



**Southern Public Relations Federation
Request for Proposal
Website Development**

The Southern Public Relations Federation (SPRF) is currently soliciting proposals for the design, CMS development/recommendation and site maintenance for its website, including membership database and records archive, at www.SPRF.org.

Audience and their general requirements

The primary groups of visitors to the website are board members, site managers, current members and potential members.

For board members a level of access is necessary that would allow for the management of files hidden to the average member or visitor. This password-protected storage area will be backed up to ensure critical records of the organization are maintained. It would include a database of historical files, a means of file organization, a means of easy maintenance including renaming, deleting and viewing files and a menu to help view the overall file manager area.

For site managers, the site would allow password access to the backend of the site for management of specific organization and/or chapter data within the database and the website news and updates sections.

For current members, the site needs to include contact information for board members, annual conference, awards, accreditation and other activities. It requires a login for members with easy access to the membership database which is maintained by certain officers of membership organizations and the news and updates postings maintained by certain officers of membership organizations.

For potential members, the site needs to include profiles of selected SPRF members, information on chapters and membership information.

Further, the site needs to allow easy integration to social media sites, specifically Facebook, LinkedIn and Twitter, for all audiences.

Sub sites

Club pages

Current members will also use the site as a portal for access to their state and local club sites. The SPRF site should allow easy development and access to these sub sites. The ease of use should include the ability to upload photographs and integrate social media.

Student pages

These pages should allow for specific information, photos and links for student members.

Awards and Conference sites

Two other sub sites are part of the SPRF site: Lantern Awards and the SPRF Conference. These have special requirements such as credit card payment processing and reservations that are currently managed by third party vendors. The SPRF site needs to integrate these sub sites in a seamless fashion. While not a formal part of this RFP, the organization will entertain ideas for full integration of these sub sites and modify the project accordingly if the integration can become part of this project in the interest of the budget and time schedule.

Menu and site mechanics

SPRF.org currently has the following menu sections: home, chapters, about us, accreditation and awards.

The new site will have streamlined navigation and clear calls to action. Information will be organized into Awards, Professional Development, Leadership, Chapters and Membership. Updates from various social media sites and RSS feeds will be posted automatically. Rotating calls to action or graphic icons -- Find a Chapter, Become Accredited, Join SPRF, Become a Member, Student of the Year, Register for Conference, Enter the Lanterns -- will take visitors to specific landing pages.

A place for a member profile with photos and information will be prominently located on the home page for potential members. The site will be easily updated by SPRF leaders to add new profiles and photos, news and other information and edit content. The majority of the site's content already exists or will be developed by SPRF leaders.

The site should use a non-proprietary, open-source Content Management System software.

The site design needs to include analytics to easily monitor traffic patterns, measure unique web visitors and gather other data for reporting purposes.

Membership database

The current membership database is developed in Wordpress and needs a redesign allowing for segmentation, searching and e-mailing of specific audiences: APR, students, senior leadership council, state presidents, chapter presidents, board of directors.

The database needs reporting capabilities so that the database manager can easily determine the number and types of members at any given time. The reporting should allow for simplified billing of the membership.

For APR members, the database needs to allow an area to record APR certifications so that he or she can maintain a record of activities.

General notes

The site developer should propose how to train the organization's key leaders regarding site management as well as data backup planning.

Proposal guidelines

In addition to addressing the general information outlined above, the proposal should be organized in the following sections:

- **Experience with website and database design**
Provide examples of projects similar to ours that you have completed in the past, including URL addresses for the websites. Guest log-in information may be requested to allow access to restricted areas of the sites.
- **Outline of approach to the re-design and structure of SPRF.org**
Briefly discuss your general approach to design, including a description of your in-house design, programming and multimedia presentation capabilities.
- **Up to three relevant references**
Provide a list of three clients that you have completed projects for in the past. Be sure to include a contact name and full contact information for each.
- **Pricing information**
Please provide your hourly rate, expected hours required for completion and expected total.
- **Timeline for project completion**
Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

- **Status of SPRF membership**
Please indicate if you are a member of SPRF and, if so, which local chapter(s).
- **Contact information**
Please provide complete contact information, including website, e-mail address(es) and phone number(s)

Preference is given to current members of the Southern Public Relations Federation.

All proposals must be received electronically by 5:00 p.m. CT on Friday, September 23, 2011. Any proposals received after the due date and time will not be considered. Digital copies of proposals are to be submitted via email by this date to Kristie Aylett, APR, SPRF vice president/communications.

The Southern Public Relations Federation reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of the Southern Public Relations Federation board of directors.

Schedule

RFP Response due	Sept. 23, 2011
Vendor selection	Oct. 5, 2011
Launch of site	Feb. 1, 2012

Please note, if there is a need to clarify elements of this proposal for prospective vendors, SPRF will host a conference call so that all respondents will have the benefit of hearing the answers to questions.

Contact information

Kristie Aylett, APR
The KARD Group PR/Marketing
PO Box 5775
Ocean Springs MS 39565-5775
228-826-5650
ka@kardconsulting.com