



REQUEST FOR PROPOSAL:
Website Redesign and Development
For the Sustainable Business Network of
Greater Philadelphia



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Background Information

The Sustainable Business Network of Greater Philadelphia (SBN) is a community of local independent businesses that demonstrates the degree to which businesses can build profitable enterprises while serving community needs and protecting the environment. SBN's mission is to build a just, green, and thriving economy in the Greater Philadelphia region. Since 2001, SBN has been the region's leading advocacy and membership organization for businesses committed to improving their environmental and social impact as well as their profitability.

SBN offers a variety of programming to our members and the broader local business community throughout the year:

- We connect members with each other, as well as decision makers, to exchange learnings and best practices, bond over commonalities, and share ideas for how policies and processes could better support local businesses to grow and thrive.
- We promote our members within and outside of our network, as well as the strengths of a local economy and triple bottom line practices.
- SBN advocates on members' behalf throughout the year to ensure that small, locally-owned, and environmentally- and socially-minded businesses are fully supported to start, grow, and thrive.

Statement of Purpose

Because SBN is a membership and advocacy organization, a visually engaging, user-friendly, and content-rich website that is fully integrated with high-capacity high-functioning membership management software is integral to our success. These interacting technological tools will allow us to better showcase and promote our work and our members; better automate certain core functions, saving staff time, and increasing predictability and consistency; better manage membership and sponsorship relationships and benefits; improve reporting functionality. As such, SBN is seeking a consultant, or team of consultants, to audit and refactor Salesforce; redesign SBN's website; and fully integrate SBN's website with the refactored Salesforce.



Scope of Work

SBN is seeking a consultant, or team of consultants, to audit and refactor Salesforce; redesign SBN's website (www.sbnphiladelphia.org); and fully integrate SBN's website with the refactored Salesforce.

- Audit and refactoring of Salesforce:
 - Audit how SBN currently uses Salesforce
 - Engage with staff on how SBN wants to (and needs to) use Salesforce
 - Refactor based on the recommendations from the audit and discovery with staff

- Redesign SBN's website:
 - SBN has drafted a minimum viable product for what a high-impact, user-friendly, brand-aligned redesign of SBN's current website would include. A few items from that MVP include, but are not limited to:
 - a member-only portal with functional login capacity,
 - the ability for new members to join and current members to renew through the website,
 - the ability for members and potential members to register for events,
 - a strong analytics function

- Integration of Salesforce with redesigned website:
 - Fully integrate website with Salesforce as well as our payment systems and event registration

- Other related tasks, likely including, but not limited to:
 - Project management
 - Information design
 - Visual design
 - Search Engine Optimization
 - Front and back-end development
 - Mobile device optimization
 - Testing and quality assurance
 - Software training



Timeline

Issue Date	September 25, 2017
Q+A Call (by request)	October 12, 2017
Responses Due	October 27, 2017
Final Decision	November 3, 2017
Kick-Off Meeting	November 8, 2017
Deliverable deadline	May 1, 2018
Contact	bradford@sbnphiladelphia.org

SBN's Principal Points of Contact

- Project lead: Bradford Bucknum, Communications, Senior Associate
- Membership-related functionality: Wendy Metzgar, Member Services Manager
- Account management: Brandon Woods, Operations Associate
- Oversight and final approval: Anna Shipp, Executive Director

Budget

- SBN's budget for this project is \$50,000
- SBN expects consultant, or team of consultants, to work with SBN to prioritize the project objectives in order to maximize the budget.
- SBN has a separate budget allocated for website hosting, security, as well ongoing support and maintenance

Example Sites

Inspiration
http://www.localfirstaz.com/
https://www.usgbc.org/
https://www.npca.org/
http://www.buildon.org/
http://asbcouncil.org/

Competitive Set
http://chamberphl.com/
https://www.dvgbc.org/
http://aachamber.org/
https://www.cccbi.org/



Selection Criteria

- Generally speaking, SBN will evaluate proposals based on:
 - The team's demonstrated experience with similarly-complex projects,
 - The team's demonstrated ability to complete projects within the timeline and budget agreed upon, and
 - The team's references
- More specifically, SBN will be evaluating the team's:
 - Technical expertise: Previous technical experience in building interactive, responsive sites
 - Communication and autonomy: Ability to lead and manage project independently yet maintain collaboration by involving SBN's team, and to meet established timelines without monitoring/prompting
 - Flexibility: Ability to adapt when needed to unforeseen project changes
 - Vision: Creativity and design sense, as well as commitment to provide ideas for project based on expertise in the field
 - User interface design: Ability to create user-centered design, making the various users' experience as seamless as possible
- SBN has a strong commitment to hiring local, independent firms, as well as firms that are aligned with our mission.

Proposal Requirements

Proposals should be emailed in .PDF format to Bradford Bucknum, Communications at bradford@sbnphiladelphia.org by 5:00 pm on October 27, 2017.

The submission should include:

- Information about your company(ies) and why you are uniquely qualified for this project
- Your proposed work plan for the scope of services outlined, including the expected finish date for each task or deliverable
- A task-based project budget indicating estimated costs for carrying out the proposed work, including personnel, travel, and other necessary expenses



- A list of the names, titles, and roles of the key individuals who will contribute to the project
- Resumes of key individuals associated with the proposed project
- A summary and samples of the consultant’s work on similar projects
- A summary of the amount of support and consultation that will be needed for website upkeep following launch, and how much, if any, is included
- A minimum of three references with contact information (phone and email) for which the team has provided similar services to those specified in the RFP