



ATLANTA VOLUNTEER LAWYERS FOUNDATION (AVLF)

235 PEACHTREE ST NE | ATLANTA, GA 30303 | WWW.AVLF.ORG

AVLF WEBSITE DESIGN & DEVELOPMENT PROJECT

RFP Description:	Seeking an agency experienced in website design and development to help us relaunch our Atlanta Volunteer Lawyers Foundation (AVLF) website (www.avlf.org).
RFP Program Leader:	Araba O. Dowell, AVLF Director of Marketing & Communications
RFP Coordinator:	All communications regarding this RFP must be directed to Nicole Irvine , nirvine@avlf.org .
Proposal Submission Format:	Proposals can be made from May 24, 2024 to June 14, 2024 . Email pdfs of your attachments to Nicole Irvine , nirvine@avlf.org . Files must be below 10MB in size. If larger, please include a Dropbox or Google Drive link. Please use email subject: RFP: AVLF Website Design & Development
RFP Release Date:	May 24, 2024
Q&A Submission Period:	June 3-6, 2024 (Responses posted June 7)
Proposal Submission Deadline:	June 14, 2024 at 11:59 PM EST
Finalist Interviews:	Week of June 24, 2024
Vendor Announced:	July 1, 2024
Anticipated Start Date:	Week of July 8, 2024

Background

Our Work

The **Atlanta Volunteer Lawyers Foundation (AVLF)** is a 501(c)(3) non-profit organization and the largest provider of pro bono legal services in Atlanta. We leverage the collective power and resources of our professional community to advocate for our clients during their time of greatest need. Every year, more than 5,000 Atlantans receive free, first-rate legal services from our staff and the 500 professionals and students who volunteer with us.

We serve survivors of intimate partner abuse, children in high-conflict custody disputes, tenants in disputes with their landlords, employees denied their wages, and people who have recently lost a family member. Over the years, we've evolved into a nimble and mobile organization, with staff in centrally-located offices and deeply embedded in Atlanta's underserved communities.

Project Overview

Project Background

AVLF's website www.avlf.org is a vital component for the organization's engagement efforts and a platform to elevate organizational brand, reputation and communication strategies. AVLF is seeking a formal estimate for the re-design development and deployment of our website. We seek a strategic partner with a creative and technical team that will quickly grasp our brand, values, culture, community impact and strategic directions.

This project will deliver a new and future-focused digital strategy and web presence that elevates the organization and reflects best practices in design, content strategy, user experience, usability, accessibility, and technical implementation. AVLF is looking for an experienced agency who has demonstrated experience with managing complex website projects and expertise with best practices for nonprofits seeking to engage clients, volunteers, and donors.

Project Goals and Objectives

AVLF's website is a key element in the university's marketing and communications efforts and is an important vehicle for delivering information to external and internal audiences and key stakeholders. It is a donor engagement, recruitment of volunteers, fundraising and storytelling platform for the organization.

AVLF is looking to partner with an agency with significant digital capabilities to create a streamlined and customized digital experience for prospective clients, donors, and volunteers.

All project requirements and specifications support the project's core objectives:

1. A site that highlights AVLF's brand strengths, qualities and values
2. A site that targets prospective clients, donors, volunteers and their families.
3. An information architecture that organizes content in an efficient and logical manner for primary target audiences.
4. Incorporate SEO best practices to improve site visibility.
5. A site with a more modular, flexible visual design that is fully functional and responsive in design for display across many screen sizes and devices.
6. An environment that is robust, yet flexible enough to continue to grow and evolve with our web presence. Ideally, we hope to easily reskin the site over several years while retaining an underlying platform and architecture allowing for long-term evolution.
7. Evaluation of our current website governance and site management, site support, hosting and recommendations to support our new website strategy.

Current Website

AVLF has had its current website for many years and we are seeking an agency partner to help us reimagine and refresh our marketing platform through:

- **Performing Assessments.** Current site has complex coding that needs to be simplified and easy to manage. We aim to improve our website's operating system, plug-ins, content (visual and written).
- **Mitigating Risks.** Work with our IT team to create a secure website – with minimal security risks. We would like to fortify our site with the most dynamic, scalable -- yet cost-effective technology.
- **Curating Engaging Content.** Current site is heavy with written content. Need to promote our people, services and impact in a way that's simple – yet inspires, informs and ignites support. Greater emphasis on visual storytelling (photos, videos) and interactive features. Concise, yet compelling, messaging is key.
- **Strengthening Integration.** There are two AVLF-associated websites that need to be configured into AVLF's main website (avlf.org) for centralized management. This includes our Saturday Lawyer Program (SaturdayLawyer.org) and Safe Families Office (www.safefamiliesoffice.org).
- **Fundraising-Friendly Pages.** Classy is the service for our current site (integrates with Salesforce). This needs to be simplified, more integrative and easy-to-maintain. Our Development roll section, for example, needs to be more automated – currently keeping this updated is a time-consuming manual process.
- **Brand Compliance.** Various pages of our website have different looks and feels. Need brand congruency and consistency throughout the website.

Project Deliverables

The primary objectives and goals of the website redesign are listed below. AVLF is open to all recommendations for innovative design techniques and modern technologies that will provide a best in-class digital experience.

