



## Request for Proposal for Website Redesign and Build for LHOB.org

Company Name: Lighthouse of Broward

Websites URL: <https://www.lhob.org>

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Date: 05/14/2021

### **Introduction**

The Lighthouse of Broward is seeking proposals for our website redesign at [www.lhob.org](http://www.lhob.org). We are a non-profit 501(c)3 serving people who are blind or visually impaired in Broward County. Our current website is quite old and we are looking to create a modern and inviting site that is easy to use and understand, and will attract more clients as well as donors.

You are invited as a vendor to respond to this request and we would like you to submit a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.



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## Request for Proposal for Website Redesign and Build for LHOB.org

### **1. COMPANY BACKGROUND**

The Lighthouse of Broward (LHOB) was formed in 1973 to provide the leadership, services, advocacy, and resources necessary to enhance the lives of people who are blind or visually impaired in Broward County and empower them to live independent, healthy, employed, and fulfilling lives. LHOB is the only nationally accredited, full-service educational, health, and rehabilitation agency for blind/visually impaired individuals in Broward County. We serve more than 2,550 babies, children, teens, working-age adults, and seniors annually.

Our specialized services are provided by nationally certified professionals trained to teach and provide case management support to children and adults who are blind or visually impaired. Services are provided across all socio-demographic sectors, at no charge. We utilize a curriculum based on national best practices and over 60 years of research on teaching people who are blind to be self-sufficient.

### **2. BUDGET**

We are budgeting approximately \$8,000 – \$12,000 for this website. When constructing the budget, please list the website itself, social media integration, digital marketing, and any other components as separate line items.

### **3. TIMELINE**

- RFP Release Date: ***May 14, 2021 by 5pm EST***
- Submit questions by: ***June 1, 2021 by 5pm EST***
- Answers provided by: ***June 3, 2021 by 5pm EST***
- Intent to apply letter by: ***May 21, 2021 by 5pm EST***
- Response Deadline: ***June 15, 2021 by 5pm EST***
- Vendor Selection: ***Vendors will be notified by June 22, 2021 by 5pm EST***
- Desired Launch Goal Date: ***October 1, 2021***

### **4. CURRENT CHALLENGES**

The following are our current challenges we hope to overcome with a new website.

- Unattractive, dated layout
- Not responsive/mobile friendly
- Infrequent updates/new content
- Lack of Integration of social media
- Lack of client engagement/interaction
- Calls to Actions are not converting
- Need more targeted use of SEO
- Too many pages, clumsy navigation

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### **5. GOALS**

*This project will be successful if our new site includes...*

1. **Accessibility** – Website **MUST** comply with all WCAG 2.1 Compliance Level AA
2. **Modern, usable look and feel** – effective and current source of information
3. **Modern features** - including social media integration and user interaction
4. **Increased traffic**

### **6. AUDIENCE**

*Our target audiences are listed below:*

- Clients or prospective clients who are blind or visually impaired and their friends / family members
- Donors, supporters, and volunteers
- Rehabilitation and medical physicians and professionals
- Other local, state, and federal agencies

*What goes into an online conversion?*

- Donation
- Social media share
- Newsletter signup
- Contact form submission

*What is the overall message you want to convey to your target audience?*

We would like to promote and highlight our services. We want people to find our page inviting and more closely match our amazing services.

### **7. REQUIREMENTS**

*What we like about our current online presence:*

- Accessibility
- Easy to find us in Google
- Easy to create pages/edit pages – utilizing Joomla

*What don't we like about our website:*

- Dated look and feel
- Cluttered; too many pages
- Awkward navigation

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### *What's restricting our growth online?*

- Awkward navigation causes lack of conversions
- Dated look does not reflect the amazing work we do daily

### *Description of our wants/needs for our new website:*

- Guidance/Input on
  - Style/Theme
  - Content Strategy
  - SEO Keyword Analysis
- Social media interaction and engagement
- Integration with Mailchimp
- Continued integration with Google Analytics
- Contact Us form, newsletter signup
- Additional features we are interested in adding to our site:
  - Photo/Video Gallery
  - Internal Search Feature
  - Calendar of Events – (to be displayed in a linear format, not calendar grid)
  - Latest News feed / blog
  - Language translation (Spanish, Haitian Creole),
  - Text resizer/contrast picker (see Braille Institute below)
  - Vision Simulator (see Lighthouse Fort Worth below)
- Security is important – We currently utilize SSL, cWatch CDN, and keep our Joomla CMS up to date including extensions – open to other CMS, if security measures are implemented
- Website maintenance & hosting – we are taking care of this ourselves currently, but are open to hearing proposals

### **8. WEBSITE EXAMPLES**

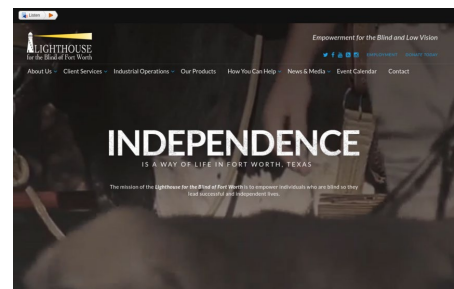
Here are some websites from similar agencies:

Lighthouse for the Blind of Fort Worth

[www.lighthousefw.org](http://www.lighthousefw.org)

*What we like:* Layout, menu that stays once opened, Vision simulator applet, color scheme

*What we don't like:* Not a lot of useful information on homepage directly, calendar of events in a grid, use of modals to give information on services



