



40 NW 3rd Street
Suite 305
Miami, FL 33128
305.371.2711
MiamiFoundation.org

July 2019

Greetings,

Our organization is accepting proposals and capabilities statements from website development firms. We invite you to submit one for consideration. A description of our organization, the services needed and other pertinent information follows:

Background of The Miami Foundation

The Miami Foundation partners with donors to champion their causes and improve local quality of life. Since 1967, we've done this by taking leadership on civic issues, investing in our community and nurturing philanthropy. Thanks to our more than 1,000 donors, we currently manage close to \$350 million in assets and have made \$350 million in grants that create opportunities for residents, make Miami-Dade County more resilient and foster home-grown creativity. Learn more at miamifoundation.org.

The functional requirements of the contract may vary from month to month. The summary below reflects anticipated requirements for the remainder of 2019. Additions/subtractions may occur.

Scope of Work

The successful candidate is a small to midsize, locally (South Florida) based firm with extensive experience developing, designing, updating and maintaining websites, particularly on the WordPress platform. Our ideal firm is flexible, understands site optimization, hosting requirements and plugins, and prioritizes responsiveness for timely troubleshooting (Foundation staff are mainly responsible for day-to-day content updates to our sites). The Miami Foundation is also in the process of redesigning its sister site, OurMiami.org, and the chosen firm will be responsible for developing the site and advising the Foundation on best practices for community engagement web platforms. Lastly, the firm will have an understanding of ADA compliance and will design sites within those stipulations.

Key Personnel

Following are your key contacts for information you may seek in preparing your proposal:

Matthew Beatty, Senior Director of Communications and Engagement, mbeatty@miamifoundation.org, (305) 357-2091

Stephanie Cruz, Communications and Engagement Assistant, scruz@miamifoundation.org, (786) 837-8173

Proposal Content

In order to simplify the evaluation process, The Miami Foundation suggests that all responses to this request contain the following elements described below:

1. Executive Summary

Describe your understanding of the work to be performed and your ability to perform the work. (1 page maximum)

2. Professional Experience

Provide qualifications for servicing an organization of similar size and operational structure. Specify any experience working with nonprofit organizations. Describe your resources/tools and provide copies of relevant work samples. (4 pages maximum)

3. Qualifications

Identify the specific developer(s) who will be assigned to this engagement. Provide bios specifying relevant experience to the type of services requested. (2 pages maximum)

4. Fees

Please provide an estimate of fees (hourly and/or project based) for the services to be provided. The price you quote should be inclusive of all fees including a monthly support for troubleshooting and additional functions. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. (2 pages maximum)

5. References

Include a list of the relevant clients served within the past five years and furnish the names, emails and telephone numbers of any references whom we may contact (2-4 references). (1 page maximum)

6. Additional Information

Please provide any additional information, not specifically requested, but which you believe would be useful in evaluation. (5 pages maximum)

Proposal Timetable (Subject to change)

RFP distributed

July 2019

Proposal submission deadline

August 31, 2019

Evaluation of submissions and interviews

August – September 2019

Contract begins

October 2019

Evaluation of Proposals

The Miami Foundation will evaluate proposals on the following criteria:

- Prior experience providing web development services to a similar organization
- Qualifications of staff
- Previous web development work/samples
- References
- Completeness of the proposal
- Price

Questions?

Please contact Stephanie Cruz, Communications and Engagement Assistant, with any questions: scruz@miamifoundation.org or (786) 837-8173.

Sincerely,



Matthew Beatty
Senior Director of Communications and Engagement