



**To:** **Prospective Supplier**

**From:** **Kip Smalligan, Sr Strategic Sourcing Specialist, Procurement Services**  
**Ph 616/331-3211, Fax 616/331-3287, smalligk@gvsu.edu**

**Date:** **December 3, 2019**

**Subject:** **Request for Proposal #220-26**  
**Website Redesign**

Grand Valley State University is accepting proposals for the redesign of the Dorothy A. Johnson Center for Philanthropy website.

If you desire to bid, submit your proposal no later than Friday January 3, 2020 at 5:00 p.m. EST by e-mail to [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu). Please state RFP #220-26 in your e-mail subject line. Your proposal must be received by this date and time. No telephone, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, incomplete, or illegible proposals.

Questions regarding this RFP should be directed to Kip Smalligan at the above contact information.

## GVSU RFP 220-26: Instructions

1. Grand Valley State University is accepting proposals for the redesign of the Dorothy A. Johnson Center for Philanthropy website. If you desire to bid, submit your proposal no later than Friday January 3, 2020 at 5:00 p.m. EST by e-mail to [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu). Please state **RFP #220-26** in your e-mail subject line. Your proposal must be received by this date and time. No telephone, fax, or verbal quotations will be accepted. GVSU is not responsible for late, lost, misdirected, damaged, incomplete, or illegible proposals.

### 2. Project Schedule

Proposals Due: Friday January 3, 2020 at 5:00 pm EST

RFP Awarded: By Friday January 31, 2020

Launch Goal: October 1, 2020

3. Should it become necessary to revise any part of the RFP, notice of the revision will be given in the form of an addendum to all prospective suppliers on record as having received the RFP. Notice will also be posted on the Bid Opportunities page of the GVSU Procurement Services website at <http://gvsu.edu/purchasing/bid-opportunities-35.htm>. Each supplier should acknowledge receipt of addenda in their proposal on the proposal form, but the failure of a supplier to receive or acknowledge receipt of any addendum, shall not relieve the supplier of the responsibility for complying with the terms thereof.

Any questions regarding this RFP should be submitted to Kip Smalligan at [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu). 616/331-3211. Responses to questions relevant to all will be posted on the Bid Opportunities page. When corresponding include the RFP number RFP #220-26 in the subject line of your e-mail.

If you have more extensive questions, we would be happy to discuss via a conference call.

4. Grand Valley State University reserves the right to accept or reject any or all proposals.
5. Each proposal should be prepared simply and economically, providing a straightforward, concise description of the service, approach, and ability to meet the University's needs as stated in this RFP.
6. Include all costs to GVSU in proposal. Provide a cost schedule for optional or variable costs.
7. Complete the Proposal form on pages 7-8.
8. Suppliers may be asked to make a presentation to the evaluation team and members from the Johnson Center for Philanthropy staff.
9. Acceptance of awarded proposal will be made by GVSU purchase order.
10. Grand Valley State University is Michigan sales tax exempt. Exemption certificate will be provided to awarded supplier.
11. Suppliers are responsible for all associated costs incurred in responding to this RFP.
12. Direct all questions regarding this RFP to Kip Smalligan at 616/331-3211 or [smalligk@gvsu.edu](mailto:smalligk@gvsu.edu)

## Summary of Project

The Dorothy A. Johnson Center for Philanthropy (Johnson Center) at Grand Valley State University (GVSU) was established in 1992 with support from the W.K. Kellogg Foundation and GVSU. We are the nation's largest applied research center on philanthropy. Our mission is to be a global leader in helping individuals and organizations understand, strengthen, and advance philanthropy, resulting in a smart, adaptive sector that helps create strong, inclusive communities.

We put research to work with and for professionals across the country and the world. Through professional education offerings; research, evaluation, and consulting services; and bold thinking to advance the field, we support a philanthropic ecosystem defined by effective philanthropy, strong nonprofits, and informed community change.

The Johnson Center's current website – <https://JohnsonCenter.org> – was designed and launched in 2013 using a highly customized WordPress theme. This website is not associated with GVSU's main university website or sub-pages. Rather it is maintained independently by Johnson Center staff.

