Request for Proposal: Website Development Support

We will consider all responses that are sent to communications@NASTAD.org by 5:00 pm ET on December 11, 2020. Please include the name of the project, “Communications Support” in the subject line.

PROJECT SUMMARY

Through this RFP, NASTAD intends to enter into a contractual agreement with several vendors who can provide support in website development.

Vendors selected through this process will be eligible to work with NASTAD through December 2023. For this RFP, there is no set number of projects to be delivered. Rather, individual projects or scopes of work will be developed by NASTAD at its discretion on an as-needed basis. NASTAD will select vendors who can provide the best value in terms price, quality, performance, and relevant experience.

Web Development

NASTAD requests proposals from experienced website developers who specialize in Drupal, Jekyll, and developing engaging long-form webpages and microsites. The selected developer(s) will work with NASTAD staff to:

- Provide technical guidance on information architecture and site designs.
- Make updates to our current website, www.NASTAD.org, which is built on Drupal 7.37. Projects may include:
  - Updates to the membership directory
  - Updates to the donation form
  - Updates to program and job pages
  - 508 compliance
  - Updates to the search features
  - Updates to the interactive maps
  - Updates to the resource library
  - Develop long-form content and microsites, such as our 2020 Digital NAMP Annual Report.

We estimate that we will need at least five to ten hours of development support per month. However, the amount of hours can vary significantly from month to month and by project. Last year, we worked with multiple vendors on approximately 150 hours of web development projects.

WHO WE ARE

NASTAD is a leading non-partisan non-profit association that represents public health officials who administer HIV and hepatitis programs in the U.S. Our singular mission is to end the intersecting
epidemics of HIV, viral hepatitis, and related conditions. We do this work by strengthening domestic and global governmental public health through advocacy, capacity building, and social justice.

**PROJECTED TIMELINE**

November 2020 – December 2023

- November 20 – Release of RFP
- December 11 – Proposals due
- December 14 – 15 – Notification
- December 2020 – Project kickoff
- December 2020 – December 2023 – Project implementation

**THE INFORMATION WE NEED**

For consideration, please provide:

1. Company/Freelancer name
2. Contact information
3. Brief description of your experience
4. Description of approach to website development consulting projects
5. Description of your availability
6. Description of your pricing model and breakdown of your fees by role
7. Two to three references

**SELECTION CRITERIA**

The following will be key factors in our decision-making process:

- Demonstrated commitment to exceptional customer service and responding to client requests in a timely fashion.
- Experience working with non-profit organizations, especially organizations focused on sensitive public health challenges such as HIV and key populations such as gay and bisexual men and Black communities.
- Price that is commensurate with the value offered by the firm/individual and ability to work within a budget.
- Potential for a long-term partnership; not just a one-time engagement.
- Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Vendor takes a holistic approach to an organization’s communications and technology needs.
- Responses are presented in a clear, organized, and logical manner.

• • •