



REQUEST FOR PROPOSAL (RFP)

CONNECTICUT ALLIANCE OF FOSTER AND ADOPTIVE FAMILIES (CAFAF)

DIGITAL EXPERIENCE UPGRADE:

WEBSITE, PLATFORM, AVENUE OF DREAMS COMPANION APP

September 29, 2023

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Background

The Connecticut Alliance of Foster and Adoptive Families, Inc., (CAFAF) is a non-profit organization committed to strengthening foster, adoptive, and relative caregiver families. Our organization partners with the CT Department of Children and Families (DCF), child welfare professionals, and the community to provide support, resources, and training and education to current foster, adoptive, and kinship care families.

Purpose

Our current website, www.cafafct.org exists to explain what our role is, provide a hub for important news, resources, training, and event information, and collect monetary donations.

Our Audience

CAFAF communication aims to influence the knowledge and capacity of four main groups of individuals including a predominantly 30+ age range, English and Spanish speakers, and individuals living in the State of Connecticut. These groups are classified as:

- Current and former foster and adoptive families licensed in the state of Connecticut
- Families interested in licensing to become foster parents in the State of Connecticut
- Employees of the State of Connecticut
- Organizations and individuals interested in child welfare

Vision

Our website is crucial to the services offered by CAFAF. It is a way to provide resources and support families. Our website is one way families can advocate for themselves while providing the opportunity to sign up for training and attend regional events. The site is also a way state

workers and other interested parties can learn about foster and adoptive care in the State of Connecticut and gain resources to expand their current base of knowledge and capacity.

At present, members of our staff have limited knowledge working with WordPress and can post and remove documents and make some edits. It is for this reason we are giving an opportunity for vendors to submit proposals for our Request for Proposal (RFP).

Project summary and deliverables

CAFAF is accepting proposals from outside vendors to reimage our existing website by helping us grow to our current needs.

Over the years, the www.cafafct.org website has grown out of its original visual framework and is both difficult to navigate and redundant in modern times. While our team has audited and consolidated outdated pages and information that previously existed, we find ourselves needing assistance in reimagining the desktop and mobile experience, create user-friendly sign-up forms for events and training, and implement a seamless process for site visitors to contribute financially.

Our goals for a new site are to:

- Encourage traffic, bring increased exposure, broaden impact
- Improve user experience with greater site functionality for layout, navigation, and sub navigation tabs
- Update site aesthetics
- Publish a quarterly newsletter via the website with an organized content management system
- Modernize the site to include usability for both computers, mobiles, and tablets
- Make the site easy to update by select in-house staff members to manage daily
- Provide an easier way for people to donate
- Provide an easier way for users to sign up for training which may include a microsite within the site
- Provide timely, organized resources for visitors
- Provide a seamless way to create blog posts, tag, categorize, add key words and phrases, and organize content
- Improve web SEO and Analytics

Current Site Information

Website URL: www.cafafct.org

CMS: WordPress 6.2

Current Theme: Divi – “Child Theme” Theme

Potential Connected Domains

UA-56612005 Connected Domains		
Domain	First Detected	Last Detected
cafap.org	March-16	March-16
cafap.com	March-16	May-16
cafafct.org	June-16	March-23

**Data obtained from: <https://BuiltWith.com>

Request for Proposal Guidelines

WordPress development: CAFAF's primary content management system (CMS) is WordPress, and we will continue to train our staff to utilize the tool to manage our site. The new website framework will be explained to key staff members to ensure understanding and provide staff the ability to self-serve after project completion.

All written proposals should include the following to be considered.

- Summary of current www.cafafct.org observations
- Detailed description of recommendations
- High-level scope of work and project roadmap
- Time estimates to complete scope, include consultations
- Number of potential consultations needed to achieve completion
- Total budget estimate to complete project
- Minimum of three similar or relevant websites executed by applicant
- Minimum of three professional references
- ADA Compliant. Please note, as an organization that receives state funding, the site should be at a minimum WCAG 2.0 AA standard for ADA compliance. For more information about Accessibility Compliance, please review the following link: <https://portal.ct.gov/en/Training/Knowledge-Base/Accessibility-Compliance#:~:text=Section%20508%20of%20the%20Federal,accessible%20to%20people%20with%20disabilities>
- If execution of work to be performed by your company requires that you hire subcontractors, this must be clearly stated in your proposal. Costs must be inclusive and cannot exclude additional fees unless explained

Project Timeline and Process

CAFAF has a strong commitment to families and delivering on an ambitious timeline is important. Modifications to the timeline will be determined in consultation with the selected design and implementation partner. We would consider the expertise of the partner on this project and ask that they help us build a more detailed project timeline, implementation, and staff training component for the duration of the contract.

This is an open and competitive Request for Proposal process. The process will be implemented as follows:

1. The RFP will officially open for bids and sent to the public and posted on the CAFAF website: www.cafafct.org on September 29, 2023. A copy of the RFP can also be obtained electronically by emailing Margaret Doherty, Executive Director at margaret.doherty@cafafct.org – CAFAF is not responsible for emails that are rejected, lost, or undelivered
2. All proposals must be electronically received by midnight on October 20, 2023. Any proposals received after this time will not be considered
3. After the RFP process closes, CAFAF will review all proposals submitted based on the criteria outlined in this RFP. Each received proposal will be reviewed between October 20, 2023 - October 31, 2023
4. Once all proposals are reviewed, CAFAF will invite selected companies to participate in an interview and presentation between October 31, 2023 – November 7, 2023
5. Following the interview and presentation period, CAFAF will select a company to proceed with and award the project to
6. Final decision made by November 7, 2023
7. **All** contracted work is expected to be completed by December 31, 2023

Estimated Budget

Budget will be negotiated at the time of proposal acceptance. As a non-profit organization CAFAF is exempt from state and federal taxes. If there are any taxes imposed on goods and services purchased, CAFAF will not be responsible for the payment of these taxes.

Wishlist and Phased Development

CAFAF is looking forward to adding the following elements in the future. Our website should be able to accommodate the following features even if they are not built at present:

- Avenue of Dreams APP
- Ability to collect data on users through questionnaires

Main Contacts *Inquiries via email only, please

- Margaret Doherty, Executive Director: Margaret.Doherty@cafafct.org

- Preston Oliver, Board of Directors: Preston.Oliver@gmail.com

Reference Website Examples

The following websites are examples of sites considering elements we have looked to as inspiration when thinking about the redesign of our current site.

www.Action.nrdc.org

- Overall layout example. This is 50-100 Pixels high, the most important information is above the fold, and there is a primary call to action button.

www.Plannedparenthood.org

- A main navigation and sub navigation example with action orientated tabs, there are only a few navigation headings and all headings in one place at the top. Sub navigation headings are all categorized under the main navigation categories making the site easy for the user to navigate.

<https://www.211ct.org/>

- Language in the top right corner, organized content in groups below.

<https://seastreak.com/>

- Main navigation tabs and sub tabs, photos behind the main buttons.