creation of new content internally
- To have a cleaner and more useful events interface
- To have a clearly defined UX design plan, complete with reasoning and multiple versions

The site is currently built in WordPress. Plug-ins and add-ons include:

- Qgiv donor and event forms - for embedding on the site
- Constant Contact email signups - embedding
- Pop-ups for Qgiv and Constant Contact forms
- Volgistics volunteer sign-in
- Google forms
- PDF links
- Image carousels
- Email suggestion forms/submissions (to the info@heritageconservancy.org email)
- Video embeds (YouTube)
- Securi for security

We would like to keep the back end user-friendly to make regular in-house updates to existing content, post new blog entries, add events, and create new pages and content. We hope to get 8 or more years out of this new website.

About Us

Heritage Conservancy is a Bucks County-based nonprofit organization that works in land conservation, historic preservation, and community engagement and education around nature. We are a land trust and have protected over 16,000 acres of natural land, farms, and wildlife habitats. Our Register of Historic Places lists over 700 entries. Our environmental education programs reach over 2,500 students each year.

Process & Development

- Website audience/usage assessment: who is using the current website and why/how?
- Wireframe and design new website with various rounds of input from our staff

- Migrate all content from the current site, including blog posts
- Deploy a dev site for testing before the full launch
- Training for 2-4 staff members with website administration experience to make back-end content edits such as: calendar items, written content, uploading media, etc.

Function, Design, and Deliverables

- Updated and expanded site architecture and strategy to integrate future content
- Improved homepage that clearly shares what we do, has editable sections for news and events, and creates user paths for various audiences.
- Improved calendar interface and functionality, including capsule descriptions and sorting by location and themes/tags
- Site search function
- Better drop-down and bottom menu cohesiveness
- Clear sitewide calls-to-action for donations
- Integration with social media feeds (@HeritageConservancy on Instagram)
- Framework for new kinds of regularly refreshed staff-driven content
- Better methods of sharing resource publications (currently shared as PDFs or through FlipSnack)
- Improved platforms for integrating or hosting current and future media, including photos, videos, historic documents, google map locations, headshots of staff and leaders, etc.
- Improved integration with sites our other content lives on (Constant Contact, Qgiv, FlipSnack, DonorPerfect, etc.)
- Optimized for mobile
- Optimized for SEO, including Google and emerging AI search standards
- Accessible for users of varying abilities and learning styles
- Reflecting or building upon existing brand identity
- Integrating more images of people and a diversity of ages, races, and genders, to better represent our audience and community members
- 5-6 design templates that can be used by staff to create new pages
- Site security

Ongoing support

- We are interested in web hosting as well.
- We would like to keep a developer/designer on a monthly retainer for timely technical support, project assistance, and website emergencies.

Timeline

RFP Release Date: November 4, 2024

Response Deadline: January 3, 2025

Proposal Review: January 3 - January 15, 2025

Contract Award Date: January 15, 2025

Project Kickoff: ASAP

Desired Launch Date: August 1, 2025

Websites We Like

<https://natlands.org/> - Especially the events listings and interface

<https://thewatershed.org/programs-events-page/> - Events listing

<https://www.flit.org/about/flit-by-the-numbers> - Icons

<https://landtrustalliance.org/> - Very clean, clear paths for different constituents, like the blog scroll and bottom and the double bottom menus on the homepage

<https://thetrustees.org/> - Support section

To Apply

Please submit proposals to Andrea Szyper at aszyper@heritageconservancy.org by January 3, 2025 using the subject line "Website Redesign." No phone calls or visits, please.

All proposals should include the following:

1. A general description of the plan for accomplishing the deliverables listed above
2. Professional resume for individual consultant(s) or background information on the firm
3. A work plan and timetable
4. A budget and outlined fee structure for the project
5. Examples of three projects demonstrating the applicant's ability to successfully complete projects of a similar scope and nature. Please include the name and contact information for each project – someone who can serve as a reference.