

Bay Area Black United Fund

Request for Interest (RFI) for Web Site Design & Development

Description of Request For Interest:

The Bay Area Black United Fund (BABUF) has secured \$50,000 in funding to redesign its current website (www.babuf.org) and logo. BABUF seeks the submission of written proposals that address the redesign and development of the site. The site specifications are detailed in a Request for Proposal (“RFP”) document which is available as detailed below.

Request for Proposal Process:

1. Request for Interest (RFI) issued on Monday, May 16th, 2011.
2. If you are interested in receiving the detailed Request for Proposal (RFP), please email your name, your organization’s name and contact information to wcarter@babuf.org by Friday, May 27th, 2011 at noon. Interested parties will be mailed an electronic copy of the RFP.
3. RFP Contact:

Dr. Woody Carter, Executive Director
Bay Area Black United Fund
wcarter@babuf.org

Project Budget and Team

The budget for this project is \$50,000. BABUF requests that the respondent clearly identify any additional licensing costs and fees that BABUF may incur as part of the implementation of the proposed website. In addition, BABUF requests that respondents identify and work with a social media expert as part of their web development team.

Guidelines for Design of BABUF Website

The new BABUF website will be a resource center for the BABUF activities outlined below including workplace campaign (“WC”) and new individual donors looking for information about non-profits serving the African American community. Such information will include services/programs provided, performance measurements, financial information, donor accountability, and online donation capability. The web site additionally needs to promote

BABUF to a wider audience (i.e. young professionals) concerned about promoting wellness and healthy lifestyles.

In addition, the new website will improve BABUF's capacity to communicate and promote BABUF's new mission, its health initiative, and its online member agencies. The website will also increase resources and social networking capacity directed to improve the health outcomes and wellness of African Americans. To that end, the RFP response should include the development of a Facebook page whose look and feel is consistent with the website, twitter account, newsletter and blog capabilities and content for Youtube.

The redesigned site will support the following objectives and the successful bidder will be selected based upon how well they incorporate these requirements into their proposed design:

- Awareness of BABUF's new brand and mission
- Engagement of existing and new supporters and volunteers
- Solicitation and management of current and new Donors
- Constituent Relationship Management and Database Management (CRM/DBMS)
- Online Fundraising for BABUF and member agencies
- Tracking and Metrics of fundraising, donors, volunteers, initiatives, and beneficiaries
- Online and Live Conference Management via Skype or other free service

Importantly, the new website will leverage content from the current BABUF.org site, but additional functionality and features will be added.

Standard legal content such as, privacy policy, terms and conditions, copyright & legal, and sitemap will also be retained (these items may require editing for the new site).

Finally, as a significant part of this website redesign, BABUF will seek to develop a new logo, develop graphics and create a consistent look and feel/ user interface for the new website.