



Windham Endowment *for*
Community Advancement

Request For Proposal

Windham Endowment Website Redesign

February 17, 2025

P.O. Box 4315, Windham NH 03087

603-437-0686 | rfp@windhamendowment.org

windhamendowment.org

The Windham Endowment for Community Advancement (WECA) is seeking proposals for a re-designed website. Proposals should include timeline, cost, and deliverables. The details that follow are subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Guide to this RFP

The intent of this RFP is not to convey that we have all of the answers in creating the best possible site. The ideal vendor will bring their own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email us at rfp@windhamendowment.org with questions or comments.

Project Overview

Our current website was designed in 2006. The design and its content are outdated and not mobile-friendly, so the site is visited minimally. Its primary use at the moment is to gather donations and distribute application forms for various programs. We would like to replace it with a site that better fits our current and future needs.

Background

WECA is a community foundation serving Windham, a town with approximately 17,000 residents in southern New Hampshire. WECA was established in 2006 and is recognized by the IRS as a 501(c)(3) organization. Our current mission statement is:

The Windham Endowment for Community Advancement is a nonprofit community foundation created to enhance the quality of life for all Windham residents, now and for generations to come. The Windham Endowment provides a way for individuals, organizations, and corporations to channel their philanthropic giving for educational, cultural, recreational or environmental initiatives within the town.

Since our founding, we have grown steadily and have had an increasing impact on a variety of programs in town. We are an entirely volunteer-run organization which has distributed more than \$500,000 since our founding, currently has assets of more than \$600,000, and has an annual budget of approximately \$11,000.

Project Goals

- Present a visually compelling introduction to both the breadth of our work and its impact on the community. Current projects and historical information should be included, although the website is not intended to be a detailed archive of all that we've accomplished.
- Optimize how users access the information that they seek
- Present a modern look and functionality
- Provide a dynamic site that encourages repeat usage to better connect with our stakeholders
- Incorporate brand voice established in our other communications
- Provide visual consistency with existing non-web branding
- Be easy for volunteers to update content
- Provide seamless integration with third party platforms

Audience

Our audience consists of Windham residents and people associated with local organizations. Their age is varied and includes high school students, young families, professionals, and retired residents. While we serve multiple stakeholders, we have prioritized our audiences as follows:

Primary Audience: Donors

Top challenges for our primary audience include:

- Optimize donation experience
- Make funding options clear and easy to learn about
- Inform donors about the impact of WECA's work
- Help donors feel connected to WECA's work in the community
- Integrate well with third party payment platform landing pages

Secondary Audiences: Scholarship Seekers, Grant Seekers, Sponsors, Fund Creators, Volunteers

Top challenges for our secondary audiences include:

- **Scholarship Seekers** (students) and **Grant Seekers** (adults/organizations) should have a pleasant experience learning about the scholarships or grants that they qualify for and applications should be easy to find, understand, and use
- **Sponsors** and **Fund Creators** (current) should understand the impact of their involvement
- **Sponsors** (prospective) should be able to learn quickly what WECA does in the community and understand why they should support our organization
- **Fund creators** (prospective) should be able to learn quickly about WECA's work and be inspired to create a new fund to help the community
- **Volunteers** (prospective) should be able to envision getting involved—whether helping on a project or filling a board position

Site Content

We would like to streamline as well as expand content available on our website. Much of the current website's content would not migrate in its current form to the new website. We will rely heavily on the vendor's recommendations for what the new website's content should be. We expect the vendor to develop content, based on materials provided by the organization.

Technical Considerations

Control

- WECA must retain ownership and control of all content and data on the website.
- After the design and initial setup stages, WECA will develop new content, update the site, and provide technical support
- The website must be independent of hosting at a particular site, allowing us the flexibility to change hosts
- The website cannot be dependent on software tools that require significant licensing or subscription fees

E-commerce

We will need to continue to accept one-time and recurring donations. We currently use PayPal for online donations but are not wedded to the platform.

Content Management System

We do not currently use a CMS and would like to hear recommendations.

Web Host

We use HostPapa as the host for both our website and email but we have no need to remain there when we have a new website.

Integration

We currently use:

- MailChimp for newsletters and email communication
- DonorSnap for CRM
- QuickBooks for accounting
- PayPal for donation and payment processing
- Facebook, Instagram, and LinkedIn

At this time, these are used separately (i.e., signing up for the newsletter does not trigger an addition to a donor's record in DonorSnap).

Not Needed

- User/member accounts
- Secure portal
- Secure sections
- Support for multiple languages
- Product sales

Measuring Success

We will measure the success of the new website with the following metrics:

- Increase in traffic
- Repeat visits to the site
- Increase in time spent on site
- Comments, both informal and gathered via the website

Submission Requirements

- Responses to this RFP should be sent to rfp@windhamendowment.org and are due **March 28, 2025**
- Links to five of your best, most relevant projects
- Qualifications, including years of experience, team size, certifications and awards
- Client references
- Proposed milestones and delivery schedule