



## Request for Proposals

**Project Name/Description:** Website Redesign for the Native American Fish and Wildlife Society

**Company:** Native American Fish and Wildlife Society

**Address:** 10465 Melody Dr. Ste 307 Northglenn, CO 80234

**Contact Person:** Julie Thorstenson, Executive Director

**Telephone number:** 303-466-1725 Ext. 1 Cell: 303-905-1250

**Email:** JThor@nafws.org

### 1. Background/Introduction

The Native American Fish and Wildlife Society (NAFWS), established in 1983, is a non-profit organization with the mission to assist Native American and Alaska Native Tribes with conservation, protection and enhancement of their fish and wildlife resources. We serve 227 Native American and Alaska Native Support Member Tribes. We are a national organization, based in the Denver, CO area.

A key medium to ensure that the work, news and opportunities offered by the NAFWS and partners are being shared and engaging to the NAFWS members and others, is to have a collective online space such as a website.

### 2. Project Goals and Scope of Services

The NAFWS is seeking the services of a website developer to redesign, provide training and online support for our website [www.nafws.org](http://www.nafws.org)

The new website design and platform will allow for redesign of the NAFWS website to be more appealing and user friendly to our website users, visitors and NAFWS members. It will also be more user friendly to the administrators of the website, who will be performing edits and providing website content (i.e. easy to update pages, more design capabilities and quicker to use).

The selected website design and platform will be utilized for the development of the newly redesigned NAFWS website and training of staff.

Tasks and Features include, but may not be limited to, the following:

- Recreation of the website should entail and feature, but not limited to:
  - NAFWS' desired design and aesthetic options
  - Conference, Webinar, and NAFWS Member registration capabilities
  - User logins for NAFWS members
  - Administrator Logins
  - Online store
  - Receive online payments
  - Online form and application submissions such as scholarship applications, abstract submission, Summer Youth Practicum applications, etc.
  - Training portal accessible via logins and online payment.
  - Easy design capabilities such as resizing photos and text, applying text boxes, variety of color schemes and variety of text fonts.
  - Capability to upload and store photos, videos and files
  - Security and hack proof
  - Mobile friendly
  - SEO (Search Engine Optimization)
  - Web development
  - Continue to update the platform and versions
  - Analytics
  - Domain that remains nafws.org
- Provide training material to administrators and editors of the website
- Provide technological support and consulting annually

### **3. Anticipated Selection Schedule**

**The Request for Proposal timeline is as follows:**

**Request for RFP: 10/26/2020**

**Deadline for Bidders to Submit Questions: 11/13/2020**

**Native America Fish and Wildlife Society Responds to Bidder Questions: 11/20/20**

**Proposals must be received no later than: 11/27/2020**

**Selection of Consultant/Notification to Unsuccessful Consultant: 12/4/2020**

**Contract Award: 12/11/2020**

### **4. Time and Place of Submission of Proposals**

The RFP will be posted on our website, [www.nafws.org](http://www.nafws.org), and can be downloaded from there directly as of 12:00 pm, MDT on October 26, 2020.

Respondents to this RFP must submit one original proposal. Proposals should be clearly marked "Website Redesign" and emailed to the contact person listed above.

## **5. Timeline**

The Native American Fish and Wildlife Society needs the project completed within or by March 1, 2021.

## **6. Elements of Proposal**

A submission must, at a minimum, include the following elements:

- Description of the consultant that includes a general overview, name(s) and credential(s).
- A one-page narrative outlining the consultant's strengths and distinguishing skills or capabilities as they might relate to website development, knowledge of platforms, training portals, online payment, etc.
- A representative selection of website development, and successful projects in website development in Indian Country completed.
- Representation of experience in website development, with an emphasis on working with Tribes.
- Budget and justification for completing the website redesign, training and technical support.

## **7. Evaluation Criteria**

The successful respondent will:

- Have the capabilities to complete all aspects of tasks and features for the project, in terms of;
  - The user meaning that features work efficiently, easily comprehensible, and accessible
  - The administrator meaning that updating and maintenance of the website is efficient, easily comprehensible, quick and easy to use.
- Provide adequate and efficient technical assistance and communication
- Allows the freedom for the NAFWS to create a website unique to our mission and who we are
- The Native American Fish and Wildlife Society is an Equal Opportunity Employer and does not discriminate in any personnel practice. As provided in federal law, the NAFWS does provide employment preferences for Native Americans and veterans of U.S. Armed Services.

## **8. Budget**

Please submit a detailed budget with your proposal.