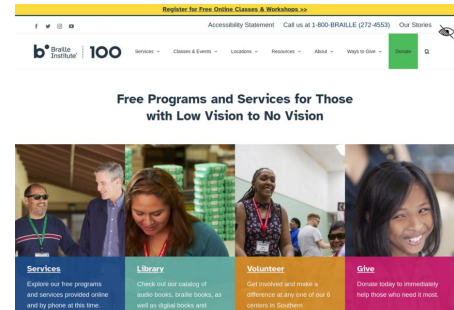
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Braille Institute

[www.brailleinstitute.org](http://www.brailleinstitute.org)

*What we like:* Accessibility tool on the right

*What we don't like:* Menu style (color, size, functionality, height), irrelevant info on home page

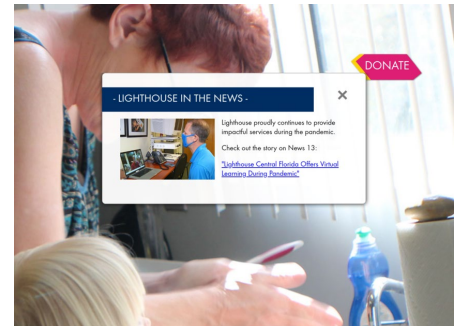


Lighthouse of Central Florida

[www.lighthousecfl.org](http://www.lighthousecfl.org)

*What we like:* Good information on front page, sections on homepage that lead to desirable information, site map at bottom, responsive design

*What we don't like:* Some headings and pictures are too big, wasting space that could be used for useful information, use of modal on home page, menu not at top

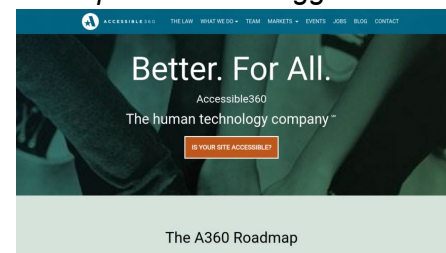


*Below are some websites we like in terms of look and feel. We are open to other suggestions.*

Accessible360

<https://www.accessible360.com>

*What we like:* Accessibility, layout, ease of use, good contrast, easy to find information, menu functionality

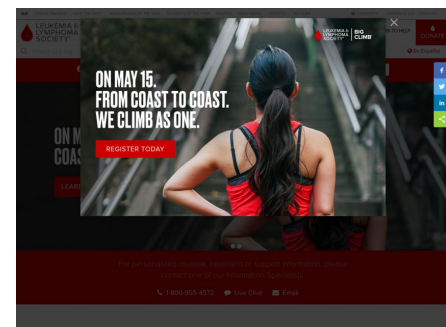


Leukemia and Lymphoma Society

<https://www.lls.org/>

*What we like:* Layout, ease of use, good contrast, easy to find information, marketing ideas

*What we don't like:* Color scheme, some accessibility issues, use of modal on home page



## Request for Proposal for Website Redesign and Build for LHOB.org

Cross Catholic Outreach

<https://crosscatholic.org/>

*What we like:* Layout, Good information and calls to action readily accessible on main page, use of images to tell the story

*What we don't like:* Color scheme

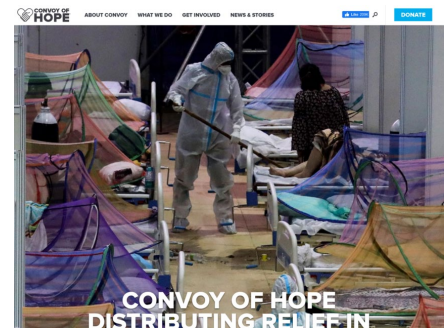


Convoy of Hope

<https://www.convoyofhope.org/>

*What we like:* Layout, simplified menu text

*What we don't like:* animations, poor contrast



### **9. SUBMISSION INSTRUCTIONS**

Please send questions in writing or completed proposals in PDF format to Eric Barrette, Director of Technology at [ebarrette@lhob.org](mailto:ebarrette@lhob.org). All applicants must adhere to the timeline listed in Section 3: Timeline & Important Deadlines

All proposals should include the following details with project estimates:

- Name, address, email, phone, website of company
- # of years in operation
- At least 3 client references, including website construction date and URL
- Experience with developing sites using WCAG 2.x
- # of hours and general timeline from start to completion (approximate)
- Project management approach
- General overview of website build process end-to-end

## Amendment to RFP

RFP TITLE: Request for Proposal for Website Redesign and Build for LHOB.org

ORIGINAL OPENING DATE: May 14, 2021

DATE OF AMENDMENT: May 25, 2021

DATE OF RFP RELEASE: May 26, 2021

CONTACT: Eric Barrette, Director of Technology

The following shall be a part of RFP for Website Redesign and Build for LHOB.org. If a vendor has already returned a proposal and any of the information provided below changes that proposal, please submit the changes along with this amendment.

### RFP CHANGES:

Old Language:

Section 3. Timeline

- Intent to apply letter by: **May 21, 2021 by 5pm EST**
- Submit questions by: **June 1, 2021 by 5pm EST**
- Answers provided by: **June 3, 2021 by 5pm EST**
- Response Deadline: **June 15, 2021 by 5pm EST**
- Vendor Selection: **Vendors will be notified by June 22, 2021 by 5pm EST**

New Language:

Section 3. Timeline

- Intent to apply letter (requested, but not required) by: **June 1, 2021 by 5pm EST**
- Submit questions by: **June 11, 2021 by 5pm EST**
- Answers provided by: **June 15, 2021 by 5pm EST**
- Response Deadline: **June 23, 2021 by 5pm EST**
- Vendor Selection: **Vendors will be notified by June 25, 2021 by 5pm EST**