



Request for Proposal (RFP) for Web Development Services

FCYO Web Developer - Contract (Remote)



Project Overview

[The Funders' Collaborative on Youth Organizing \(FCYO\)](#) is seeking an independent web developer for a website redesign.

As FCYO grows as an organization and expands our work and reach, our digital home must also evolve to align with our organizational goals, further explain our mission and theory of change, and outline a clear pathway for understanding our work.

We are looking for a web development and design consultant who can work with us to build out a new and improved FCYO website with a clean, dynamic, modern, and engaging interface hosted on the WordPress platform.

Project Objectives

The main objectives of this project include:

- Design and develop a visually appealing and intuitive website that reflects our brand identity and values.
- Create a responsive website that offers seamless user experience across various devices and screen sizes.
- Implement necessary features such as contact forms, newsroom, search functionality, and social media integration.
- Optimize the website for speed, performance, and search engine visibility (SEO).
- Ensure the website's security through robust coding practices and appropriate security measures.
- Provide an easy-to-use content management system (CMS) that allows our team to update and manage content efficiently.

Desired Qualifications:

- Thorough functional knowledge of the following technologies: WordPress, HTML, CSS, PHP, JavaScript / JQuery.
- Excellent attention to detail and organizational and project management skills
- Experience and knowledge in developing websites for nonprofit organizations
- Familiar with the fundamentals of UX/UI design
- Strong attention to detail while working independently, managing multiple projects effectively
- Experience with web application user interface design, including information architecture and visual design sufficient to design, build and support applications that align with user requirements and internal standards.
- Strong social justice analysis and understanding of the movement-building landscape
- Strong interpersonal skills with the ability to build relationships and communicate effectively and professionally with a diverse range of people
- Handles multiple priorities, meets deadlines, and anticipates and proactively responds to work requests

Scope of Work:

Website Development:

- Convert approved designs into a functional and responsive website using HTML, CSS, JavaScript, and any necessary frameworks.
- Implement interactive elements, animations, and user-friendly navigation.
- Develop a secure and user-friendly CMS for content management.

Website Design:

- Develop a creative and consistent design that reflects our brand.
- Design visually appealing layouts for various pages, including the homepage, product/service pages, about us, contact, etc.
- Provide wireframes and mockups for approval before proceeding with development.

Content Integration:

- Migrate existing content from our current website to the new platform.
- Integrate multimedia content such as images, videos, and infographics as required.
- Ensure proper formatting and presentation of textual content.

SEO and Performance Optimization:

- Implement on-page SEO best practices to improve search engine visibility.
- Optimize website speed and performance for a seamless user experience.
- Ensure compliance with web accessibility standards.

Testing and Quality Assurance:

- Conduct thorough testing across different devices, browsers, and screen sizes to identify and fix any issues.
- Test all interactive features, forms, and external integrations to ensure they function correctly.
- Perform cross-browser compatibility testing.

Deployment and Training:

- Deploy the website to the live server and ensure a smooth transition from the existing site.
- Provide training to our team on updating and managing content using the CMS.



Deliverables

1. **Initial consultation** to understand our organization's goals, target audience, and specific requirements.
2. **Website design and layout creation**, including wireframes and mockups for approval.
3. **Front-end development**, including HTML, CSS, JavaScript, and other relevant technologies.
4. **Back-end development**, database integration, and server setup.
5. **Integration** of necessary third-party tools, plugins, and APIs.
6. **Implementation of SEO best practices** to improve search engine ranking.
7. **Testing and quality assurance** to ensure cross-browser compatibility, responsiveness, and functionality.
8. **Deployment** of the website on our chosen hosting environment.
9. Training for our team on how to use the CMS effectively.
10. **Ongoing technical support** and maintenance, including bug fixes and updates.

Timeline

- **September 2023**
 - RFP Issuance [9/14]
- **October 2023**
 - Proposal Submission Deadline:
 - **Thursday, 10/12, 5 PM ET**
 - Evaluation Period
 - Initial interviews
- **November 2023**
 - Finalist interviews
- **December 2023**
 - Contract Awarded
 - Initial Consultation & discovery process begins
- **January - March 2024**
 - Research and Analysis
 - Content Audit
 - Information Architecture and User Flow
 - Wireframing and Prototyping
- **March - May 2024**
 - Design Concepts
 - Visual Design
 - Development
 - Content Creation and Migration
- **June 2024**
 - Testing and Quality Assurance
 - User Testing
 - Project completion - website launch
 - Ongoing Monitoring and Optimization

Submission Process

To submit a proposal, please include the following in an email to FCYO's communication manager, Kandice Head, kandice@fcyo.org with 'FCYO Web Developer' as the subject line by **Thursday, 10/12, 5 PM ET**. All documents should be shared in PDF or Word format.

1. Proposal for the project/scope of work that includes:
 - a. Company profile or individual portfolio showcasing relevant web development projects.
 - b. Approach and methodology for this project.
 - c. Estimated timeline for project completion.
 - d. Cost breakdown, including design, development, testing, and any additional fees.
 - e. Information about the team members who will be working on the project.
 - f. At least 2 references from previous clients.
2. Resume and portfolio of work showcasing relevant web development projects.

Proposals will be evaluated based on the following criteria:

1. Demonstrated experience and expertise in web development.
2. Creativity and alignment with our mission and brand's aesthetics.
3. Technical approach, including choice of technologies and security measures.
4. Proposed timeline and ability to meet deadlines.
5. Cost-effectiveness and transparency in pricing.
6. Quality of the proposed CMS and ease of use for content management.
7. Availability of ongoing support and maintenance options.

About FCYO

The Funders Collaborative on Youth Organizing brings funders and youth organizers together to ensure that young people have the resources, capacities, and infrastructure they need to organize for a more just and democratic society. Over the last twenty years, we have helped to build a strong and vibrant youth organizing field across the United States.

We have deep relationships with both youth organizing groups and philanthropy, the capacity to move resources to grassroots groups across the country, and the ability to help groups connect and build the capacities needed to address the challenges of this moment.



Contact Us

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