

# Fairfax Choral Society Website Request for Proposals (RFP)

## 1. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEB SITE

- a. The Fairfax Choral Society (FCS) would like to transition their current, Drupal based site to a WordPress based site. The new site would have some of the same general feels (especially the musicality.) however it would be updated to include some new, more user-friendly features.
- b. The goal is to create a site that is more easily maintained and edited by the staff and volunteers of the Fairfax Choral Society, often which have limited knowledge in web design and building. It will allow for greater security, while providing options for purchasing products, providing easier access to content, and greater visibility.

## 2. BUDGET & COST ESTIMATES

- a. As a small non-profit organization, budget is always a primary concern. All estimates should include all costs, including the transition of the website, adjustments and creation of new sections as listed below, training of the organization's staff, and making the site live.
- b. FCS will be looking to start the project this summer, but depending on the estimate – may be forced to postpone portions of the project as monetary resources are available.
- c. We request all proposals be within \$5,000. If this is impossible, please submit your proposal and explain thoroughly the additional costs required to complete the project.

## 3. TERMS AND CONDITIONS

- a. Organization must own or have full access to and have the right to customize site code.
- b. Key Due Dates:
  - i. Request for Proposals released June 23, 2014
  - ii. Proposals due July 3, 2014
  - iii. Proposal selected July 15, 2014
  - iv. Initial Meeting July 20, 2014
  - v. Website Live September 1-30, 2014Note – if these due dates are not possible for your proposal, please fully explain your needs and explain what your timeline would be.
- c. Proposals should be delivered to [jobs@fairfaxchoralsociety.org](mailto:jobs@fairfaxchoralsociety.org) and should be received by July 2, 2014.
- d. All proposals must include a statement of authorization to bid signed by a principal of the responding company if applicable.
- e. All proposals must use the proposal format outlined in this RFP.
- f. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
- g. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

## 4. BACKGROUND OF COMPANY OR PROPOSED COMPANY

- a. The Fairfax Choral Society's mission is to enrich the lives we touch through performance, education, and appreciation of choral art. With nearly 400 singers performing to more than 10,000 people each year, the Fairfax Choral Society has been singing in Northern Virginia for over 50 years.
- b. For more information, visit our current website: [www.fairfaxchoralsociety.org](http://www.fairfaxchoralsociety.org)
- c. Although we have 2 full time administrative staff members, neither of us have an IT background. In addition to these two staff members, up to 10 additional staff members and volunteers will be using, editing, and changing our website.

## 5. AUDIENCE

- a. There are a few different audiences that will be using our site:
  - i. Audience members and donors. These people are looking for information on upcoming concerts, new programs, and ways to support FCS (both individuals and corporations).
  - ii. Potential singers. These people need information about the organization, want to know what we're performing and when, as well as a little history, where rehearsals are held, how much

it costs, and how they can set up an audition.

iii. Current singers. These people need access to special content not seen by others, separated by the adult and youth programs.

c. There will need to be restricted sections on the website. Depending on how the site is set up, it could be one log in per person (as it is now), or it could be one log in per group (like the Symphonic Choir has one log in, the Da Capo Choir has one log in). If using one log in, multiple people need to be able to log in using the same ID at the same time.

d. Staff members will need to be able to edit all areas of the website and will need separate log ins.

## **6. TOOLS AND FUNCTIONALITIES**

a. Our website must include a shopping cart (hopefully cost free) that works with Authorize.net for product purchases. If possible, no accounts would be needed to purchase items.

b. The website must be able to feature audio and video of the organization (which can be in connection with YouTube or other online resources, or stand alone).

b. We anticipate the site being built and running on a WordPress platform. The current site uses Drupal and is simply too technologically complex for the day to day use of the organization.

c. The proposal must include time for training and a step by step guide for how to keep the website updated (particularly for security).

d. The website will be hosted a BlueHost and the cost for hosting, domain name registration, and SSL security does not need to be included in the proposal.

## **7. PROPOSAL PARAMETERS**

a. Please include all necessary information in your proposal. Please keep in mind that our organization does not have an in-house IT department, so we strongly suggest limiting jargon and clearly explaining your proposal.

b. Make sure to include in your proposal any information or support required from our organization to make the project successful.

c. Expected inclusions in the proposal:

1. Creation of new website using WordPress

2. Implementation of a new shopping cart that works with both WordPress and Authorize.net that is pre-approved by the organization

3. Transferring current website (on Drupal) to the new WordPress site and adding additional content as directed before the launch of the site.

4. Full tutorial and education of working with WordPress for non-technical staff including how to maintain security updates and take over the day-to-day operation of the site. This may include a written manual of how to work with the site.

5. Launch the new site.

## **8. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES**

a. Essentially everything currently appearing on our site that is live will be transferred to our new site. There will also likely be new pages and information to be added (which can be part of the proposal – or our organization can do separately after appropriate training).

b. FCS is not currently using a database connected to our website, however if it could be integrated with Salesforce, it would be a bonus.

c. The current e-commerce system is no longer valid. We will need a new shopping cart to integrate with Authorize.net

## **9. STAFF RESOURCES**

a. Point of Contact – Executive Director Christi Esterly Schwarten. Other project coordinators will be identified throughout this process.

b. A committee of committed personnel and Board members will review and select proposals.

c. The Fairfax Choral Society does not have any IT staff. Please keep this in mind when completing proposals.

## **10. FORMAT FOR PROPOSALS**

### **1. Executive Summary**

#### **2. Technical Volume**

- a. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation
- b. Address usability standards and testing
- c. Address any important technology information and specifications used in your solution (languages, platform, etc.)

#### **3. Management Volume**

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

#### **4. Budget Volume**

- a. Break down cost by production hours, tools and functionalities
- b. Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: identify the costs we will need to pay to develop or host the site.
- d. Hosting: identify whether or not we will be able to continue our hosting at BlueHost (it is likely proposals not hosted by BlueHost will not be accepted).
- e. Training and Style Guide: identify costs to train our staff to use site tools and provide a style guide.
- f. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

#### **5. Attachments**

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references