The Johnson Center's work and mission have evolved since 2013, and the current website's design and functionality are now out of date. We are issuing this Request for Proposals to find a partner to redesign our website in order to:

- modernize and streamline the site's look and feel (including a drastic reduction in text, pages, and increase in imagery/graphics),
- improve navigability,
- foreground our service and research offerings that are available for hire, and
- better integrate our required functionality (e.g. ticket sales, publication downloads).

Most of the earned revenue-based work we do is driven by relationship building. We secure work by talking to people and designing custom training or research/evaluation projects to suit their needs. Simultaneously, we produce a significant amount of original research and content, and would like to be attracting more philanthropic support for this work. Our current website does not make it clear what services we offer, nor does it make clear the value and availability of our original content.

The Johnson Center is conducting a market scan with top stakeholders nationwide during fall 2019. This research will reveal insights into our audiences' needs, values, and priorities which can help guide the process of website development. The chosen firm will have access to this research.

Ultimately, we desire a redesigned website that will attract more web traffic and drive potential clients/donors to contact the Johnson Center for more information on our research, products, and services.

## Prioritized Goals

Our goals are not currently tied to specific metrics, but overall, we hope to:

- Dramatically decrease the number of individual pages that are part of our site (currently ~200, hope to reduce to closer to 50-100)
- Significantly improve our SEO to drive traffic to the website and drive inquiries about work

- Generally, grow our web traffic; we currently have more new users than return users, and we would like to increase both
- Drive web visitors to contact us to learn more about our work or engage us in fee-for-service/grant-funded projects
- Clearer strategy for organizing and connecting our product brands – including externally hosted websites like LearnPhilanthropy.org and professional development series like The Grantmaking School

## Project Team

- **Tory Martin**, Director of Communications and Engagement  
Tory will manage the internal team and serve as the point person for the selected vendor. She is responsible for the success of this project.
- **Teri Behrens**, Executive Director  
Teri will be informed throughout the project and will approve key deliverables (IA, Designs, Launch).
- **Karen Hoekstra**, Marketing and Communications Manager  
Karen will provide design direction and insight into our style guide. She will approve all designs.

## Users

Part of our unique value proposition to the field of philanthropy is that we serve all actors in this field. We view philanthropy as an ecosystem of interconnected players who work together for the common good.

- Nonprofits
- Foundations – Private, Community, and Family Foundations
- Individual Donors
- Students and Scholars
- Community Members in West Michigan

## Budget

Our budget is \$75,000 - \$90,000.

While we prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered based on the value they provide.

## Existing Website Info

[Our current website](#) was built in 2013 on a highly customized theme. We have difficulty creating pages that look modern and clean, given the restrictions of the theme.

Our pages are too busy and it is too hard to find our programs, services, and initiatives within the current navigation framework.

We publish new content to the site each week, but it is difficult to find on search engines and we don't know if this content is advancing our business objectives.

## **Functionality Requirements and Services**

State any qualification or reservation if a capability cannot be fully met or can only be fully met with significant workaround or adjustment.

Services we request:

- Design and building of website
- Content migration and reformatting from existing website to new site
- Guidance/Assistance with writing new language for site

Our new website will require:

- Responsive layout
- Eventbrite Integration to manage ticketed events, purchases processing, and registrations
- Google Tag Manager integration and Google Analytics
- Advanced SEO setup
- Ability to edit key pages through an open-source content management system (Wordpress is preferred)
- Mailchimp Integration to manage e-news subscriptions
- Social integration (sharing pages, embedded social feeds)
- Contact form
- Blog
- Proactive ADA Compliant Functionality  
The final website design must meet Section 508 requirements, meeting or exceeding WCAG 2.0 standards. Supplier must state how they would incorporate this into their process, and how they will validate that the final deliverable meets this requirement.
- Integrations / Tech Requirements

The new site will need to integrate with the following existing systems:

- Mailchimp (for newsletter signups)
- Google Tag Manager
- Eventbrite (for workshop registrations)
- Providing training to Johnson Center staff on managing and updated website content going forward

## **Proposal Requirements**

Please include the following in your proposal response:

- Company description
- Project process overview
- Recommended approach of how you will meet our goals

- Proposed timeline
- Team bios
- Three recent relevant project samples
- Three client references
- Line-item pricing
- Terms and conditions

## Competitive Set

These organizations represent our peers and partners in the field of philanthropy:

- <https://calvin.edu/centers-institutes/center-for-social-research/>

We actually work quite closely with the Calvin University Center for Social Research on a number of projects. But CSR comes up as an alternative to us in many community conversations.

