

Website Redesign

Issued by: action pact

RFP Issue Date: June 15th 2026

Proposal Due Date: July 31st 2026

Primary Contact:

Name: Joey Wilkes

Email: jwilkes@myactionpact.org

Phone: 912-285-6083

1. Organizational Overview

Action Pact is a nonprofit organization committed to combating poverty in Southeast Georgia. We provide a variety of services, including Head Start, CCSP, CASA, Talent Search, Community Services, Senior Centers/Nutrition, GASHIP, and Weatherization. Our website plays a vital role in advancing our mission, engaging supporters, and facilitating important actions such as donations, volunteer sign-ups, and program participation. We would like it to provide a basic application for our program services. Additionally, we aim to link our website to social media platforms, allowing us to share posts and calendar events across all channels.

2. Project Background and Purpose

Our current website no longer fully meets our needs. Specifically:

- It does not clearly communicate our mission and impact
- It is difficult for staff to update and maintain
- It does not adequately support engagement actions (applications, donating, volunteering)
- It does not fully meet accessibility and mobile-friendly standards

The purpose of this RFP is to select a qualified partner to **redesign and develop a modern, accessible, user-centered website** that supports our mission and organizational goals with updates and maintenance.

3. Project Goals and Objectives

The redesigned website should:

- Clearly communicate our mission, programs, and impact
 - Improve user experience for key audiences (funding sources, donors, volunteers, clients)
 - Increase engagement and conversions (donations, inquiries, recruitment, and volunteering)
 - Be easy for non-technical staff to manage and update
 - Meet WCAG 2.1 AA accessibility standards
 - Be fully responsive across devices (desktop, tablet, mobile)
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4. Target Audiences

Primary audiences may include:

- Current and prospective donors
- Volunteers
- Program participants or beneficiaries

Secondary audiences may include:

- Community partners
 - Media
 - Staff and board members
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5. Scope of Work

Vendors should assume responsibility for the following (unless otherwise noted):

Strategy & Discovery

- Stakeholder interviews or workshops
- Review of current website performance
- User experience (UX) recommendations

Design

- Custom visual design aligned with our brand
- User interface (UI) and UX design
- Accessibility-conscious design practices

Development

- CMS setup and configuration (WordPress or equivalent)
- Page templates and custom layouts
- Third-party integrations:
 - Donation platform: PayPal
 - CRM/email marketing: Constant Contact
 - Social Media: Facebook, Instagram, & LinkedIn

Content

- Content migration from existing site
- Content structure and recommendations
- Copywriting or editing support

Testing & Launch

- Functional and browser testing
- Accessibility testing
- Pre-launch quality assurance
- Website launch support

Training & Documentation

- Staff training on CMS usage
- Written documentation or how-to guides

6. Technical Environment

Please describe your current or preferred setup:

- Current CMS: WordPress

- Hosting provider: WP Engine
- CRM / donor platform: PayPal
- Analytics platform: Google Analytics

Vendors should note any assumptions and recommend improvements if appropriate.

7. Vendor Qualifications

Please include:

- Company overview and nonprofit experience
 - Relevant case studies (2–3 preferred)
 - Team members who would work on this project
 - Experience with accessibility-compliant websites
 - Experience integrating with similar systems
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8. Proposal Requirements

Proposals should include:

- Project understanding and recommended approach
 - Detailed scope and deliverables
 - Timeline and milestones
 - Itemized budget or fee structure
 - Post-launch support and maintenance options
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9. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of nonprofit needs and goals
- Relevant experience and past work
- Proposed approach and methodology

- Accessibility and usability expertise
 - Budget alignment and value
 - Overall clarity and quality of proposal
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10. Submission Instructions

Please submit proposals electronically in PDF format to:

Email: sstephens@myactionpact.org

Subject Line: Website Redesign RFP – action pact

Deadline: COB July 31st 2026

11. Additional Information

- We reserve the right to request interviews or presentations
- We are not obligated to select the lowest-cost proposal
- All costs related to proposal preparation are the responsibility of the vendor