



## Request for Proposals: Website Development & Services Provider

### Purpose

The Bush Foundation is seeking proposals from organizations that provide website development and design services for the Foundation's public website: [bushfoundation.org](https://bushfoundation.org). This provider would work in close partnership with the Foundation's communications team.

We strive to be radically open, and that includes having open RFP processes. This opportunity is open to interested and qualified website development and service providers.

### About us

The Bush Foundation works to inspire and support creative problem solving — within and across sectors — to make our region better for everyone. Everything we do is to advance this purpose. It is what ties all our work together.

To do this, we invest in great ideas and the people who power them in Minnesota, North Dakota, South Dakota and the [23 Native nations](#) that share this geography. This is both our tagline and our strategy to advance our purpose.

We work through open grantmaking programs to support efforts to: develop, test, and spread great ideas that will make the region better for everyone; and inspire, equip, and connect people to more effectively lead change.

Our core programs include the [Bush Fellowship](#), [Bush Prize](#), [Community Innovation](#) and [Ecosystem](#).

Equity is central to the Foundation's purpose and [how we do our work](#) is as important as what we do. Our operating values guide everything we do.

For more about us, please visit [bushfoundation.org](https://bushfoundation.org).

### Project background

Our website serves as an information hub for our audiences, including staff and board members. We want anyone using it to have a great experience that exemplifies our operating values and our purpose as an organization. We want them to find the information they need and be able to access our many offerings, resources and learnings to help them in their work.

Our website is our primary communications channel to:

- promote and amplify all the [grants and opportunities](#) we and our program partners offer that benefit leaders and organizations throughout our region
- promote and amplify great [stories](#) about the people and organizations we support and how they are making the region better
- inspire others through our [own learnings](#) and those of our [grantees](#) and [Fellows](#)
- make it simple for people to find information about our programs and other funding opportunities, and get answers to their questions

## Additional background

Our website currently runs on Drupal 10. We are open to continuing to use that system or exploring another option as long as the solution fits our needs and the ways in which we use our website.

We prefer a setup that allows us to do many updates ourselves but also work with a partner to provide routine updates when we lack capacity or need additional support.

The 3-person communications team is responsible for operating the website and other digital channels, and works in close partnership with other teams across the Foundation to inform updates, improvements and identify needs.

We are looking for a firm that can support day-to-day operations of our website, as we do not have a dedicated staff role responsible for digital content management. Our team is cross trained and able to do simple updates as needed, and we work with other partners to support other digital properties. The nature of our work does not require daily content updates to the website. Most of the time, we know in advance the updates needed.

Much of our written website content is long-form, essay-style. That is intentional. We feel strongly that it is important to use whatever words are needed to help people understand our work and the reasoning behind it. We understand website best practices, and we apply them as a general guide but are not limited by them. We also know there are ways to better convey and display text-heavy information on our website.

We use Salesforce as our database, and there is some integration with our website to display our [grants database](#) online. In the future, we might explore options for deeper integration to produce the data components in our [Performance Scorecard](#), if that is the optimal solution.

## Project scope

We are seeking a website partner to develop, design and operate our website. Our hope is that this would be an ongoing partnership for at least 4 years\*.

This partner would help lead a significant redesign of our website. The timing and scope of that project is dependent on budget approval, which will be decided by mid or late November 2023. We have a strong brand that will not change, but we have opportunities to improve how that brand comes to life on our website.

On an ongoing basis, this partner also would help us to:

- assess our current website platform and hosting services and recommend and implement improvements
- consistently evaluate our website design, user experience, functionality and overall brand consistency, and recommend and implement improvements or enhancements
- make the most of our analytics to help inform changes and improvements, and provide regular reporting to help us understand how people are interacting with our website
- advise us on the latest technologies and opportunities that help us effectively reach more people and organizations in our region, and make it easy for them to find and receive information about our offerings
- provide ongoing operational support for routine updates, fixes and changes to our website

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*\* Regardless of the success of any partnership, we make opportunities like this available periodically through an RFP process. It is part of our effort to be a radically open organization. Existing partners are welcome to re-submit and go through any future process.*

## Qualities & experiences we are seeking in a partner

- Excellent project managers and communicators who are able to guide us in a process, keep timelines on track, identify opportunities and foster open and clear communication.
- Collaborative problem solvers who are open to feedback and ideas from our staff, and are comfortable with some push-and-pull in an effort to find the best solutions.
- Creative thinkers able to recognize and leverage trends that apply to our work and help us better serve our region.
- Knowledge of and experience with Salesforce and website integration.
- Experience with a variety of content management platforms and related tools to ensure solutions meet our needs and are scaled appropriately.
- Our [values](#) and [equity work](#) are important to how we work. We seek partners whose own approach aligns in those ways.

## What to include in your proposal

1. Please describe what excites you about this opportunity and why you think you would be a good partner for us. This can be brief.
2. Please share the qualities, experiences or successes that you are most proud of and that make your organization and work unique. This can include a specific example or examples of work that you feel demonstrates your experiences and are relevant to our work.
3. Please give us a general sense of the individuals or team that would work with us, such as their roles, experiences or how the team would work together.

We want you to have the opportunity to shine in your proposal, and we want to be able to read them all in an efficient manner. While there is no length requirement or limitation, we recommend that proposals be no more than 8 pages.

If you become a finalist, we will ask for information about your pricing and 3 references who can speak to similar work.

## Selection criteria

In our initial review of proposals, we will evaluate the responses to the above. For finalists, we also will include references and pricing as additional inputs to the interview.

## Selection process and timeline

We will do our best to keep with this timeline, and we know life happens so will adjust if needed. If you have any concerns or questions about the timing, please let us know.

- **Thursday, Oct. 26, 2023: Proposals due by noon CT**
- Friday, Nov. 3: Up to 3 finalists selected
- Nov. 6 — Nov. 13: Finalist interviews via Zoom
- By Nov. 30: New partner selected, all finalists notified

Our goal is to have a general scope of work and signed agreement by December 15, 2023, with work starting in January 2024.

## How to submit your proposal

Please submit your proposal and a completed [Vendor Demographic Form](#) to [kruth@bushfound.org](mailto:kruth@bushfound.org) by **noon CST on Thursday, October 26**.

Questions about this RFP can be sent to the same email address.