



RFP for the National Association of Women Business Owners - Buffalo Niagara (NAWBO)

Website Maintenance

September 10, 2021 – August 31, 2022

NAWBO Buffalo-Niagara, is a servant leadership organization which propels women entrepreneurs into economic, social and political spheres of power worldwide by strengthening the wealth-creating capacity of its members and promoting economic development within the entrepreneurial community; creating innovative and effective change in the business culture; building strategic alliances, coalitions, and affiliations; and transforming public policy and influencing opinion makers.

NAWBO Buffalo Niagara is requesting a company to maintain the NAWBO website.

- All questions must be submitted by 5:00 EDT August 30, 2021
- All answers to questions will be posted by 5:00 EDT September 1, 2021
- Proposals must be submitted by 5:00 EST September 6, 2021
 - If possible, please include an option for sponsorship in lieu of payment (partial or in full)
- The winner will be notified on or before September 10, 2021

NAWBO Buffalo Niagara chapter has been on a steady increase in membership, recognition, membership benefits, fresh initiatives and overall recognition and value at the local and national levels. NAWBO Buffalo Niagara is seeking a brand refresh to encapsulate the new attitude and value and set the stage for the coming years.

RFP Type: Website Maintenance

Expectations:

Request for proposal from vendors to provide website maintenance services for its local chapter to ensure easy communication and collaboration with various NAWBO chapter, task force, and committee needs, including online registration for chapter events and updating of chapter website including events, members, and other information.



The purpose for seeking these services is to showcase the brand, improve member services, provide increased web presence, improve member communications, and allow registration for events.

The selected vendor will be offered a one-year contract. The contract will begin September 10, 2021 and end on August 31, 2022.

This solicitation does not commit NAWBO to award a contract, to pay any costs incurred in preparation of a proposal, nor to procure any services that may be offered.

Skills required of vendor:

- Understanding of UI/UX to ensure a good experience for users
- Ability to manage hosting on platform registered to NAWBO Buffalo Niagara (most likely GoDaddy)
- Knowledge of SEO best practices and how to implement
- Good communication skills
- Creative and responsive

Vendor will work with NAWBO Buffalo Niagara leadership to establish website goals and gain approval for final site. NAWBO brand guidelines will be provided.

Ongoing update tasks required of vendor:

Monthly

- Update homepage with text/photos/video
- Update events, press releases

Annually

- Listing of Board of Directors, Executive Board and Committee Chairs, including photo updates
- Message from the President
- Update sponsor/partner logos

On-going

- Update NAWBO and Community events
- Create graphics for events posts, press releases
- Update content for relevancy
- Update press releases
- Keep member listing current as new members join or leave

Requirements for All Bidders

Bidders must list at least two (2) projects that are substantially similar to this project as part of their response, including references for each.



Proposals must be signed by a representative who is authorized to commit bidder's company.

If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.

Evaluation Factors

1. NAWBO Buffalo Niagara will rate proposals based on the following factors, with cost being the most important factor:

- a. Responsiveness to the requirements set forth in this Request for Proposal
- b. Relevant past performance/experience
- c. Cost
- d. Technical expertise/experience of bidder and bidder's staff

Winner is selected by board vote which shall be final and conclusive. Preference will be given to NAWBO Premier Members in good standing, followed by NAWBO Basic Members in good standing and then non-NAWBO members.

Submissions Must Be Provided by the Deadline as Follows:

Electronically, in PDF format only, to:

Andrea Schillaci
Chapter President
as@hurwitzfine.com

Jeanne Hellert
Chapter Administrator
info@nawbowny.org