Request for Proposals

WEBSITE REDEVELOPMENT- youthline.ca

INVITATION

Our current website requires enhancement and modernization. The primary concerns lie in the website's outdated framework and libraries, which compromise security, performance, and compatibility. Additionally, the navigation and structure issues hinder user experience and content accessibility.

In light of these challenges, we are soliciting proposals for a comprehensive website redevelopment aimed at modernizing our site, strengthening security, optimizing performance, and refining user experience. The revamped website will serve as a crucial platform for fostering connections among 2SLGBTQ+ youth, providing them with peer support, resources, and information in a safe and user-friendly manner.

ORGANIZATION OVERVIEW

LGBT YouthLine has been a peer support organization in Ontario for queer and trans youth since the early 1990s.

We are a 2SLGBTQ+ youth-led organization that affirms and supports the experiences of youth (29 and under) across Ontario. We do this by:
- Providing anonymous peer support and referrals
- Training youth to provide support to other youth
- Providing resources so youth can make informed decisions

SCOPE OF WORK

The chosen candidate will undertake the redesign, redevelopment, and execution of our website: **youthline.ca**. The website's design should align with our organizational values, delivering an intuitive and captivating user experience tailored for 2SLGBTQ+ youth.

Key Features and Functionality we are seeking:
- Security & Updates**:** Develop a new website, utilizing the current website as a template, using WordPress, as well as widely used plugins and theme that receive regular updates to ensure compatibility, longevity, and security.
- User-friendly Interface: Design a visually appealing and easy-to-navigate website that prioritizes user experience and accessibility for diverse audiences (e.g., ADA/AODA compliant).

- Flexible Design & Easy Editing: Ensure that the website, utilizing an intuitive page builder, is designed with flexibility in mind to facilitate effortless editing for future updates and modifications.
- Peer Support Access: Ensure clear, clickable ways for 2SLGBTQ+ youth to access our peer support HelpLine.
- Mobile Responsiveness: Ensure the website is fully responsive and optimized for mobile devices to accommodate users accessing the site from smartphones and tablets.
- Search Engine Optimization (SEO): Incorporate on-page optimizations like meta tags, headings, image optimization, and internal linking. Additionally, ensure integration with Google Search Console and updated site map for enhanced visibility and performance.
- Social Media Integration: Integrate social media sharing buttons and widgets across relevant pages to encourage engagement and sharing.
- Data Analytics: Ensure the new website effectively reaches and engages our target audience of 2SLGBTQ+ youth, donors, and 2SLGBTQ+ communities and allies. Utilize Google Analytics, along with other relevant tools, to gather insights and refine strategies for maximizing engagement and impact.

PROPOSAL SUBMISSION REQUIREMENTS

Interested applicants are requested to submit a detailed proposal addressing the following:

- Background: Provide an overview of your experience in website development and any relevant projects completed for nonprofit organizations or youth-focused initiatives.
- Approach and Methodology: Outline your proposed approach and methodology for designing and developing the new youthline.ca website, including key milestones, deliverables, and timelines.
- Technical Specifications: Detail the technical specifications and features of the proposed website platform, including hosting requirements and security measures, alongside the selection of theme, plugins, and other essential WordPress features.
- Design Concept and Portfolio Showcase: We invite you to present examples of websites you've built and offer insights into your redevelopment process. Share examples from your portfolio that highlight your expertise and creativity in website development.
- Budget and Pricing: Provide a detailed breakdown of costs associated with website development, including design, development, hosting, maintenance, and any additional services.
- References: Include 2 references from past clients or projects that demonstrate your ability to deliver high-quality website solutions on time and within budget.

SUBMISSION INSTRUCTIONS

Please submit your proposal in one of the following formats:

- PDF (between 4-8 pages)
- Video (no longer than 10 minutes)

Proposals should be submitted electronically to jobs@youthline.ca no later than April 7 at 11:59 pm EST. Late submissions will not be considered. All inquiries regarding this RFP should be directed to noahip@youthline.ca.

SUBMISSION EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience and Qualifications of the candidate
- Approach and Methodology
- Technical Specifications
- Design Concept and Creativity
- Budget and Pricing
- References and Past Performance

The LGBT YouthLine prioritizes applicants that identify as part of the 2SLGBTQ community. Grounded in principles of Anti-Racism and Anti-Oppression, we recognize and encourage applications from communities that are further marginalized in employment opportunities, including: Black, Indigenous and people of colour, Trans-feminine people, Disabled people, people with experiences of migration, and people who have experiences of poverty. We particularly welcome applicants from these communities who are youth (under the age of 29). Applicants are encouraged to self-identify in their proposals, which will be kept confidential.

Shortlisted candidates will be invited for an interview.

CONFIDENTIALITY

All information provided in the proposals will be treated as confidential and used solely for the purpose of evaluation and selection.

BUDGET

$8,000 - $12,000

Payment schedule will be tied to deliverables and will be negotiated upon signing of contract.

TIMELINE

Proposal submission deadline: April 7 11:59 pm EST
Interviews: April 17-23
Timeline of deliverables: May 1-August 12

This work will begin May 2024 and must be completed by August 2024.