



## **RFP for the National Association of Women Business Owners – Buffalo Niagara (NAWBO) Website Maintenance, Updating, Graphics**

September 1, 2018 to September 1, 2020

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NAWBO Buffalo-Niagara, one of the fastest growing chapter out of the 58 chapters nationwide, 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's is requesting a company to host the NAWBO website.

- All questions must be submitted by 5:00 EST August 3<sup>rd</sup>, 2018
- All answers to questions will be posted by 5:00 EST August 7<sup>th</sup>, 2018
- Proposals must be submitted by 5:00 EST August 17, 2018
  - *If possible please include an option for sponsorship in lieu of payment (partial or in full)*
- The winner will be notified on or before August 23, 2018

### **RFP Type: Website maintenance/updating/graphics**

#### **Expectations:**

Request of proposal from vendors to provide website maintenance/updating/graphic services for its local chapter website to ensure easy communication and collaboration with various NAWBO committee needs.

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

The selected vendor will be offered a two-year contract. The contract will begin September 1, 2018 and end on September 1, 2020

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:**

- Have a working knowledge of Wordpress - version updates, editing content, setting general styles, uploading and integrating media (image, PDF and video)

**Design and layout skills**

- Strong layout skills to ensure a cohesive look across all pages that reflect the NAWBO brand and
- Ability to create compelling slider graphics. Slides for 2018-19 year & 2019-20 year will be provided by Communications Committee chair.
- Ability to integrate images and graphics that enhance the site
- Ability to create graphics in PhotoShop, export for web usage

Vendor will work solely with communications committee to achieve consistent graphic look between website and current chapter materials. NAWBO brand guidelines will be provided.

**Tasks required of vendor:**

**Monthly**

- Update homepage with text/photos/video
- Update calendar of events

**Annually**

- Listing of Board of Directors, Executive Board and Committee Chairs, including photo updates
- Message from the President

**On-going**

- Update partner logos
- Update NAWBO and Community events
- Update slider images, create new slider graphics for 2019/2020 year
- Create graphics for events posts, press releases
- Update press releases

### **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. Preferences go to NAWBO Premier Members in good standing, followed by NAWBO Introductory Members in good standing.

Submissions Must Be Provided by the Deadline as Follows:

Electronically, in PDF format only, to:

Christine Howard  
Chapter President  
christine@ebhoward.com

Jeanne Hellert  
Chapter Administrator  
info@nawbowny.org  
Marcia Brogan  
Chapter President  
mbrogan@niagaranational.com