Center for Responsible Lending

responsiblelending.org
Website Redesign Request for Proposals

Distributed by:
Center for Responsible Lending
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Washington, DC 20006

Issue Date: 03/21/2022
RFP Response Due Date and Time: 4/4/2022 by 4:00 p.m. EST

RFP Submission Method: Deliver responses on this Word document as an attachment via email. Send to Eric White, Digital Communications Manager, at **eric.white@responsiblelending.org**

About the Center for Responsible Lending

The Center for Responsible Lending (CRL) works to ensure a fair, inclusive financial marketplace that creates opportunities for all credit-worthy borrowers, regardless of their income, because too many hard-working people are deceived by dishonest and harmful practices.

CRL's work focuses on those who may be marginalized or underserved by the existing financial marketplace, or in many cases, people who are targeted for unfair and abusive financial products that leave them worse off. This includes people of color, women, rural residents and low-wealth families and communities.

Our work grows directly from our affiliation with Self-Help, our founder and one of the nation's largest nonprofit community development lenders. For nearly 40 years, Self-Help has worked to create ownership and economic opportunity in underserved communities through responsible loans and financial services.

Description

To update responsiblelending.org with a modern, mobile-responsive design that tells our story/impact while increasing access to our research and policy priorities.

Project Goals

1. Refresh responsiblelending.org with a modern, clean appearance appropriate to a nonprofit advocacy organization.

2. Enhance usability of responsiblelending.org; increase traffic and engagement.

3. Continue to use the Drupal platform.

What is Success

- An engaging and dynamic website that tells our story through our research and policy objectives across a spectrum of screen sizes

- Increased traffic and engagement

- Greater visibility of donation possibilities to support fundraising

- A website that is adaptable to future needs

Focus Areas

- Refresh of overall template, enhance mobile responsiveness

- An expanded About Us section that clearly states the CRL mission and impact of our work

- Expanded media center
  - Divided by subject/coverage area
  - Subscription option for reporters

Response 1: Vendor Contact Information

Question Details

Please indicate name, address, phone, and best time to contact, fax number, email address, and any other appropriate information concerning how to contact your company in regards to the information contained in this document.

Provide similar contact information for any additional persons within your organization, as appropriate, if they are to be contacted in reference to questions about specific topics or areas of the RFP.

Include similar contact information for other vendors (i.e., if you have included a product or component that is provided and/or supported by another vendor), as appropriate.

Please provide guidelines so that CRL can determine which party to contact (based on the type of question, the specific product or products, and/or the specific portion of the RFP) for questions concerning responses to this RFP.

Vendor Response

Response 2: Describe similar projects that you have completed and your experience working with nonprofits and advocacy associations.

Vendor Response

Response 3: Describe the development and change management methods you use (e.g., agile, waterfall, etc.).

Vendor Response

Response 4: With the solution your company is proposing, describe how you will ensure that the product delivered meets or exceeds industry standards for similar websites?

Vendor Response

Vendor Proposal Requirements

The proposal should address the following main areas:

1. Company background and history, including diversity of ownership/project team leads.
2. Do you maintain formal management policies pertaining to development and quality assurance reviews?
3. Detail your proposed solution for meeting the project goals outlined above, including your implementation plan and methodology to meet CRL's desired goals. Be sure to specifically address all items listed in the "Focus Areas" section.
4. Outline pricing for the proposed solution. When considering the requirements in your pricing breakdown, if there are any specific focus areas that would add significantly to the overall cost of implementing the project, please break out pricing for those item(s) separately.
5. Describe your company's expertise and directly relevant experience applicable to this RFP.
6. State how you differ from your competitors.
7. Please provide references of multiple clients that have similar requirements and/or in similar industries.