



AVLF RFP: Website Design & Development Project FAQs | June 7, 2024

About the RFP Process

How did you hear about our organization?

Your organization was among a list referred by associates of the Atlanta Volunteer Lawyers Foundation (AVLF).

How many vendors received this RFP?

There is no determinate number of vendors as this was an open RFP that was also posted on our website.

Did you send this to any companies you are working with or have worked with?

Yes.

What is the process for this RFP? Finalists? If so, how many?

The next steps in the RFP process include:

- **Submission Deadline:** July 16 | 11:59 PM
- **Finalist Stage (Interviews):** Week of July 22, 2024*
- **Vendor Announced:** July 29, 2024
- **Project Start:** August 5, 2024
- **Project Completion:** November/December 2024

*There will be up to three (3) finalists selected.

What are you looking for in a partner?

We are seeking a vendor experienced in producing dynamic website projects for organizations of our size and type (nonprofit). This includes delivering comprehensive support for the next generation of our website (e.g., brand, content development, site experience and more). We are also interested in a partner who supports our mission: **To create safe and stable homes and families by inspiring the fight for equal justice.**

Our targeted audience for our website includes: **Donors/Sponsors, Volunteers, Strategic Partners (e.g., Law Firms), HR Talent, Clients and more.**

What is the budget range for this project?

We will present the budget during the Finalist stage of the process.

Does AVLF have a required completion date for this project?

November/December 2024

About the Content Management

Please provide a list of potential languages beyond Spanish that should be considered for translation.

Only the Spanish language option is being considered at this time.

Does AVLF have current Brand Guidelines? Or should updates be included in the project scope?

Yes, AVLF would like to update our AVLF Brand Guidelines and have that included in the project scope.

Regarding imagery, video and other digital assets, will AVLF have a library to leverage or do we need to consider custom photography and/or stock imagery?

Yes, AVLF will supply the vendor with visual content. However, we would also like the vendor to use stock imagery.

Will the selected agency be responsible for writing original content or editing content provided by AVLF?

Yes, the vendor will be responsible for editing content from the current site as well as drafting some original content in collaboration with our AVLF subject matter experts.

About the Technology

Can you provide more information about what you mean by Salesforce integration? What do you envision when you say you want Classy and Salesforce to be more integrative with the new website?

Currently, Salesforce and Classy are not integrated with our website. We would like the selected vendor to perform an audit of our current site to present the possibilities – if it is practical, easy to use and maintain. However, it is not a requirement of this project to integrate Salesforce and Classy to our future website.

Current State: Our fundraising campaigns redirect links to a page hosted by Classy. And no links on the website feed into Salesforce. We do, however, have forms that are linked to (or embedded) on web pages, but those are Form Assembly – which also isn't an integration, just a link or embed code on an AVLF page.

Will the new AVLF site include any kind of e-commerce section?

Yes, we would like the new website to connect to our Classy fundraising platform – to make it easy for donors to transact financial gifts through the website at multiple points.

Current State: Our website does not integrate with Classy – instead, it gives an embed code for the dedicated page (see link below to WordPress help page regarding Classy).

Is a plugin currently being used to integrate with Classy? If so, which one?

Yes: <https://support.classy.org/s/article/add-an-embedded-donation-form-to-wordpress>

You mention that AVLF's Development roll section, for example, needs to be more automated. Is there any additional information you can provide about this request?

While this is not currently a requirement of the website design and development project, we are interested in exploring what best practices other nonprofit organizations employ.

Is AVLF able to provide any of its website performance metrics from the past 12 months?

Yes. This will be shared with vendors selected during the Finalists' stage.

Can you provide specific challenges with the code and what has been difficult to update and maintain?

There are some codes that have been configured on the back-end of the site that are inconsistent and unstable. We are not seeking to update/maintain these type of codes with the new site. Instead, we'd like a fresh start with simple, easy-to-use coding for day-to-day maintenance.

Current State: For example, when we embed a form on the website, we need to tweak for formatting and display purposes.

Will the new AVLF site require any kind of client portal or login area?

Yes, we would like to explore that option for our volunteers, clients and donors.

Current State: As far as our clients and volunteers go, ALL data needs to filter into Salesforce. Golden is our volunteer management tool. Volunteers log in for sign-ups, so there is no need for any "portal" on the current AVLF website aside from a link to Golden's pages (which are codes that just get embedded on a page).

Will the two AVLF-associated websites need to be redesigned and optimized? It appears both are content-focused and has no custom functionality. The “Saturday Lawyer Program,” for example, has a password-protected area where I'm not able to see what is displaying. Or are we just including them in the site navigation to link back out to them?

Our two, independent AVLF-associated websites are in partnership with other organizations. We are looking to the selected vendor for the best course of action for maintaining them – whether that means having dedicated pages for them on the main website or a link to their respective websites.

Our main AVLF website should be informational yet inspire action in the form of volunteerism, donations and engagement. The AVLF-associated sites are client-centric – a resource used by those impacted by intimidated partner abuse [Safe Families Office](#) and for helping those facing wrongful evictions and other legal matters [Saturday Lawyer Program](#).

Does AVLF have a lead-scoring model in place or should the scope include development of one?

No, the scope should include the development of a lead-scoring model.

- **Is there a sitemap already developed/agreed upon for the new site or should the scope include development of a new one?**

No, a new sitemap will need to be a part of the scope of this project.

Can AVLF share a list of competitors or other sites that they like aspects of or would hope to create something similar?

Yes, these will be shared during the Finalists' stage.