Discovery, Strategy, User Experience, and Information Architecture

1. Project discovery and research including onsite client workshops, stakeholder group sessions, as well as open sessions for internal staff.
2. Deep dive into Google Analytics for current website to inform redesign project.
3. Review of provided brand documents.
4. Web survey(s) for primary audience.
5. Web strategy brief, including development of website personas.
6. Creative brief
7. Proposed information architecture, user experience and content strategy.
8. Review of current website governance, site management and staffing and provide a brief with recommendations for any changes for current website management and support.
9. Vendor shall address how a code repository, development or staging site and production website workflow will be used for maintaining and tracking changes to the website's code base.
10. Post-website launch support, maintenance, and ongoing site development proposal. This should include recommendations and a menu of options and pricing for ongoing website support, maintenance, and ongoing development options or packages, e.g., bulk purchase of hours (pre-paid), pay-as-you-go or per-hour pricing (time and materials). Vendor should detail any warranty of code or bug fixes that are identified post-launch.

Design/Build

1. Vendor will propose a process for automating/easing content migration.
2. Design renderings for page layouts (specific decisions to be determined in site strategy), homepage, audience gateways, department landing, lower level, news landing, news story page, news index, search index/results, annual reports, financial and tax information, social media integration, events page. As noted in this document, the organization is interested in a flexible, modular or component design framework. We are also interested in the development of a robust pattern library for the site.
3. Native integration of APIs (e.g., social channels: YouTube, Twitter, Facebook, Instagram and additional channels). We primarily use YouTube and Instagram for videos. We want to be able to control the thumbnail image that is used.
4. Graphic elements.
5. Technical implementation
6. Details and assistance with the development of CMS editorial workflows, approval of workflows and site permissions.

7. Site style guide – this should live on the AVLF website or is provided directly to AVLF. It would include a pattern library, typography, various column layouts and cover all design and style options.
8. Recommendations regarding third party events calendar and location map.
9. Recommendations on implementing a multilingual website.

General

1. Vendor will help specify and provide recommendations, including content delivery network, technical set-up, storage, RAM, sFTP, etc.
2. Our visitors must be able to access the site from a wide variety of devices and be designed to automatically detect the screen resolution of any device and respond with a view ensuring the visitor will have an optimized experience no matter what device they are using.
3. Findability (search) is critical to AVLF and the site must be built with SEO best practices in place. Search engine friendly URLs, canonical URLs, page title, description H-tags, semantic markup and the like are required. The CMS backend needs to make SEO easy for content editors by requiring fields important to SEO are completed.
4. Redirect strategy is to be included. Ability to manage all URL redirects through a single website direct module. This includes the ability to redirect documents to webpages or other documents.
5. Review of current website governance, site management and staffing and provide a brief with recommendations for any changes for current website management and support.
Recommendations on website governance and workflow integration.
6. Training documentation for content editors.
7. Content models
8. Wireframes
9. Front-end development
10. Implementation
11. QA testing
12. Other recommended and future-focused integration features

Instructions to Vendors

AVLF is seeking a detailed website proposal, budget and timeline that accounts for all work in accordance with the project objectives. Please include:

1. General description of the firm, including number of years in business and overall experience in interactive web design and development, particularly in nonprofits working on projects similar in scope.
2. Detail the firm's experience with project discovery and research, persona development, digital strategy, user experience, information architecture, mobile and responsive web design, usability testing, website accessibility (WCAG 2.1 and WCAG 2.0 Level A & AA compliance), SEO, content strategy and digital marketing.
3. A list of web content management systems the firm has direct experience implementing and providing ongoing maintenance, support, and development.
4. A list of all individuals and roles who will be assigned to work directly on the project along with their bios and a link to their LinkedIn profile.
5. Case studies with URLs linking to examples of relevant work that is similar in scope to AVLF's project.

6. A project plan that describes the agency's approach, methodology, and includes timelines as well as the agency's commitment to culture and ADEI.
7. A minimum of three references that AVLF will contact about the firm's work that is similar in scope to this project.
8. Pricing for the project including a breakdown by major elements or milestones (e.g. project management, discovery, strategy, UE, IA, design, build, hosting recommendations brief, content migration support, QA, usability testing and post development); a total project cost, any incidental expenses that would be charged to AVLF and an applicable hourly rate for additional time and materials work that may result from a scope expansion or other unanticipated work.
9. AVLF is interested in working with a long-term strategic partner after site delivery. Vendor should include recommendations and a menu of options and pricing for ongoing website support, maintenance and development options or packages, e.g., bulk purchase of hours (pre-paid), pay as you go or per hour pricing (time and materials). The organization is interested in vendor recommendations for how much budget we should allocate toward ongoing maintenance and support for a website similar in size or scope.
10. Vendor should detail any warranty of code or bug fixes the are identified post-launch.

AVLF anticipates retaining a single vendor to perform the entirety of the scope of work. However, we reserve the right to make multiple awards, e.g., selecting one firm for project discovery, strategy, user experience and information architecture and a second for design/build or to make no award.

Other

1. Questions Regarding the RFP

- a. Questions regarding the RFP may be addressed in writing to **Nicole Irvine at nirvine@avlf.org**.
- b. A bidder who believes that one or more of the RFP's requirements is onerous or unfair, or unnecessarily precludes less costly or alternative solutions, may submit a written request that the RFP be changed. The request must set forth the recommended change and reason for proposing the change.

2. Confidentiality and Publicity

The Vendor will retain all information provided by AVLF in the strictest confidence and will neither use it nor disclose it to anyone other than employees requiring the information to perform services under this agreement without the prior written consent of AVLF. AVLF retains the right to enjoin any unauthorized disclosure in an appropriate court of law. The Vendor will not issue any public announcements concerning AVLF without the prior written consent of AVLF.

3. License

In those instances where required, the Vendor represents and warrants that the Vendor holds a license, permit or special license to perform the services pursuant to this agreement, as required by law, or employs or works under the general supervision of the holder of such license, permit or special license and shall keep and maintain all such licenses, permits or special licenses in good standing and in full force and effect at all times while the Vendor is performing the services pursuant to the agreement.