- <https://cep.org/>

The Center for Effective Philanthropy is not an academic center, but they do produce a large volume of research on philanthropy and are viewed as thought leaders in the field.

- <https://candid.org>

Candid, formerly the Foundation Center and GuideStar, is the foremost provider of information and data related to foundations and grantmaking in the U.S.

## Comparables

- [www.evaluationinnovation.org](http://www.evaluationinnovation.org)

This site is extremely simple to navigate, and is visually attractive and coherent. The lack of a drop-down menu helps keep the homepage succinct. We do similar work to this organization.

- [www.peakgrantmaking.org](http://www.peakgrantmaking.org)

We like the integration of images, texts, and dynamic elements. Not overly in love with their events layout, and their blog is regular tiles. But the fonts and colors feel modern and easy to digest.

- <https://philanthropy.iupui.edu>

Indiana University's Lilly Family School of Philanthropy is the largest and best-known academic center of philanthropy in the country. They do have the benefit of being a degree-conferring school with in the university (one reason why it makes so much sense to fit in with the regular IU design) which the Johnson Center is not. While the Johnson Center does not wish to adhere to GVSU's web style exclusively, we appreciate the integrated feel and easy navigability of this peer site.



**GVSU RFP #220-26 PROPOSAL FORM**  
**Dorothy A. Johnson Center for Philanthropy Website Redesign**

The undersigned certifies that to the best of his/her knowledge:

- There is no officer or employee of Grand Valley State University who has, or whose relative has a substantial interest in any contract award subsequent to this proposal.
- The names of any and all public officers or employees of Grand Valley State University who have, or whose relative has, a substantial interest in any contract award subsequent to this proposal are identified by name as part of this submittal.

Name(s) \_\_\_\_\_

The undersigned further certifies that their company \_\_\_\_\_ IS or \_\_\_\_\_ IS NOT currently debarred, suspended or proposed for debarment by any federal entity. The undersigned agrees to notify the University of any change in this status, should one occur, until such time as an award has been made under this procurement action.

Supplier declares the following legal status in submitting this proposal:

- A partnership
- A corporation organized and existing under the laws of the State of \_\_\_\_\_
- An individual doing business as (DBA) \_\_\_\_\_

Optional: Supplier states that company is at least 51% owned, controlled and actively managed by (check all that apply):

|  |  |   |
|--|--|---|
| <input type="checkbox"/> African-American  | <input type="checkbox"/> Native American | <input type="checkbox"/> Woman/Women            |
| <input type="checkbox"/> Asian American    | <input type="checkbox"/> Multi-Racial    | <input type="checkbox"/> ADA Disabled Person(s) |
| <input type="checkbox"/> Hispanic American |  |   |

Supplier acknowledges receipt of the following addenda:

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

Addendum No. \_\_\_\_\_ Dated \_\_\_\_\_

I. BASE PROPOSAL ATTACH YOUR PROPOSAL dollars

(\$ \_\_\_\_\_ )

The undersigned proposes to furnish all labor, materials, equipment, tools and services required to complete the work in accordance with the proposed Contract Documents listed herein, including all addenda issued pertaining to same, for the sum or sums as stated, and agrees that these Documents will constitute the Contract if accepted by Grand Valley State University.

Company Name

Address

City/State/Zip Code

Office Phone No.

Cellular Phone No.

Fax No.

Authorized Agent Signature

Name & Title

Witness Signature

Name

Tax Identification No.

Date

VIII. ACCEPTANCE: This proposal is accepted by Grand Valley State University

Authorized Agent Signature

Name & Title

Witness Signature

Name

Office Phone No.

Cellular Phone No.

Fax No.

38 1684280

GVSU Tax Identification No.

Date