



The Food Group

RFP

Website Update

www.thefoodgroupmn.org

OVERVIEW

The Food Group is seeking to update the design and navigation of their current website. Some of the content will remain the same with an updated homepage and easier, more integrated navigation. Project will include both design and content strategy support.

PROPOSAL SUBMISSION

Firms wishing to submit proposals should do so by submitting an electronic copy of the proposal and any company brochures, pamphlets and/or website examples indicating the firm's qualifications to The Food Group no later than July 23, 2021.

Questions concerning this RFP may be directed to Eric Wilson at 763.450.4210, or by email at ewilson@thefoodgroupmn.org.

ABOUT THE FOOD GROUP

The Food Group is a local food equity nonprofit. We work at the intersection of food access, equity, and nutrition issues related to food and hunger in 30 counties in Minnesota and Wisconsin. Our programs include a food bank to fight hunger, mobile market programs to make healthy foods more affordable and available, and a farm to provide land-based education for BIPOC farmers.

BACKGROUND

In 2015 The Food Group redesigned their website following a name change from Emergency Foodshelf Network to The Food Group. In 2019 The Food Group integrated brands across their organization and integrated previously separate websites into one parent site and two child sites.

The Food Group has acquired several programs over the years that have their own recognized brands (Fare For All, Big River Farms, Twin Cities Mobile Market). Their most recent website redesign integrated three websites into one front-end website and added tabs for navigation to the child sites to represent the different work they do. The Food Group recently added another new program they acquired with its own brand and have realized they need to more clearly set-up The Food Group as the umbrella brand and their program/sub-brands under, rather than alongside The Food Group. Their core hunger relief work is getting lost in representation on their website and they want to simplify the navigation and maintenance by moving into one site.

SCOPE OF SERVICES

The Food Group is interested in receiving proposals to redesign their existing WordPress website, preferably through a customized WordPress theme.

The finished and updated product should include:

- An updated homepage that is more visually appealing and allows staff from The Food Group the ability to update with fresh content and news. The homepage should include:
 - Clear navigation/menu bar that creates an immediate understanding of what they do and how to get involved
 - Clear messaging on mission, programs, and how to get involved
- Secondary Navigation menu that incorporates the current website tab system: integrate tab navigation system of sub-brands into secondary navigation all within one site (The Food Group brand must be clear and that it is the umbrella brand with sub-brands/programs clearly a part of The Food Group).
- Simplifying content on subpages and condense pages not getting clicks or conversions.
- Simplifying navigation bars
- Clearly build out hunger/food bank work as one of their program areas in addition to Fare For All and Big River Farms.
- Build out Twin Cities Mobile Market to be clearly represented as a program (this is a new program acquired over the past year).
- Visually represent and clearly communicate values of equity and local on the site – on navigation bar and/or homepage.
- Responsive layouts for mobile, tablet and desktop.

WEBSITE DESIGN

The website should adhere to The Food Group's existing brand standards and include the logo, tagline, fonts, colors and branded illustrations.

HOSTING

The website is currently hosted and maintained by SimDex LLC. The Food Group's donation page is hosted by Blackbaud and they have a food ordering system (e-commerce) hosted by Shopify.

CONTENT

Some of the current content will be transferred over and will need to be reformatted. However, they would like to simplify content and create some new content as well.

TECHNOLOGY

The Food Group is open to continue using WordPress as the content management system with an updated theme or a custom theme that staff can easily make changes to and update.

TIMELINE

- Proposals due July 23, 2021
- RFP chosen by August 2, 2021
- Initial meetings, planning & work to follow
- Website updates complete by holidays 2021 or early 2022

BUDGET

The Food Group is looking for proposals with scope of project up to \$50K. Cost will be a significant competitive factor between proposals and one-time costs will be considered in relation to on-going costs required to support use and maintenance.

PROPOSAL DETAILS

Please include your approach to completing the project, including anticipated schedule, deliverables, and requirements from our team to ensure success on the project – included in your quote.

PROPOSAL PREPARATION

Firms submitting proposals shall be responsible for any and all costs and/or expenses associated with preparing such proposal.

PROPOSAL EVALUATION

Proposals will be evaluated based on previous experience creating similar websites, quality of previous work, time to completion and price.

Proposals should include a list of similar websites created in the last three years with the web address and a contact person.