

Request for Proposal

OHIO ASSOCIATION OF COMMUNITY ACTION AGENCIES EDUCATION CAMPAIGN

*Deadline for submissions May 10, 2022, no later than 5:00 p.m.

I. Background

The Ohio Association of Community Action Agencies (OACAA) represents Ohio's forty-seven (47) Community Action Agencies (CAAs), covering all of Ohio's eighty-eight (88) counties. CAAs are independent, locally controlled 501(c)3 nonprofit organizations and are governed by boards made up of low-income people, local elected officials, and representatives of the private sector. Agencies provide comprehensive services and create opportunities for success to over 700,000 Ohioans each year to help them reach self-sufficiency.

II. Purpose

OACAA seeks to engage a qualified company to develop a customizable website template for member agencies. Adoption of the template by members will be voluntary. The informational website template will include commonly utilized pages and simple forms that can be adapted to fit members' needs, branding, and available programs using a fill-in-the-blank-style form. The website should be created using easily teachable WYSIWYG technology such as Wix, Weebly, or WordPress. Upon completion of the template, the selected company will offer customization within given parameters at a low cost to OACAA members as well as provide training to agency staff for in-house updates. Optional add-on services may also be offered for a fee and include services such as hosting, maintenance, technical support, security, or other services.

III. Objectives

1. Develop an accessible website template with pages including About Us, Programs, Resources, Event Calendar, Donate, and Employee/Board Login area (optional)
2. Develop a template to allow CAAs to gather and provide text and images to streamline template adoption with the selected company
3. Develop a CAA budget to customize the template (i.e. include relevant technical support and training, offer hosting packages or connections, connections to e-commerce or donation merchants, update and maintenance packages, etc.)

IV. Scope and Conditions

To be selected as a consultant, applicants should provide the following:

1. *Statement of Suitability* – The Statement of Suitability must demonstrate the applicant's technical, design, and artistic ability to perform the work requested and include a portfolio of samples with relevant work.
2. *Work Approach* – The Work Approach must detail how the applicant would approach the project. Consideration should be given to the final phase in which agencies would adopt and customize the template and maintain future updates. The successful candidate will be available to communicate through email, telephone, virtual meetings, and in-person.
3. *Team Qualifications*– The response must include a summary of qualifications for members of the team who will work on the proposed project.

4. *OACAA Contract Compliance* – Applicants should warrant that they are willing to operate under a non-disclosure agreement.
5. *Budget and Milestones* – The proposal should include a word schedule including key milestone dates and a statement of proposed fees (annual, monthly, one-time, and special fees). The budget must include the costs associated with the initial development and the customization for member agencies. Itemize expenses wherever possible.

V. Deadline/Requirements

Due by 5:00 p.m. Tuesday, May 10, 2022. Interested applicants should submit proposals by email to emily@oaca.org to the attention of Emily Nolan, Communications & Development Specialist.