



REQUEST FOR PROPOSALS: AVLF Website Design & Development Project

The [Atlanta Volunteer Lawyers Foundation \(AVLF\)](#) is a nonprofit whose mission is to create safe and stable homes and families by inspiring the fight for equal justice. It's **AVLF's 45th Anniversary** and we are preparing for a next-generation website that will be innovative, impactful and inspires action. We are able to advance our mission with the support of hundreds of volunteer attorneys, law firms and other supporters. This includes providing hard-hitting, pro bono legal counsel and representation to those facing eviction or experiencing intimate partner abuse. We expect our new site to help us serve more clients as well as attract more top talent, volunteers, donors and partners.

Qualifications and Scope of Work:

AVLF is looking to partner with an agency with significant digital capabilities in website design and development to create a streamlined and customized digital experience. It is important that the agency be familiar with the unique needs of nonprofits to apply. A commitment to the values of diversity, equity, inclusion, accessibility, belonging and justice are a must – particularly as it relates to our mission and the communities we serve. The selected agency will be responsible for:

- Discovery & Assessment
- Digital Strategy
- Project Management & Facilitation
- Content Curation
- Design & Development
- Innovation (AI, plug-ins, etc.)
- Security & Testing
- Reporting
- Launch

Audience:

We receive a wide variety of visitors to our website, including:

Clients Volunteers/Partners Donors/Grantors Talent Legal Community Media and more!

Proposal Submission:

Interested parties should submit a proposal that includes:

- a statement of qualifications (no more than 500 words)
- proposed methodology (no more than 2 pages)
- and a detailed quote of associated costs -- professional fees, expenses, licensing costs, etc. (1 page)
- client references (min. of 3)
- 3 client case studies OR at least 3 examples of websites your agency has produced, end-to-end (links)

Please email pdfs of your attachments. Files must be below 10MB in size. If larger, please include a Dropbox or Google Drive link. Proposals should be submitted via email to **Nicole Irvine by July 16, 2024 at 5:00 PM EST.**

For more information about AVLF, please visit our website at www.avlf.org. We look forward to your proposals and to embarking on this strategic journey together!

Updated Timeline:

- RFP Release Date: June 25, 2024
- Submission Deadline: July 16, 2024
- Interview Finalists: July 22, 2024 – July 25, 2024
- Announce Finalist: July 29, 2024
- Start Date: August 5, 2024

FAQs: See accompanying attachment