Request for Proposal
For Website Development Services
Utah Parent Center
November 5, 2024

The Utah Parent Center (UPC) is seeking a skilled and experienced website developer to assist with the development, maintenance, and enhancement of our organization's website(s). The selected developer will work on a contract basis to improve our online presence and ensure a seamless user experience. Our current website is built on **WordPress**, but we are open to incorporating other languages and platforms as needed to achieve our goals.

The Utah Parent Center is a 501(c)3 nonprofit organization that has been serving the residents in the state of Utah for more than 40 years. *Our mission is to help parents help their children, youth and young adults with disabilities and special healthcare needs to live included, productive lives as members of the community.*

Project Overview

We are looking to partner with a website developer who can:

- Enhance and optimize our existing WordPress website.
- Create a user-friendly design that aligns with our nonprofit's branding and mission.
- Improve website functionality, including SEO, mobile responsiveness, and accessibility.
- Integrate custom features or plugins as needed (e.g., donation forms, event calendars, user registration systems).
- Provide technical support, maintenance, and updates on an ongoing basis.

Scope of Work

The selected contractor will be expected to:

- Conduct a thorough review of our current website and provide recommendations for improvement.
- Design, develop, and implement new website features as identified in collaboration with our team.
- Ensure the website is secure, backed up regularly, and updated with the latest versions of WordPress, plugins, and any associated tools.
- Optimize website performance, including page speed, SEO, and mobile responsiveness.
- Provide training or documentation for staff to manage basic website updates.
- Be available for technical support on an as-needed basis.
- Provide reports about website performance/accessibility/traffic etc. on a regular basis.

Qualifications

The ideal candidate will have:

- Proven experience developing and maintaining WordPress websites.
- Proficiency in HTML, CSS, JavaScript, PHP, and other relevant programming languages.
- A strong understanding of SEO best practices and experience with Google Analytics.
- Knowledge of website accessibility standards (e.g., WCAG 2.1) and best practices for creating inclusive web experiences.
- Experience working with nonprofits or understanding of the unique needs of nonprofit organizations is a plus.
- Excellent communication skills and the ability to work collaboratively with a remote team.
- The UPC will give preference to individuals or organizations who have lived experience **with disabilities and special healthcare needs.**

Proposal Requirements

Please include the following in your proposal:

- **Introduction**: A brief overview of you or you or your firm, including relevant experience and expertise.
- **Portfolio**: Examples of past projects, particularly those similar to our needs.
- **Project Approach**: A description of how you would approach this project, including the process, tools, and timeline.
- **Budget**: A detailed breakdown of costs, **including hourly and project-based rates**, and any additional expenses that may be anticipated.
- **References**: Contact information for at least two references from past clients or projects.

Timeline

RFP release date: November 5, 2024

Proposal submission deadline: November 27,2024

Finalist interviews will be:Est. December 2024

Contract award date: Est. Jan 2024

Project start date:Est. Jan 2024

Submission Instructions

Please submit your proposals via email to Joey Hanna, Executive Director at Joey@utahparentcenter.org no later than November 27, 2024. Proposals should be in PDF format and must not exceed 5 pages.