



REQUEST FOR PROPOSALS

Website Design and Build



**Missouri Foundation
for Health**

a catalyst for change



Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to work with the Foundation's strategic communications team to design and build a new mffh.org website.

Description of Services

MFH has an existing website in place (mffh.org) which consists of information about the Foundation and our work. The website has, and should continue to, serve as the primary source of information about MFH for our various audiences and the community at large. We envision a redesigned website that is even more effective in telling the Foundation's story and sharing essential information to new and established audiences.

The selected contractor for this project will be responsible for all aspects of transition to this new site, including:

- Designing the look and feel of the site
- Creating templates for pages, etc.
- Migrating content from the current site and ensuring a seamless transition
- Testing for functionality and security
- Staff training on how to use administrative tools
- Setup and launching of hosting environment

The redesigned website must have the most current web-based technologies, including:

- Wordpress platform, using Gutenberg editor. This will allow our internal staff to easily manage our web content and offer the team direct access to the site.
- Multimedia-friendly site that allows for easy uploading and formatting of larger photos and video, with the option for image slideshows, thumbnail automation, resizing, etc.
- Responsive design
- Robust search-engine optimization
- Rapid loading and constant availability
- Meet WCAG 2.1 AA requirements
- Use of licensed Whitney and Mercury typography
- Compatible with Chrome, Firefox, Edge, and Safari



- Integration with social media
- Fillable web forms/additional contact attachment capabilities
- Blogging functionality
- Categorized resources and publications
- Site search input
- Ability to build and review pages offline (test pages)
- Ability to schedule when pages are published, updated, and/or expire
- Backend that can integrate new plugins
- Ability to fully track metrics through Google Analytics
- PDF download tracking

Please refer to [this document](#) for a detailed list of requirements and specifications.

Proposal Requirements

- Title page.** Include a title page that identifies the RFP and provides the organization's name and address; the name, title, phone number, and email of the primary contact person; and the date the proposal is submitted.
- Proposal narrative.** Address each of the sections below
 - **Approach to required services.** Provide a brief description of the approach and address each of the following:
 - Approach to design of the site UI and page templates
 - Migration of content
 - Recommended plugins and hosting platform
 - Site testing and launch
 - Opportunity for review and revisions at different stages of development
 - **Deliverables and proposed timeline.** Provide a work plan and timeline that identifies activities and deliverables.
 - **Organization history and qualifications.** Provide a summary of the experience and qualifications of the organization's staff as well as any proposed subcontractors. Include bios of key personnel. Provide information and examples, if any, demonstrating how your organization shares MFH values and [critical concerns](#) as described below.



- **Cost proposal.** Provide a detailed cost proposal and justification for: professional services (hourly rate and number of hours), travel specifically related to the project, subcontractor fees (attach proposal or contract), and other direct costs that can be tracked specifically to the project. Respondents should submit a cost proposal that aligns with the scope of the project and supports required deliverables. MFH reserves the right to negotiate proposed costs.

Note: Requested travel will be reimbursed for coach airfare booked within a reasonable timeframe, lodging, standard rental car or public transportation, meals, and incidental expenses at a rate not to exceed the federal [per diem](#) rate.

- **Intellectual property list.** If applicable, attach list of intellectual property.
- **Additional required documents:**
 - The names and contact information of 2 – 3 individuals or organizations MFH can contact to verify past work.
 - Examples of previous websites designed and developed by your organization
 - Completed [W-9 form](#)
 - Completed [Conflicts of Interest Disclosure form](#)

Proposal Review and Evaluation

Proposals will be reviewed in accordance with the requirements of this RFP. Only those proposals that meet all the mandatory criteria in the RFP will be given consideration.

A respondent's submission of a proposal in no way guarantees procurement. MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP. The proposal will be considered confidential.

Right to Reject

MFH reserves the right to:

- Reject any or all proposals submitted
- Request additional information from any or all respondents
- Conduct discussions with respondents to ensure full understanding of and responsiveness to the solicitation requirements
- Negotiate modifications to a respondent's proposal prior to final award for the purpose of obtaining best and final offers
- Approve subcontractors proposed or used in carrying out the work



Contractual Arrangements

If selected, the contractor will be required to enter into a Service Agreement with MFH. Terms to be agreed upon by contractor and MFH.

Proposal Submission

Proposals should be emailed to Jeff Harris, Creative Services Coordinator, at jharris@mffh.org by June 3, 2022, by noon, CST.

Inquiries

If you have questions regarding this proposal, please contact Jeff Harris, Creative Services Coordinator, at jharris@mffh.org.

MFH Values and Critical Concerns

MFH is committed to engaging partners who share and demonstrate our values of equity, integrity, humility, and commitment. In addition, MFH has identified advancing equity and inclusion, promoting human dignity, and making environmentally conscious decisions as critical concerns. The organization will be asked to sign a statement affirming that:

- Employment practices of your organization ensure that there is no discrimination in hiring and promotion practices. This includes discrimination based on gender, age, race, disability, veteran status, religious affiliation, or sexual identification.
- No part of your organization's operations or communication with the public discriminate against any individual or group based upon any of the factors listed above.
- Any violation of this provision shall be considered a violation of the material provision of this procurement and shall be grounds for cancellation, termination, or suspension in whole or in part of any related agreement by the MFH.

About Missouri Foundation for Health

Missouri Foundation for Health is building a more equitable future through collaboration, convening, knowledge sharing, and strategic investment. Working in partnership with communities and nonprofits, MFH is transforming systems to eliminate inequities within all aspects of health and addressing the social and economic factors that shape health outcomes. To learn more please visit mffh.org.