



**Request for Proposals
FHI Solutions Website Refresh**

Posted Date:	April 12, 2022
Title:	FHI Solutions Website Refresh
Anticipated Period of Performance:	April – July 2022
Proposals Due:	April 18, 2022

I. INTRODUCTION & BACKGROUND

FHI Solutions, a subsidiary of FHI 360, is an international nonprofit with a longstanding and proven track record improving global nutrition through innovative, evidence-based and scalable approaches. We collaborate with a wide array of best-in-class global actors, ensuring people around the world have the nutrition they need to lead healthy, happy and productive lives. Currently supported by three centers of excellence, Alive & Thrive, Intake, and 1,000 Days.

II. SCOPE OF WORK

The organization is seeking a digital marketing firm or consultant to:

- Provide recommendations and guidance on draft site map
- Restructure website in line with site map, including adding in news/updates/blog pages
- Refresh website visuals
- Improve user experience
- Programming and development – updates and enhancements
- Update web copy (to be provided by FHI Solutions)
- Provide support to build internal capacity – giving FHI Solutions Staff training where necessary on how to maintain the new site.

III. TASK DESCRIPTION

The vendor shall support the following tasks and activities:

1. Project discovery
2. Validation and definition of website goals and audiences/personas
3. Site analysis and recommendations
4. UX/UI (site map and lofi/hifi wireframes)
5. Programming and development
 - Website updates and enhancements
 - User login (requirements and workflow TBD)
6. GDPR plugin install and configuration
7. Content refresh/updates (FHI Solutions to lead the edits)
8. GDPR compliance statement/policy updates

IV. Anticipated Deliverables

1	Project discovery Note
2	Phase 1: <ul style="list-style-type: none">• Planning, research and strategy• Persona development• Information architecture• Low fidelity wireframes• Hi fidelity designs
3	Phase 2: <ul style="list-style-type: none">• Programming and development• Content creation (e.g., finding visuals) and content upload and revision• Quality assurance and testing• Final delivery of product

V. ANTICIPATED CONTRACTUAL MECHANISM

It is anticipated that a fixed price agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. A payment schedule with deliverables linked to fixed payments will be negotiated and included in the contract. Payments will be contingent on timely submission of deliverables and invoices, and approval of deliverables.

VI. ANTICIPATED AVAILABLE FUNDING AND COST PROPOSAL GUIDANCE

The total estimated budget for this project is \$35,000. Cost proposals for over this amount may not be considered. Cost proposals lower than this amount, those proposals offering a competitive rate that presents savings to FHI Solutions, will be favorably considered. The cost proposal should include a mix of agency services and some dedicated funding for digital advertising to amplify the effort. See Submission Requirements for more detailed guidance on the Cost Proposal.

VII. PROPOSAL INSTRUCTIONS AND DEADLINES

Responses to this RFP should be submitted by email to the attention of Meredith Cann, AD for Operations, mcann@fhisolutions.org and cc: Ally Garner, agarner@fhisolutions.org, no later than **5 p.m. ET April 18, 2022**. Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **5 p.m. ET April 14th, 2022**. Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

VIII. SUBMISSION REQUIREMENTS

The following materials must be delivered via email:

1. A **technical proposal** responding to the following information and material:

For Companies, the technical proposal should include the following:

- Describe your experience in our industry building / upgrading similar websites. Please include up to three specific web addresses / examples for us to review and feel free to share commentary (maximum 400 words).
- Describe your web design and development process. (400 words max)
- What do you need from FHI Solutions for this project to be successful? (300 words max)
- Describe what sets you apart from other bidders. (500 words max)
- Provide short biographies (no more than 300 words each) for no more than three individuals who will participate in the effort.

For Individual Consultants, the technical proposal should include the following:

- Describe your experience in our industry building / upgrading similar websites. Please include up to three specific web addresses / examples for us to review and feel free to share commentary (maximum 400 words).
- Describe your web design and development process. (400 words max)
- What do you need from FHI Solutions for this project to be successful? (300 words max)
- Describe what sets you apart from other bidders. (500 words max)
- Provide your CV

2. A **cost proposal** responding to the following information and material:

Cost proposal should be in the template provided by FHI Solutions. While this activity has an estimated budget of up to \$35,000, bidders should provide a competitive cost proposal. Savings achieved in cost will be favorably viewed during the evaluation of proposals.

For companies, (1) a detailed line-item budget, in US Dollars, in the provided format showing proposed costs of the proposed scope of work and (2) a brief narrative explanation and justification for each line item must be included in a separate section entitled “budget notes.” Include data to support actual costs and/or methodologies to support cost estimates, including unit costs and the rationale behind number of units. All projected costs must be in accordance with the organization’s standard practices and policies.

For individual consultants, please provide a proposed daily rate and an estimated number of days to complete the activity – **OR** - if proposing a fixed price for the entire activity, please submit a narrative explaining the basis for the total fixed amount in your cost proposal. If costs other than

your time are included in the budget, please use the budget template provided and provide a budget narrative to support the detailed budget.

3. **Email address** where confirmation of submission can be sent. All email correspondence should reference “FHI Solutions Website Refresh” in the subject line.

IX. SCORING CRITERIA

Proposals will be scored on a best value basis by an evaluation committee as follows:

- A. Technical Proposal: 50 points
- B. Cost Proposal: 30 points
- C. References/examples of work: 20 points

X. MISCELLANEOUS

WITHDRAWAL OF PROPOSALS

Proposals may be withdrawn by written notice or email received at any time before award.

FALSE STATEMENTS IN OFFER

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES

- FHI Solutions may cancel the solicitation and not make an award
- FHI Solutions may reject any or all responses received
- Issuance of a solicitation does not constitute an award commitment by FHI Solutions
- FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
- FHI Solutions will not compensate offers for response to solicitation
- FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
- FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
- FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
- FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions’ client, be it funding or programmatic
- FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
- FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation