

## **Request for Proposals**

### **American Whitewater Website Rebuild**

*American Whitewater is embarking on a redesign of our web site to modernize the visitor experience and advance our river stewardship mission.*

#### **1. Background and Issue Project Seeks to Address**

Founded in 1954, American Whitewater is a national 501(c)(3) non-profit organization with a mission “to protect and restore America’s whitewater rivers and to enhance opportunities to enjoy them safely.” American Whitewater is a membership organization representing a broad diversity of individual whitewater enthusiasts, river conservationists, and more than 100 local paddling club affiliates across America. Our organization shares river safety, conservation, management, and logistical information with over 1 million people who access our website annually, through our social media channels, and through email and print media channels including the American Whitewater Journal. As an activism-oriented organization, our website is a vital tool for sharing our work and engaging our community in opportunities to take action on important river-related issues.

Over the past few years American Whitewater has been investing in improving our website. We have adopted Salesforce as our CRM, and rebuilt our crowdsourced online guide of whitewater rivers (the National Whitewater Inventory). In addition we have a new logo and branding package to inform the look and feel of our website. While we have made some UI/UX enhancements to the other sections of [www.americanwhitewater.org](http://www.americanwhitewater.org), redesigning and rebuilding the main organizational elements of our website is a major priority.

American Whitewater is an equal opportunity employer.

#### **2. Project Goals**

Create a new American Whitewater website that:

- Provides an attractive, fun, and easy to navigate entry point for someone to learn about American Whitewater, who we are, what we do, and how we are advancing our mission.
- Provides easy and intuitive pathways for engagement: membership, donations, calls to action.
- Is a resource for paddlers, potential funders, partners, elected officials, and media who are seeking to learn more about us and what our priorities are.
- Creates intuitive pathways for interested or highly engaged visitors to “go deeper” without sacrificing the experience of those who are visiting for the first time.
- Provides a website experience that is consistent with our overall brand standards and that reflects our organization positively and consistently.

- Offers a low-maintenance site, while allowing staff straightforward means of adding and managing content, and modifying layout elements.

### 3. Scope of Services

This project will create a new website built on Wordpress and hosted on AWS. The site will replace the existing American Whitewater website, except for the National Whitewater Inventory (NWI)(located via the River Info tab on the main page) which will remain distinct, but accessible through the new site.

The site will:

- Be based on a new theme, wireframe, and design.
- Consume and format existing content from GraphQL API
- Use off-the-shelf Wordpress plugins to access and store content in S3 (e.g. images, documents, accidents, etc)
- Utilize our existing brand assets
- Integrate existing Salesforce CRM
- Integrate EveryAction activism tool if possible
- Retain content and associations between content (e.g. posts, documents, etc).
- Cross-reference NWI river reaches with posts and content in the wordpress site through the API.
- Include anticipated pages, including start page, safety page, stewardship/action page, join/donate page, my account page, calendar page, link to the NWI; as well as showing, editing, and associating posts/articles, documents, projects, actions, events, and accidents.

### 4. Necessary Personnel and Associated Tasks

American Whitewater will retain the services of a contractor with vast experience in website design, implementation and support to produce the project. The ideal candidate will have designed, built, migrated, deployed and maintained a WordPress site that serves tens of thousands of unique users per day.

### 5. Skills and Experience of American Whitewater

We expect the successful applicant to utilize the skills and expertise of American Whitewater staff, contractors, and key volunteers, who have worked extensively on our current website and improved our online resources extensively in recent years.

The Wordpress developer will report to Kevin Colburn. Kevin Colburn is American Whitewater's National Stewardship Director and will serve as the project manager for this project. Kevin has

managed the redesign and programming of the National Whitewater Inventory over the past 4 years. Kevin will coordinate and facilitate communications between the Wordpress Developer and the other American Whitewater team members. Kevin will be available weekdays on Slack and other means of communication for decision-making and collaboration.

Jesse Rosenzweig is an experienced technical leader and a key volunteer that is leading our efforts to modernize our site infrastructure, including this migration to Wordpress. Jesse will play a vital and active role as a technical advisor on this project, working closely with the Wordpress Developer and Kevin Colburn.

Ryan Groth and Nicholas Gottleib are our contract-based programmers that largely focus on the backend and frontend, respectively, and have a deep understanding of our current site. They will be available to assist with API connections and other technical issues.

Evan Stafford is American Whitewater's Communication Director and has over 15 years of professional experience with communications (video, print, online, and email) and project management. Evan will offer support for website design.

Bethany Overfield is American Whitewater's Engagement Director. Bethany is an expert in the fundraising, membership, and donor aspects of our organization and will offer support regarding Salesforce integration.

## 6. Anticipated Project Schedule and Contract Milestones

The RFP should propose payment within 30 days of completion of the following milestones. The Request for Proposal timeline and milestones are as follows, with "TBD" dates to be proposed in the response to this RFP:

- Project Start Date: February 10, 2023
- Deliver approved Wordpress Theme: TBD
- Deliver approved Wireframe: TBD
- Deliver approved Plan for Data Migration and Integration: TBD
- Deliver approved Plan for Salesforce Integration: TBD
- Deliver preliminary Website for Iterative Testing: TBD
- Deliver Final Website Delivered: September 30, 2023
- Support through March 31, 2024

## 7. Time and Place of Submission of Proposals

Responses must be received no later than January 10, 2023.

Responses should have the subject "American Whitewater Website Proposal" and be emailed to Kevin Colburn <kevin@americanwhitewater.org>

## 8. Elements of Proposal

A submission must, at a minimum, include the following elements:

- Cover Letter – Summarize your firm's interest in working on this project and outline the firm's strengths and distinguishing skills or capabilities as they relate to American Whitewater and the project.
- Firm Information and Key Personnel – Describe the firm, individual, or team and fields of expertise. Identify the proposed project team. Supply names, brief summaries, roles for each team member, and qualifying experience.
- Previous Experience – Provide a representative selection of projects created for current and past clients that best illustrate qualifications for the project.
- Project Approach – Provide a narrative statement demonstrating an understanding of the overall intent of the RFP, as well as methods used to complete assigned tasks.
- Project Budget – Submit a proposed project budget itemized by task and total project cost.

## 8. Evaluation Criteria

The successful Applicant will:

- Demonstrate in the submission a high level of website design and programming expertise and ability to create and complete the project described above.
- Have some experience with nonprofits and working on a nonprofit budget. Experience with American Whitewater, paddling, outdoor recreation, online activism, Salesforce, EveryAction is a plus.

## 9. Budget

American Whitewater's budget for this project is ~\$15,000-\$25,000.