

RFP: BC Chamber Website Redesign

PROJECT OVERVIEW

The BC Chamber of Commerce is redesigning bcchamber.org. We need a new CMS, and a modern and flexible template that is mobile responsive and integrates with our CRM (Chamber Master) or provides a new more robust CRM.

The current website is ready for its next iteration, not updated frequently enough, lacks intuitive navigation, and lives on a platform that limits its functionality, usability and the team's ability to maintain it (Drupal).

The new website will be approximately 20-page templates and feature a 'members only' section and 'chambers only' section that are password protected, (an additional 5-page template.) The Chamber will provide all content for the pages and may upload the content in house.

NEW WEBSITE OBJECTIVES

The primary objectives of the new website are:

- Increase usability
- Increase engagement
- Increase traffic to membership application, BC MindReader.com, and event calendar
- Educate members on available benefits
- Educate non-members on benefits to joining the Chamber
- Reduce friction in joining the BC Chamber
- Chambers only section with advocacy tool kits (portal)
- Members only section with access to detailed information on member benefits, and a member directory (portal)
- A high-level BCMindReader.com profile that explains the platform, directs people to join and provides data 'sneak peaks'

CURRENT WEBSITE

Our current website is in need of an update in design and functionality:

- Mobile responsive is necessary for ease of navigation and SEO
- New branding elements need to be incorporated
- Navigation is not intuitive
- Site is not optimized for member conversion
- Home page does not address key visitor activities

NEW WEBSITE FUNCTIONALITY REQUIREMENTS

Our new website will need:

- An e-commerce solution that allows us to take payment for membership dues, event ticket sales, and sponsorship contributions
- Document libraries
- Mobile responsive design
- Members only section/password protected
- Clean, focused and consistent look and feel to all pages following our branding
- A set number of templates to ensure consistency
- A policy search feature that is SEO optimized
- Load quickly
- Intuitive navigation
- Search box
- All content uploaded (some migrated, some new)
- SEO best practices
- Social media integration and tracking
- Customizable forms (i.e.. Contact form, email sign-up form, sponsorship form)
- An easy to use CMS that allows staff to easily maintain the site
- To integrate with Mailchimp, Zoom and Eventbrite (possibly, depending on ecommerce solution offered)
- Website integration with Chamber Master (specifically subscription lists)

For consideration

We would love to include the following on our new website, depending on how these elements would impact timeline and/or budget. Please provide the cost for these elements separately and note if any additional design or development time would be required.

- A new CRM (given our model—recommendations for new CRM will be considered)

PROPOSAL REQUIREMENTS

Please include the following in your proposal response:

- Overview of how you will meet our objectives
- Explanation of your proposed platform
- Outline of your website design & strategy
- Proposed website timeline from kickoff to launch
- Recent design & development examples

BC Chamber Website Redesign RFP

- Post-project management details
- References
- Any key differentiators about you
- Pricing
- Terms & Conditions

RFP & PROJECT TIMELINE DETAILS

RFP Posted: July 8

Responses Due: August 1

Winner Selected & Contacted: August 10

Project Kick-off: August 15

New Website Launch Target Date: Dec. 03

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.