Request for Proposals

Foundations Learning & Skills Saskatchewan
Website Redesign
(Saskatchewan-based website providers only)

Part A – Background and Scope

Background Information

Foundations Learning & Skills Saskatchewan (formerly READ Saskatoon) is a non-profit organization with a long history as a local literacy organization that offers free literacy and skills development services to adults and families. Literacy remains as important today as it was in 1979, when Foundations was established. With more than 40 years of community-based experience, they know that a person's earnings, health, work, and education opportunities are directly related to their literacy skills.

We are committed to providing foundational literacy, learning, and skills development for adults, children, and families through the work of staff, trained volunteers, and community partners.

Foundations works with over 3,100 individuals a year, 190 volunteers, 260 community partners, but when you add in the 170 trained facilitators we have around the province. we reach 4,100 people.

Learn together. Grow together.

Foundations
Learning & Skills Saskatchewan
#2-706 Duchess Street
Saskatoon, SK S7K 0R3

(306) 652-5448
hello@FoundationsLearning.com
FoundationsLearning.com

Foundations
Charitable Number:
11911 1862 RR0001

Foundations' Programs

Family Literacy

Strong literacy skills are the foundation to a family's success. A child's first teachers are their parents; their home is the first classroom, and the community is their first school. Last year, with Foundations' programming, 87% of parents increased literacy activities to support the literacy development of children including gained ways to prepare a child for school success.

Financial Literacy

Foundations proudly offers financial literacy workshops for everyday people. Workshops focus on budgeting, banking, credit and debt management, asset building, and spending habits. Participants recognize and strengthen their skills and abilities in a variety of areas. Last year, with Foundations' programming, 83% of participants were able to follow a budget more successfully and 38% too steps to repair credit.

Adult Literacy

Foundations matches trained literacy coaches with adult learners looking to strengthen reading, writing, spelling, comprehension, listening, speaking and numeracy skills. 53% of participants have less than a Grade 12 and the average age of participants is 41. 18% work full-time and 24% work part-time. Last year, with Foundations' support 95% of adult learners improved their literacy and/or numeracy skills.

Children's Literacy

Foundations provides one-to-one support to strengthen children's reading strategies. Volunteers are matched with an elementary school student and meet during the day at the school. Each student receives 30 minutes of instruction twice a week for eight weeks with the goal of bringing that student's reading to grade level. Last year 97% of teachers reported improved reading skills for children involved in Spark.

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<u>Training</u>

Foundations provides training to facilitators and volunteers for all our program areas so people can grow literacy skills in their own communities.

Project Overview

Foundations would like to create a customer-focused website using intuitive navigation controls that allows for easy access to information by site visitors. Foundations would like to redesign the current website utilizing the latest technology.

- Creation of a highly useable website using dynamic design and organization that will allow users to easily find information.
- Convey a sense of place and organizational culture consistent with Foundations
- Demonstrate Foundations' commitment to equity, diversity, and inclusion
- Demonstrate Foundations' commitment to high-quality program delivery and volunteer support by increasing measurable self-service options
- Ensure Foundations staff are trained and capable of updating content on the site
- Simplify the way in which we gather & share information through integrations with our platforms this includes integrating Donor Perfect and Constant Contact within the new site for enhanced donor experience and increased administration efficiency

This Request for Proposal (the "RFP") seeks to engage a qualified Proponent to provide the redesign and implementation of Foundations' website.

Scope of Services

The scope of work will involve the necessary services, tools, and resources to complete the project in its entirety. The successful Proponent will provide a completed project with support through all stages of the design, testing, implementation and "go live" process. The home page of the web site will be the

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main landing page with a depth of pages and links to corresponding sites (through templates). The successful Proponent will be expected to offer solutions about hosting the site and will work in partnership with Foundations subject matter experts for website sustainability.

Part B. RFP Process and Submission Instructions

RFP Schedule

Activity	Date
RFP Released	Friday, November 17, 2023
Deadline to Submit Written Questions	Friday December 8, 2023
Proposal Due Date	Noon Friday December 15, 2023
Contract Award	Monday, January 15, 2024
Tentative Project Start Date	Monday, January 22, 2024
Tentative Website Launch	Friday June 28, 2024

RFP Contact Name and Submission Address

Attn: Sheryl Harrow-Yurach, Executive Director

#2-706 Duchess Street, Saskatoon SK S7K 0R3

Tel: 306-652-5448

email: hello@FoundationsLearning.com

Timeline

Foundations requires the scope of work and final report deliverable completed within (five) 5 months of successful vendor selection.

