REQUEST FOR PROPOSAL for a web developer to (1) design and develop a new website for the [Alliance for the Chesapeake Bay (Alliance)](#) and (2) provide maintenance training to Alliance staff to allow for basic in-house website updates moving forward.

Introduction: The Alliance for the Chesapeake Bay brings together communities, companies, and conservationists to improve our lands and waters. Our vision is clean streams and rivers flowing through resilient landscapes, cared for by the people who live, work, and play in the Chesapeake Bay watershed. We value collaboration, inclusivity, and driving with results for collective, equitable, and measurable impact.

The new website will support the following goals from our [Strategic Plan (2019-2022)](#):
- Differentiate and elevate the Alliance brand
- Ensure organizational sustainability for the next 50 years
- Leverage and broaden our impact
- Build cross-sector partnerships

Background: The Alliance website's (www.allianceforthebay.org) HTML code and design was last updated in 2016 and attempts to update the current Wordpress theme, Avada (Version 3.9.4), cause the website to crash, making it impossible for us to use Avada's Fusion Builder Elements as well as other innovative Wordpress plug-ins. The current site does not reflect organizational changes outlined in our 2019-2022 Strategic Plan, is difficult to navigate and inadequately communicates our programs, impact and values.

Project Description and Scope of Work: The Alliance seeks the services of a website development contractor to design and develop a new website using the Wordpress platform. This includes working with Alliance staff to meet our website goals, reach a broad audience, and allow us to effectively measure our goals. Proposed updates and modifications must be intended to improve back-end website functionality, streamline maintenance and upkeep, as well as enhancing the front-end experience for website visitors.

Website design tasks and deliverables include:
- Design a new website that meets the Alliance's intended website goals, moves users through a user funnel, and meets non-profit industry standards
- Utilize the Alliance's established logo, colors, and font to expand our brand through website design
- Utilizes Chesapeake Bay Program photography and creates infographics to illustrate the Alliance's work in a visually compelling manner

Website development tasks and deliverables include:
- Code a new, functional version of the Alliance website on a staging server with the same domain (www.allianceforthebay.org) on the most updated version of Wordpress (version 5.5 or newer)
- Include advanced Search Engine Optimization (SEO) setup
- Integrate the site with Mailchimp, Google Analytics, and Alliance social media platforms
- Provide training to Alliance staff member(s) (1-2) to ensure the website can be readily maintained and updated without 3rd party assistance beyond project completion

Timeframe & Budget: The proposed scope of work should be completed within a 3 month period, though training of Alliance staff may extend beyond this timeframe. The Alliance's goal is for the new website to be live by January 1, 2021 for the kickoff of our 50th Anniversary. The Alliance will strongly favor the most cost-efficient budget in selection of the contractor for the above-described services.

Qualifications, Proposal Format, & Submission Instructions: Qualified contractors will have demonstrated experience in working with nonprofits or small businesses in website development and website design on Wordpress. The proposal must include a detailed approach, project timeline, and a line item budget broken down by task. The proposal must also include at least three examples of websites where the contractor was the primary website developer and designer and include client contact information for each example to serve as a reference. Examples of how the contractor has conducted training to individuals without substantial web development expertise is preferred, but not required.

Deadline for Submissions: Monday, September 14, 2020

Submissions should be sent to: webdesign@allianceforthebay.org

No telephone inquiries, please.