



## **Northern Virginia Family Service (NVFS) – Website Redesign Request for Proposal (RFP)**

**5-15-25**

### **About Northern Virginia Family Service**

Northern Virginia Family Service's programs and services have a positive impact on more than 40,000 people in Northern Virginia. Our services include the following:

- We help young children prepare for kindergarten. <https://www.nvfs.org/our-services/early-childhood-development/>
- We help new parents care for their families. <https://www.nvfs.org/our-services/early-childhood-development/healthy-families/>
- We provide housing and services to those who are experiencing homelessness. <https://www.nvfs.org/our-services/homelessness-housing/>
- We give mental health services in six languages. <https://www.nvfs.org/our-services/mental-health/>
- We help people find jobs and be successful at work. <https://www.nvfs.org/our-services/workforce-development/>
- We assist entrepreneurs in building small businesses. <https://www.nvfs.org/our-services/workforce-development/escala/>
- We provide immigration and legal services. <https://www.nvfs.org/about-nvfs/locations/multicultural-center/>
- We empower youth to build healthy lives. <https://www.nvfs.org/our-services/youth-initiatives/>
- We connect families to food, basic necessities, and community resources. <https://www.nvfs.org/our-services/homelessness-housing/serve-campus/>
- We protect youth and strengthen families. <https://www.nvfs.org/child-family-well-being/>

NVFS started in 1924 and celebrated 100 years of service in 2024. The organization is interested in redesigning its website, to incorporate its new brand and creative expression. The team is also interested in updating its current technology and increasing website security. The current website was launched in 2016. <https://www.nvfs.org/>

We are interested in working with a team to audit our current website, determine a new website structure, determine and implement the necessary technology and security, build the website, and provide training so NVFS can update our website in house.

## Our Challenges

NVFS has a few website challenges below.

- The current website, developed in 2016, is old. It does not have many features of modern websites, such as modern layouts, analytics etc. As a result, the website looks outdated.
  - Some features, like ‘finding assistance’ need to be overhauled as well.
- The back end of the NVFS website is very specialized and online trainings that Wordpress provides do not apply to the NVFS website. When we cannot do something, we can’t use solutions found online. This is one of the most difficult aspects of our current NVFS website. The updated website must be as user-friendly as possible for in-house staff to make changes and we should be able to use regular Wordpress trainings and tools when needed.
- We would like updated security measures and advice on maintaining operations and security.

## Our Goals

- Prioritize the user experience. Create a website that is more intuitive to visitors, not necessarily based on organizational structure or what feels right to us (NVFS staff). Update website menu system to prioritize user needs.
- Improve ‘finding assistance’ section. Help potential clients access NVFS services more clearly and easily.
- Have an easier to use and more intuitive backend of the website. Provide documentation and training on how the backend of the website works for current and future NVFS employees.
- More modern look and feel that incorporates the new NVFS brand and creative expression. We’d like additional template options for creating pages and have more ability and flexibility to incorporate graphics/photos.
- Better analytics to review performance and gain insights. Incorporate modern features found in typical current websites.
- Ensure that external programs, such as Raisers Edge and Wufoo, work within our new website.
- Ensure the website is accessible in design and function for people with disabilities.

## Project Scope and Deliverables

1. **Strategy and Planning:** The consultants (also referred to as ‘the team’) will review the current NVFS website and help NVFS determine a timeline and schedule.
  - a. NVFS will share examples of websites we like.
  - b. The consultants will gather information, conduct any interviews etc., to understand

NVFS needs.

- c. The consultants will advise on information architecture and structure of the website.

## **2. Design:**

- a. The consultants will review the new NVFS branding and Style Guide and interpret that into the design of the website. The team will provide wire frames, prototypes and web page templates.
- b. The team will also advise and integrate graphic elements, art work, icons, copy etc.

## **3. Front-end and Back-end Development**

- a. The consultants will advise on any front-end development needs including but not limited to user interface framework, accessibility for people with disabilities, page templates and review and revisions.
- b. The consultants will ensure updated plugins, integrations with other systems (Raisers Edge, Wufoo etc.), page redirects etc. We are open to additional back-end development recommendations.

## **4. Content Migration**

- a. The consultants will handle content migration from the old website to the new website as well as advise on editing and other content needs.

## **5. Quality Assurance**

- a. The consultants will handle all necessary testing, the fixing of issues, final staging and release.

## **Important Note**

- We are open to additional thoughts and needs that consultants think we should consider.

## **Project Management**

NVFS would like to work with experienced professionals who have worked with similar nonprofit organizations or other companies and government entities. We request to see three samples of work within the last five years as part of the evaluation process.

NVFS is local to the Washington D.C. area and experience with the Northern Virginia region is a plus. We would like bios and information for any professionals who would work specifically on our project.

## **Questions to Answer in a Proposal**

In addition to writing to the project scope and deliverables, below are additional questions NVFS would like to see answered in a proposal.

- Why do you think you are the best company for the project?
- Which of your team members will be doing the work?
- What makes you different from other companies?
- What is your estimated timeline and budget for this process?

### **Deadline and Selection**

The deadline for submitting proposals is Friday, June 6, 2025 at 11:59pm to Charlene Sarmiento, director of marketing and communications at NVFS. Please email proposals to Charlene at [csarmiento@nvfs.org](mailto:csarmiento@nvfs.org).

Likewise, contact Charlene with any questions about the RFP. Charlene can schedule brief meetings to answer questions by phone or video call regarding this RFP.

### **Timeline**

- Release of RFP: Tues, May 13, 2025
- Deadline to submit proposal: Fri, June 6, 2025 at 11:59pm eastern
- Proposal evaluation: Monday, June 9, 2025 – Friday, June 13, 2025
- Winner announced by Wed, June 18, 2025
- Contract development: Mon, June 23, 2025 – Thurs, June 26, 2025
- Kick off following contract signature: week of June 30, 2025

### **Contact Persons**

(Primary contact) Charlene Sarmiento, director of marketing and communications, [csarmiento@nvfs.org](mailto:csarmiento@nvfs.org) and work cell phone 571-462-7226.

Kathleen McMahon, executive vice president of development and communications, [kmcmahon@nvfs.org](mailto:kmcmahon@nvfs.org) and work phone 571-748-2535.