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Proposal Submission

All required copies of the proposal shall be submitted to:
Foundations Learning & Skills Saskatchewan.
Friday, December 15, 2023. No later than noon, Saskatchewan time. Any
proposal received after 12:00 noon December 15 are deemed ineligible.

Proposal Requirements

The proposal should include the following information:

- ☐ Name of the consultant/firm

- ☐ Relevant experience/qualifications (if there will be a project team, the names of all individuals who will be involved in this project and relevant experience/qualifications should be included)

- ☐ References with details of work completed (examples of charitable nonprofits would be welcome)

- ☐ A description of the approach and process (see E) that will be used to complete the website, including a detailed timeline

- ☐ A description of project deliverables

- ☐ A detailed budget for the project including estimated expenses and billing and payment structure

- ☐ Integration process for CRM, payment system, e-marketing tools, and additional APIs

- ☐ Project timeframe and deliverable dates

- ☐ Payment schedule

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Incurred Expenses

Foundations shall not be obligated in any way to the respondent's response to this document. Respondent's costs related to the preparation of a response to the document shall be entirely the responsibility of the respondent. Expenses of any nature incurred by the respondent prior to the signing of an agreement or contract shall be the sole responsibility of the respondent and may not be charged to or claimed from Foundations or its associated entities.

Contract Award

The award of a contract from this RFP is conditional upon the successful respondent entering into an agreement to perform the services and other obligations as required by the RFP. Foundations is under no obligation to award a full contract. Foundations is not obligated to accept the lowest or any of the bids and may seek further responses. Foundations also reserves the right to use multiple vendors to complete this work.

C. Evaluation Process

Each proposal will be reviewed to ensure that all Mandatory Requirements as set forth in the RFP have been met. Proposals that are incomplete or that do not meet all the mandatory requirements as defined by the RFP, will not be given further consideration and will not be eligible for selection, at the sole discretion of Foundations.

The evaluation committee will determine a preliminary score and ranking for each written proposal using weighted evaluation criteria based on the requirements of the RFP. Only proposals that meet Foundations' requirements for evaluated criteria will continue to be considered for selection, at the sole discretion of Foundations.

Foundations may request a proponent to make an in-person presentation of its proposal to Foundations. Where Foundations makes a request to one or more proponents to make a presentation, Foundations may do so without notice to

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any other proponent, and no proponents shall have the right to attend a presentation requested by Foundations, except as Foundations may request.

All proponents who have submitted a proposal will be notified of the outcome of this RFP once the process has closed. Upon completion of the process, any proponent may request a de-briefing session with respect to its proposal.

D. Budget

A project budget of not more than $25,000 has been allocated for all stages of this work.

E. Process Requirements

Requirements – Scope of Work

A redesign of Foundations' Website

- Streamline current design and structure – excess page, duplications of text and messaging
- Ensure compliance with Foundations' branding guidelines
- Home page and up to 60 sub-pages
- Ensure website compatible with CRM, payment system (e-commerce), and e-marketing tools (Donor Perfect & Constant Contact)
- Strengthen program browsing and accessibility at our register page
- Ensure the website acts as a marketing tool for Foundations, providing users with news about projects and events
- Simplify engagement with our stakeholders through integration with our new operational platform, Donor Perfect using their available RESTful APIs[i]

The site navigation should use modern tools/techniques to help guide program participants, volunteers, and community partners to the appropriate information.

- The site should be user-centric and intuitive.

- Each program area will have its own main page to guide program participants and volunteers to specific news and services.

Integrate a calendar feature that includes the ability to view the calendar in either month or by type of program

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Easy to navigate registration process that meets the needs of all four program areas as well as event registration

- Programs, events, workshops, trainings, selection
- Browsing list of selected headings
- Review program details
- FAQ page built into registration page as required
- Highlight upcoming programs and workshops with minimize and maximize content
- Collect registration information
- Possible payment – if related to products or fundraisers
- Confirmation webpage
- Automated emails from constant contact

Ability for individuals to sign up to a mailing list for various communications such as e-notifications and subscription-based newsletters. The email marketing capabilities must be seamless with the website and integrate with e-marketing software.

