Habitat for Humanity of Hillsborough County Website Redesign and Brand Update

Introduction

Habitat for Humanity of Hillsborough County is seeking proposals for the redesign and brand update of our website. The goal of this project is to enhance our online presence, improve user experience, and align our digital platform with the latest web design standards while staying true to the Habitat for Humanity brand.

Background

Habitat for Humanity of Hillsborough County is a non-profit organization dedicated to providing affordable housing solutions to families in need within the Hillsborough County community. Our current website serves as a vital communication and engagement tool, providing information about our mission, programs, volunteer opportunities, and donation avenues.

However, the existing website is outdated both in design and functionality. To better represent our organization and engage our audience effectively, we aim to revamp the website with a modern, user-friendly design that reflects the values and identity of Habitat for Humanity: set up pixels, track visitors/page activity, capturing leads, creating website traffic performance reports, and HIGH SEO RANKING

Project Scope

Habitat Hillsborough is seeking an updated website to engage the community and serve/support new leads and returning donors, sponsors – as well as align with update branding, brand voice and storytelling of our mission. The scope of the project includes, but is not limited to, the following:

- Project management
- Live Calendar
- Content strategy
- Copywriting
- Illustration
- Information design

- Visual design

- Search engine optimization

- Front-end coding (HTML/CSS, animations)

- Back-end coding (CMS, 3rd party APIs)

- Custom software or app development

- Mobile device optimization – website needs to scale to the device being viewed on

- Website that is able to maintained in house by Habitat Team

- Testing & quality assurance

- Paid search placement / advertising

- Software training

- Complete redesign of the website to reflect a modern and responsive design.

- Integration of new branding elements consistent with the Habitat for Humanity identity.

- Improvement of website navigation and user interface for enhanced user experience.

- Development of custom features and functionalities tailored to Habitat for Humanity's specific needs.

- Integration of donation platforms, volunteer registration forms, and other essential functionalities.

- Implementation of SEO best practices to improve search engine visibility.

- Migration of existing content to the new website platform.

- Training and documentation for staff members on website management and updates.

- Ongoing technical support and maintenance post-launch.

- Ability to share high-resolution video

- Email subscription pop-up upon visiting website (pop up delayed, or two or three click rule)

Proposed Sitemap

We are open to the suggestion and input on what the proposed sitemap should be. We would like the main menu to include our primary engagement opportunities that will each have a drop down of subcategories: Apply, Donate, Volunteer, ReStore, Advocate, and About Us. A secondary menu would ideally include: Events that link to an event calendar, News that links to our blog posts; and Contact Us that links to a contact form. We also would like a larger donate button on the top right corner. The remainder of the sitemap is open for suggestion, but we would like to include a majority of the information/pages on our current website, but update them to increase visual appeal, reduce wordiness, less click for the viewer to get to the information they need and make the pages more impactful through pictures/video, data and stories.

Proposal Requirements

Habitat Hillsborough would like a fresh new web design that is easy to navigate and provides usual information to current and new customers visiting the site for the first time or returning to see updated information about builds/events.

Interested parties are requested to submit proposals that include the following:

- Company background and experience in website design and development, particularly in the non-profit sector.
- Portfolio showcasing relevant projects and examples of website redesigns.
- Proposed approach and methodology for the redesign process, including project timeline and milestones.
- Detailed breakdown of costs, including design, development, integration, and ongoing support.
- Description of team members who will be involved in the project, including their roles and qualifications.
- References from previous clients, preferably in the non-profit sector.
- Relevant work with non-profits organizations focusing on Events, Donations Vendors/Volunteers, Audience, Annual Reports and/or member logins

Proposal Submission

Proposals must be submitted electronically to Amanda VanDeventer and Richard Rogers at avandeventer@habitathillsborough.org and rrogers@habitathillsborough.org
Late submissions will not be considered.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in website design and development.
- Alignment with Habitat for Humanity's mission and values.
- Creativity and innovation in proposed design concepts.
- Demonstrated ability to deliver projects on time and within budget.
- Cost-effectiveness of the proposed solution.
- Quality of ongoing support and maintenance offerings.

Budget

- Vendor will propose a budget and will not exceed budget.
- 1/3 payment down with signed estimate to initiate project.
- Initial home page designs provided within two weeks of initiation and materials.
- Edits and approvals within two weeks of each design/redesign
- 1/3 payment upon subpage content provided and approved
- Site production, Programming, content, graphics, testing and edits within 3-4 weeks
- Upon completion of website, remaining 1/3 payment due

Timeline

Contact Information
For inquiries regarding this RFP, please contact:

Amanda VanDeventer
Director of Marketing
Habitat for Humanity of Hillsborough County
813-695-4675

We look forward to receiving your proposals and partnering with a skilled and dedicated team to bring our vision for a revitalized website to life.

Please Note: This RFP is for reference purposes only and does not constitute a binding agreement. Habitat for Humanity of Hillsborough County reserves the right to reject any or all proposals received and to negotiate separately with any qualified vendor.