



Request for Proposal

Position: Website Design and Development

Reporting to: Kawartha Lakes Food Source

Location: Flexible, with meetings in Lindsay

Responses Due: November 16, 2020 at 9:00 am

1. Introduction

1.1. Overview and Background

Kawartha Lakes Food Source (KLFS) is a not for profit community effort to reduce hunger in the City of Kawartha Lakes. We operate from a centralized distribution centre; collect food from reclamation sources, buy food in bulk, sort and store food; promote awareness of hunger and its impact; and coordinate fundraising. We provide food to member organizations on a monthly “fair share” basis.

1.2. Position Summary

The consultant will design and develop a new KLFS website.

2. Scope and Objectives

2.1. Scope of Project

The work will begin on November 30, 2020 and will end on January 29, 2021.

2.2. Objectives

The objective is to develop a clear, attractive, functional and accessible website that reflects the KLFS brand and communications to donors, the community and clients

3. Activities, Deliverables and Timelines

3.1. Activities, Deliverables

Develop a website landing page, a fundraising landing page and up to 6 secondary pages, with the ability for staff to develop any tertiary pages as necessary, using a content management program such as Wordpress, Wix, Squarespace or the like. See item #7, Proposal Requirements, for draft framework.

All accessibility standards are met.

Train and work with KLFS staff through the design and development to ensure our content management transition is seamless.

Each page must include donate here button.

Volunteer inquiry form and a contact us form will be included.

The developer will utilize KLFS photos on each page.

KLFS will input text and content.

Once complete, website and content are property of KLFS.

Ensure that analytics are set up upon completion and launch.

3.2. Timelines

By November 30	Signed agreement, first meeting
Week of Nov 30	Photos and logo's provided by KLFS
Week of Dec 7	Draft concept presented in person
By Dec 21	Concept finalized and sent to KLFS
By January 11, 2021	Draft framework of all pages provided to KLFS for testing and content input allowing for technical support and three rounds of significant edits
January 29	Project complete

If you believe there is the opportunity to shorten the timelines identified, please indicate this in your proposal – it would be considered beneficial, although we also want to ensure they remain realistic for all parties.

Timeline can change with written request and both parties agree in writing.

4. Reporting

The selected consultant will report directly to the Administration and Program Centre Manager at KLFS.

5. Selection Criteria

The selected consultant will demonstrate the following qualifications:

- Creativity and technical skill
- Experience working with non-profit an asset
- Ability to work independently and in a collaborative team environment

- Ongoing service and support
- Dependability/reliability

6. Budget and Payment

6.1. Budget

The budget for this project must not exceed \$4,000 (taxes inclusive). Expenses including mileage and other will not be covered unless agreed upon in advance.

6.2. Payment Schedule

Payment can be made in one sum at the end of the contract or in incremental amounts based on the consultant's proposal

Invoices can be made out to Kawartha Lakes Food Source.

7. Proposal Requirements

Please include in the evaluation proposal:

- Short introduction and proposal (1 to 3 pages, one sided, total), with the following sections outlined:
 1. Overview of business profile
 2. Outline of qualifications and experience
 3. Summary of your approach for this project
 4. Indicate suggested changes to the activities, deliverables or timelines
 5. Provided estimated budget
 6. Provide attachments or links to works or sites developed for similar projects, or projects you feel proud about
 7. Three business references

Please submit your proposal by 9:00 am on Monday, November 16, 2020 to Heather Kirby, Executive Director, Kawartha Lakes Food Source, at heather@kawarthalakesfoodsource.com.

Responses to any questions will be provided to all invited to respond to this RFP.

Website Framework for landing page and 5 secondary pages, and content for secondary pages.

- Landing page
- Donation Landing Page
- Want to Help?
 1. How to financially donate
 2. How to volunteer
 3. 3rd party events
 4. Food Partner Card
 5. Donor recognition

- Need Help?
 1. Find a food bank
 2. Recipes
 1. Summer lunch
 2. Family Cooking project
 3. Resources
 4. Client conflict resolution policy
 5. Contact us form
- KLFS in the Community
 1. Gardens
 2. LCFM
 3. Family Cooking Project
 4. Green Dishes
 5. School
 6. Announcements
- About KLFS
 1. Staff
 2. Board
 3. Newsletter
 4. Annual report
 5. Advocacy/Research (Hunger Report, etc.)