Request for Proposal (RFP)

Project Title: Rebuild of CureHHT.org Website
Issued By: Cure HHT
Date Issued: March 4, 2025
Proposal Due Date: April 1, 2025

Introduction

Cure HHT is a nonprofit organization dedicated to raising awareness and advancing treatment and care for Hereditary Hemorrhagic Telangiectasia (HHT), a rare genetic disorder that can lead to serious health complications. As part of our ongoing efforts to better serve our community, we are seeking a web design and development agency to fully rebuild our website, curehht.org along with its associated microsites curehhtcanada.org and hhtguidelines.org. This project will involve enhancing the visual design, user experience, and backend infrastructure to create a more user-friendly, informative, and visually engaging platform for patients, healthcare providers, biopharma stakeholders, and other supporters.

Project Goals

The primary objectives of this website redesign and rebuild are as follows:

- **Visually Engaging Design**: Create a more modern, appealing, and accessible design that aligns with Cure HHT's mission and brand.

- **Improved User Experience**: Ensure that users can easily navigate the website and access important resources and information that are relevant to them – we have newly diagnosed patients, returning patients, caregivers, doctors, researchers, and biotech all looking for information specific to their needs. Site structure will be a key to success.

- **Easier Access to Resources**: Make it simple for patients, caregivers, and healthcare professionals to find the resources they need, such as educational materials, support services, and research findings. This will entail overhauling and re-organizing our current site's resource library.

- **Showcase Organizational Successes**: Highlight Cure HHT's successes, initiatives, and community impact through engaging and clear storytelling.

- **Scalable Back End Builder**: Build a flexible, scalable backend that will allow our team to easily manage content, donations, and user interactions in the future.

- **Responsive & Accessible**: Ensure the site is fully optimized for mobile devices and meets web accessibility standards (WCAG 2.1).

- **Data Integrity & Automation**: Ensure users entering our system are doing so in a way that allows us to collect meaningful, relevant, standard and accurate information about them, and leverage automation to take action based on that data.

- **Integration:** Connect the website to Cure HHT's digital ecosystem, including our CRM database Salesforce, Google Analytics, and Classy to ensure user data is accurately tracked.

Scope of Work

The selected agency will be responsible for the following:

1. **Discovery & Research**
   - Conduct a thorough audit of the existing website.
   - Understand Cure HHT's major stakeholders.
   - Identify pain points and areas of opportunity.
   - Engage with stakeholders (staff, patients, and partners) to understand needs and expectations.

2. **Design**
   - Create wireframes, mockups, and design concepts for review and approval.
   - Develop an organizational hierarchy to help with information management and allow for better user experience.
   - Develop a clean, visually appealing design with a focus on accessibility and usability.
   - Design user interfaces for the homepage, internal pages, patient resource sections, donation portals, and interactive features.
   - Build out current curehht microsites, such as curehhtcanada.org and hhtguidelines.org

3. **Development**
   - Rebuild the website using a flexible CMS, allowing for easy future updates by the Cure HHT team.
   - Integrate a secure donation system.
   - Implement tools for resource management, including search functionality, filtering, and categorization of content.
   - Ensure the site is mobile-responsive, fully optimized, and compatible across major browsers.
   - Ensure website can sync to Salesforce, Mailchimp, and other third-party applications.
   - Transition existing resources to new site.

4. **Testing & Launch**

    o Perform thorough testing (QA) of the site across all devices and browsers to ensure functionality and performance.

    o Provide a detailed launch plan and support during the transition to the new site.

5. **Training & Ongoing Support**

    o Provide training for Cure HHT staff on how to manage and update content.

    o Offer ongoing technical support and maintenance options post-launch.

Required Proposal Components

Proposals should include the following:

1. **Agency Overview**

    o Brief history of the agency and its experience in website design and development for nonprofit organizations, biotech, or similar sectors.

    o Relevant case studies and examples of previous work, particularly websites with similar goals or features.

2. **Proposed Solution**

    o Overview of the approach to the project, including methodology, timeline, and key milestones.

    o Proposed technology stack (e.g., CMS, hosting, security).

    o Specific services and deliverables (design, development, testing, etc.).

3. **Team & Expertise**

    o Biographies and relevant qualifications of the project team members, including designers, developers, and project managers.

    o Demonstrated expertise in areas such as UX/UI design, accessibility, mobile optimization, and CMS development.

4. **Budget & Cost Structure**

    o A detailed breakdown of costs, including design, development, testing, training, and post-launch support.

    o Any optional ongoing support or maintenance packages.

5. **Timeline**

    o Estimated timeline for the project, including key milestones and deadlines.

    o Proposed start and end dates.

6. **References**

- o At least three client references, preferably from nonprofit organizations or similar sectors.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Expertise & Experience**: Demonstrated experience in designing and developing websites for nonprofits, with a focus on accessibility and creating an effortless user experience.

- **Quality of Work**: Quality of previous website designs and projects, as well as the proposed design approach for Cure HHT's new site.

- **Budget & Value**: Cost-effectiveness and alignment with Cure HHT's budget.

- **Technical Approach**: Proposed technology stack and solutions that meet the project's goals.

- **Timeline**: Ability to meet deadlines and deliver the project in a timely manner.

- **References**: Feedback from previous clients and case studies demonstrating success in similar projects.

Proposal Submission

Please submit your proposal by Tuesday, April 1, 2025 to riley.blevins@curehht.org and CC valaree.machen@curehht.org.

Questions

Questions can be emailed to Riley Blevins, Sr. Director of Global Community Engagement, at riley.blevins@curehht.org