Ability to post news and blogs to a page or pages on the site. News and blogs should have the ability to be automatically archived in an easily retrievable manner at a predefined time after publishing and scheduled to be published at a future date and time. Headlines should have the option to be displayed on the homepage in an order defined by staff.

Create a dynamic 'Ways To Give' process and pages and demonstrate creative and dynamic ways of acknowledging sponsors and donors

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Incorporate various specific needs of each program area and the community into the overall design

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Grow the use of video content on the website and ensure an ability to embed audio and video in website pages.

The ability to register/count individuals that download reports from our site

Responsive site design.

- Any new website design for this project should be easily viewable from a desktop, tablet, or mobile device of any manufacture. The user experience should be similar across all devices, allowing for differences in device layouts or requirements
- Analytics tracking and reporting must be integrated on the site to allow for website visitor tracking, page tracking, etc.

Deliverables

The vendor shall provide:

- A workplan and timeline
- Development of a site map
- Internal recommendation/Guide Manual for legacy owner maintenance
- Mock-up Design detailing how many revisions are included in the project package
- SEO Optimization Guides to assist in writing web copy for each page
- Final website design
- Go-Live Support

Meeting Sessions

Requirements Gathering Session:

- Marketing
- Communications
- IT
- Subject Matter experts

Mid Review of Mockup Session

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• Marketing • Communications • IT
Final Overview of Mockup Session
Test environment with Internal and External Customers
"Live" review

Questions & Considerations

Detail software requirements to create the website templates
Please detail how "donate" procedures will function

Expected Result

Update design/style to match new theme

- Ensure content/layout has similar structure while maintaining individual site brands
- Modernize website pages with updated content (material to be accurate with refresh)

Improve user experience (decrease bounce rate)

- Mobile first design
- Consistent with themes/mapping throughout all pages
- Ensure ease of navigation
- Ability to update content continuously
- Establish benchmark values and measure to demonstrate improvements in Google rankings and findability on search engines
- Ensure optimization of search engines

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- Recognize Foundations' audiences – program participants, volunteers, donors, sponsors, employees, prospective employees, and community partners
- Goal to maintain, enhance and promote Foundations' reputation of excellence - to all audiences
- Deliver clear, concise, complete, and correct information (content)
- Information and program highlights through subject prioritization
- Video showcasing ie. Community investment

Company Qualifications

Detail the general qualifications of the business. Include the number of years in business, and all specific qualifications as it applies to the Scope of Services in this RFP. Include the geographic location of the business.

Proponents to provide three (3) detailed examples of similar projects (to the scope of work of this RFP) successfully completed in the previous three (3) years. (Provide web links)

Proponents to detail experience with educational or nonprofit industry projects.

Value-Add Options

Content writing

Copywriting

Editing

Videography

Other: please provide details

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Ownership of Materials

Any information provided by Foundations in this RFP or in subsequent verbal or written communications shall be considered confidential and for express use in the preparation of this proposal. All proposals submitted become the property of the Foundations. They will be received and held in confidence by the agency. All data collected and all resulting reports and publications prepared by the successful bidder will be the exclusive property of Foundations. The consultant/firm will be appropriately credited on any resulting publications or presentations.

Payment of Fees

The fees for the respondent will be paid as follows:

- 30% of the quoted fees on acceptance of the proposed work plan
- 50% of the quoted fees post meeting session
- 20% of the quoted fees upon completion of work

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i i **API INFO**

www.donorperfect.com/API-Overview

Links to both DonorPerfect API User Manual and to the SafeSave documentation. The DonorPerfect API is used for communicating with DonorPerfect for tasks like finding and creating donors and gifts, and the SafeSave API is used to communicate with payment gateway for processing financial transactions. https://uploads.softerware.com/doclib/DP/Manuals/DPO_SUP_Manual_XML_API_ Documentation.pdf

The link to SafeSave payment processing documentation: https://secure.safesavegateway.com/gw/merchants/resources/integration/integratio n_portal.php#integration_overview

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