Request for Proposal

Website Design Services for a Resource-Based Entrepreneurial Advising and Coaching Library

ABOUT THE CENTER BY LENDISTRY

The Center by Lendistry (TCBL) is a nonprofit organization that supports diverse small businesses through education, technical assistance, and access to competitive financing. Our mission is to close the racial wealth gap by anchoring small businesses and the communities where they do business. TCbL is the non-profit educational and technical assistance strategic partner to Lendistry, a minority-led, technology enabled Community Development Financial Institution (CDFI) that provides loans and other financial products to underserved small business owners.

Women- and diverse-owned businesses have disproportionately faced obstacles to success. TCbL is committed to removing those barriers and transforming communities most impacted by historical disinvestment by putting small businesses first. Our initiatives aim to advance equitable economic development strategies to drive small business growth, job creation, and generational wealth-building in underserved communities across the country.

Over its history, TCbL has assisted over 11,000 small businesses including 6,300 women-owned, 8,200 diverse-owned, and 350 veteran-owned businesses nation-wide.

PROJECT OVERVIEW

The Center by Lendistry is seeking proposals from qualified website design firms to create a comprehensive "Resource-Based Entrepreneurial Advised and Coaching (REACH) Library" website. This platform will serve as a vital resource to ensure small businesses have wrap around services they need to successfully access and utilize capital. The website will feature slides, short videos, case studies, step-by-step guides, calculators, templates and resources aimed at supporting small businesses.

PROJECT OBJECTIVE

1. **Centralized Resource Hub:** Develop a centralized platform providing resources, tools, and information to support small businesses.

SCOPE OF WORK

The selected vendor will be responsible for:

1. Design and Development

- Design a modern, intuitive, and engaging website that reflects a commitment to sustainability and aligns with the organization's branding.
- Develop a user-friendly content management system (CMS) to ensure easy updates and ongoing content management.
- Implement the following features:
  - A resource library with downloadable guides, checklists, and templates.
  - Shared branding for both content (videos, PowerPoint presentations, etc.) and website;
  - Intelligent keyword search function;
  - An interactive advising framework where simple user input (e.g., selection of checkboxes) will lead to the presentation of a variety of pre-defined content and resources (logic of framework to be provided).

2. Testing and Launch

- Perform thorough testing for functionality, usability, and accessibility, ensuring compliance with accessibility standards (e.g., WCAG).
- Provide training to internal staff on how to update and manage the website, particularly in handling content for case studies and resource sections.
- Launch the website and ensure a seamless transition to full functionality with ongoing support during the post-launch period.

3. Maintenance and Support

- Offer maintenance services, including bug fixes, updates, and security backups, for a specified period post-launch.
- Provide continuous support for technical issues and user inquiries as needed.

PROPOSAL REQUIREMENTS

Proposals must include:

1. **Company Profile:** A description of your company, including experience in website design for resource libraries.

2. **Project Approach:** A detailed methodology covering discovery, design, development, and testing phases, including how interactive tools and community engagement elements will be implemented.

3. **Portfolio:** Examples of relevant past projects, particularly websites focused on resource libraries.

4. **Team Experience:** Information about the team, highlighting their roles and experience with similar projects.

5. **Timeline:** A proposed timeline, including key milestones for the discovery, design, and launch phases.

6. **Budget:** A detailed breakdown of the project costs, including ongoing maintenance and support fees.

7. **References:** Contact information for at least two previous clients, preferably from sustainability or resource-driven website projects.

EVALUATION CRITERIA

Proposals will be evaluated based on:

- Experience and Portfolio: Proven track record of creating engaging, resource-rich websites focused on case studies and community interactions.
- Project Approach: Clarity and thoroughness of the proposed methodology.
- Team Expertise: Relevant qualifications and expertise in resource library website design and development.
- Cost-effectiveness: Competitive pricing and overall value for services.
- Client References: Positive feedback from prior clients, particularly those with similar needs.

Please submit your proposal electronically in PDF format to miranda@thecenterbylendistry.org by 10/23/24.

We look forward to receiving your proposal and working together to create a valuable resource that empowers small businesses.

This RFP can be found on The Center by Lendistry's website at:

Resources | The Center by Lendistry