REQUEST FOR PROPOSAL
Website Design

Submissions are due no later than
5 p.m., Friday, October 2, 2020

To:
Greater Rochester Health Foundation
255 East Ave. Suite 402
Rochester, NY 14604

Contact:
Tiana Stephens
Tstephens@thegrhf.org
(585) 258-1725
I. Introduction/Summary

Greater Rochester Health Foundation (Health Foundation) is a health conversion foundation based in Rochester, New York that distributes grants to organizations in a nine-county service area that are working to improve the health of their communities. Our website is outdated and does not adequately represent the work that we do. GRHF is seeking a consultant/vendor to provide ongoing website design and maintenance services. GRHF currently maintains a WordPress site (version 4.8.12). Additional support is needed to train staff with uploading materials to website and updating information.

II. Organization Background

The Greater Rochester Health Foundation was created in 2006 when the not-for-profit MVP Health Plan acquired the not-for-profit HMO Preferred Care. The value of Preferred Care was returned to the community through MVP’s purchase price of $232 million to create a foundation dedicated to improving the health of the Greater Rochester community, inclusive of Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming, and Yates counties. Since its inception, the Health Foundation has acted as an independent foundation governed by a community-based board of directors and managed by a professional staff.

Since 2007, the Greater Rochester Health Foundation has distributed grants to hundreds of organizations in the nine-county service area that are working to improve the health of their communities.

The mission of the Greater Rochester Health Foundation is to pursue and invest in solutions that build a healthier region where all people can thrive. We realize our mission through the following values, with equity at the center. Read more about our mission and values here.

III. Core Objectives

Our core objective for our new website is to increase understanding of what we do, why we do it, and how organizations may seek funding, support or partnership with us. We’ve shifted our focus, strategies and priorities throughout the years and at the start of 2020, updated our mission to communicate more explicitly what we are working to accomplish. Our new website must reflect our new strategic framework, effectively represent our mission through imagery and tone, be easy to use and mobile-responsive.
IV. Scope of Work & Delivery

The intent of this RFP and resulting time and materials contract is to obtain website design and training of Health Foundation staff for general maintenance/content updates. The services to be provided by the vendor may include, but are not limited to the following:

1. Collaborate to Health Foundation staff with requested design preferences
2. Diagnose and implement solutions to technical and usability issues
3. Website design, content migration and translation (site available in English and Spanish)
4. Content Management System Training
5. Integrations – Constant Contact, Salesforce? Others?
6. Other functional requirements
7. Participate in check-in meetings with Health Foundation staff

Please provide details in your proposal on how you would manage the scope of work outlined above. Sufficient detail must be given and should highlight examples of past projects, ability to meet deadlines, and project management experience. Include examples of demonstrated experience with designing websites for non-profits and foundation if applicable.

V. Project Timeline & Milestones

The deadline for the website is January 4, 2021

VI. Proposal Requirements & Criteria for Selection

Proposals must be received by 5 p.m., Friday, October 2, 2020. Preference will be given to MWBE (women-owned or minority-owned business enterprises) within our 9-county area of service. Please direct any questions or response to the RFP to Communications Officer, Tiana Stephens. A vendor contract is expected to be awarded by October 30, 2020.

1. Proposals should be no more than 10 pages and must include the following:
   2. Cover letter
   3. Qualifications of the proposer, including capability, capacity, and relevant experience
   4. References (3)
   5. Estimated cost for website
   6. Hourly rate for future support and maintenance.

Greater Rochester Health Foundation is an equal opportunity organization. We strictly prohibit and do not tolerate discrimination against persons because of age, race, color, ethnicity, religion, creed, national origin including ancestry, alienage or citizenship status, pregnancy, sex, actual or perceived sexual orientation, gender including gender identity or expression, status as a transgender individual, physical or mental disability including gender dysphoria and similar gender-related conditions, military status including past, current, or prospective service in the uniformed services, genetic information, predisposing genetic characteristics, marital or familial status, domestic violence victim status, or any other characteristic protected by applicable federal, New York State, or local law.