



Website and CMS Request for Proposals

RFP Release Date: June 22nd, 2021

Proposal Due Date: Aug. 31st, 2021



I. About Habitat for Humanity of Metro Denver

Habitat for Humanity of Metro Denver is part of a global, nonprofit housing organization that seeks to build strength, stability, and self-reliance through affordable homeownership. Families and individuals in need of a hand up partner with Habitat for Humanity to build or improve a place they can call home. Habitat homeowners help build their own homes alongside volunteers and pay an affordable mortgage. Driven by the vision that everyone needs a decent place to live, Habitat for Humanity of Metro Denver has served more than 1,200 local families throughout its 42-year history in Denver.

Habitat was founded on the conviction that everyone deserves a simple, durable place to live in dignity and safety, and that decent housing in decent communities should be a matter of conscience and action for all.

II. Background

Habitat Metro Denver's website, habitatmetrodenver.org, is the main platform through which its team communicates its mission and value, provides opportunities to volunteer and apply to its programs, and promotes its retail operations, the Habitat Denver ReStores. It is a vital communications tool that requires the latest technologies to enable broad sharing of these and other details across the web and beyond.

Habitat Metro Denver's current content management system has served it for almost 8 years. Now, due to faltering functionality and outdated features and technology, Habitat seeks to move to a new content management system that can accommodate its list of functional and technical requirements while allowing it to increase engagement with its audiences.

This Request for Proposal seeks the services of a vendor to migrate all existing content from approximately 200-page site to a new content management system that will provide enhanced functionality, look and feel and accessibility features. This vendor will be responsible for working with the marketing team to build an entirely new website and design templates for the new site.

This new site will support dynamic and engaging content, a fresh, modern presentation and high-end technological functionality, including search optimization, responsive design and features in compliance with web accessibility standards.

Current Website

Habitat Metro Denver's current content management system is Django Mezzanine.

Assets

- A number of widgets that allow users to drop in content types, such as buttons and boxes
- Ability to login and manage content from anywhere
- Blog pages
- File management
- Page scheduling capabilities, with the ability to make immediate changes as well
- Page history database
- Security updates and urgent maintenance needs managed by local vendor, Fusionbox



- URL redirects

Pain points

- No in-site search
- Internal system load times, particularly when accessing files and links
- Limited number of widgets; requires hand-coding to do more modern layouts
- Costly maintenance
- Some elements not optimized for mobile (home page slider; left-hand navigation menu)
- Poor translation tool (Google Translate)

III. Goals

- Increase accessibility to the site by including language-translation services, site search, sight and audio optimization (features similar to what's offered on userway.org)
- Ensure site is easy to read and navigate across a variety of devices (mobile optimization, etc)
- Select a CMS that is intuitive to use for employees who aren't proficient in HTML.
- Improve navigation and, in turn, search engine and content optimization.
- Increase engagement in all main sections of website, including:
 - Generate foot traffic to Habitat Metro Denver's ReStore locations through an improved inventory showcasing tool
 - Increase qualified homebuyer applications to our Homeownership and Home Repair programs
 - Increase traffic and interest in volunteering programs
 - Increase visibility and ease of online donations
- Built in SEO functions to help increase organic site traffic and improve search results.
- Seamlessly transition content from current site and retain existing URLs wherever possible.

IV. Statement of Work

The successful vendor will:

1. Design and develop new templates for the website to increase engagement, improve usability and enhance the visual appearance of the site.
2. Migrate all content from the current CMS to the new one, maintaining site navigation and structure.
3. Streamline the process of managing and editing content by providing simple, intuitive web content management tools such as drop-and-drag widgets.
4. Ensure content is flexible in its ability to be elegantly displayed on screens of all sizes.
5. Support the ability for the website to integrate with the various digital tools Habitat Metro Denver has outlined in its requirements.
6. Ensure the website meets all accessibility requirements.
7. Provide training and full site testing with the marketing team prior to launch.
8. Provide ongoing support for the Habitat Metro Denver team.

V. Mandatory Requirements

CONTENT & ASSET MANAGEMENT



- Provide content management tools that allow content managers of all abilities to easily create and manage their web content
- Ability to create templates and widgets from our most recent coding additions (photo zoom; boxes with branded colors, photos, buttons; columns)
- Ability to create a content block that you can edit once and update on multiple pages simultaneously
- Intuitive and flexible navigation and folder structure, including:
 - the ability to create redirects
 - the ability to move things into different menus without compromising the URL
- Workflow integration:
 - Ability to schedule page publication or unpublication, as well as updates to already-published pages (real-time publishing capabilities)
 - Ability to assign user roles
 - Ability to create secure workflows with versioning
- Ability for multiple content editors to work within the system simultaneously
- Ability to sign in and edit from anywhere
- Ability to edit all header and footer code

INTEGRATIONS/ADD-ONS

- Support/Plugins/Integrations (with products including but not limited to Raisers Edge, First Data Corp payment portal, Microsoft, JotForm, MailChimp, Shopify, Encompass Google AwesomeTable, SendGrid, Userway.org and Vonigo)
 - **Note on Microsoft:** Habitat uses the full suite of Microsoft Office 365 products and is looking to integrate with its toolset wherever possible, including for single sign-on for content managers, and file sharing through Sharepoint.
- Support for immersive content features such as video in the home page header and slight animations to draw attention to areas of content
- Translation integrations (Spanish is a must)
- Social media integration, including:
 - Clear, prominent integration and promotion of social media (including the ability to share pages and blog stories on individual users' social channels)
 - Dynamic, reliable means of showcasing the ReStore product inventory we promote on social media

WEB STANDARDS & ACCESSIBILITY

- Responsive template with full mobile functionality
- Meets web accessibility requirements, with exceptional tools such as those through userway.org
- In-site search functionality and integration with Google search

SECURITY

- Exceptional security standards, roles-based editing, audit trails of edits, content approval and SSL compatibility

HELP & SUPPORT

- Online training, comprehensive online documentation
- Regular security updates and patches

VI. Timeline

- Receive initial proposals: Aug. 31st, 2021



- Select website developer: Sept. 15th, 2021
- Concept & Design: September – November
- Migrate content from existing site: December – January
- Launch new website: February 2022

VII. Budget

Habitat Metro Denver has a budget range of \$25,000 - \$35,000, but is also open to working with a website developer that is willing to donate a portion of the time resources needed in exchange for public recognition as a sponsor of Habitat for Humanity of Metro Denver. Depending on the value of the donation, recognition benefits could include name/logo exposure in a print ad in the Denver Business Journal, Habitat's website and social media recognition.

VIII. Key Personnel

Name	Position	Email
Robyn Burns	Director of Marketing and Communications	rburns@habitatmetrodenver.org
Valerie Skillern	Digital Marketing Specialist	vskillern@habitatmetrodenver.org
Aaron Liechty	Design & Production Manager	
Byron Largent	Director of IT	

IX. Offeror Response

All candidates must submit a letter of proposal and introduction including company name; company address; email address; and telephone number of the contact person who will be authorized to make presentations for the organization. Please also include references and any relevant attachments.

Next, please provide a detailed description of the approach and understanding of the work required, specific to Habitat Metro Denver.

Return Proposals by Aug. 31st, 2021 via email to:

Habitat for Humanity of Metro Denver

Attention:

Robyn Burns, rburns@habitatmetrodenver.org

Valerie Skillern, vskillern@habitatmetrodenver.org