

Request For Proposal:

Website Design

Greater Phoenix Urban League Young Professionals

1402 S 7th Ave | Phoenix 85007

Point of Contact: Jerry J. McPherson

404.918.9886

President@gphxulyp.com

1. Background/Introduction - The Greater Phoenix Urban League Young Professionals (YP) was founded in 2005 as an auxiliary group of the Greater Phoenix Urban League. As a 501(c)3 registered non-profit organization, GPHXULYP provides opportunities such as professional development, civic engagement and community empowerment for professionals ages 21 to 40.

2. Project Goals and Scope of Services - YP is looking to create a new website to assist in re-establishing our web presence under the domain of phoenixyp.com. The domain name has already been procured. The goal is for the website to be designed on the word press platform, and we currently have a number of paid themes available for use.

The selected firm will have to have a proven track record of designing on the Word Press platform. Preference will be given to members of YP and those who have or will have a continued working relationship with the organization.

The website will need to be responsive, easily updated (via plugins), and leverage SEO tools. A detailed outline of the website's components can be seen in Appendix 1.

3. Anticipated Selection Schedule - The Request for Proposal timeline is as follows:

Request for RFP Issued: May 1, 2019

Deadline for Bidders to Submit Questions: May 15, 2019

YP Responds to Bidder Questions: May 17, 2018

Deadline for Bidders to Submit Proposal: May 20, 2019

Selection of Winning Bid / Notification to Unsuccessful Bidders: The earlier of May 31, 2019 or when a successful bidder, within our selection parameters has been identified.

4. Time and Place of Submission of Proposals - The RFP will be posted on our website, www.gphxulyp.com/rfp, and can be downloaded from there directly as of 10 a.m. on May 1, 2019.

Respondents to this RFP must submit one original and five copies of their proposal. Responses must be received no later than July 25, 2018. Responses should be clearly

marked "RFP-Marketing Services" and mailed or delivered to the contact person listed above.

5. Timeline - YP needs the project completed by July 1, 2019.

6. Elements of Proposal - A submission must, at a minimum, include the following elements:

- Description of the firm that includes a general overview, names and credentials of key personnel.
- A one-page narrative outlining the firm's strengths and distinguishing skills or capabilities as they might relate to YP.
- A representative selection of previous work, including websites, social media pages, and other advertisements.

7. Evaluation Criteria: The successful respondent will:

- Have demonstrated experience in designing a website on the WordPress platform. Both design aesthetics and functionality will be considered.
- The education, experience, knowledge, skills, and qualifications of the firm and the individuals who will be available to provide these services.
- The competitive cost of services, including those will be donate their services to a 501(c)3 and, or barter services.
- The expertise of the firm in working with similar customers.

8. Possible Roadblocks: We are working with limited resources and have to try to use plugins there are either free, or already available to us. We will share which plugins we would prefer and, or already have available to us.

9. Budget - YP's budget for the project is \$500 and, or and opportunities to barter services of accept other considerations.