

Introduction

Minnesota Housing Partnership (MHP) is soliciting Requests for Proposals (RFP) to identify a vendor qualified to develop, execute, and publish the redesign of mhponline.org website. MHP requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design, development, implementation, and deployment.

Project Background

The current MHP website design and framework are more than 10 years old. It is not user or mobile-friendly, and the layout is difficult to navigate. MHP seeks a website expert to develop new front end and back end.

Project Goals

The following list details this project's goals:

1. Visually appealing, easy to find content
2. Easy, intuitive, and/or familiar back-end for quick updating
3. Seamless integration with social media
4. Responsive design
5. Ability for high-level of customization of pages
6. Provision of ongoing support/maintenance of platform/security

Target Audiences

The target audiences for the site and their primary usage of the content are as follows:

- Nonprofit organizations within the housing sector in Minnesota (statewide)
- Potential funding sources (Investors Council contributors, foundations)
- Beneficiaries (local units of government, nonprofits) nationwide
- Media
- Potential employees
- Elected officials seeking housing data

Desired Elements

MHP would like to retain and/or add the following items to the webpage:

- Email signup form
- Integration with MHP social media pages (LinkedIn and Twitter, especially)
- Data visualization tools/Data dashboard capability
- Clean landing page with clear through points for 3 program areas (Research, Policy, Community Development).

- CRM integration/Better handling of action alerts

Required in Response

Interested potential vendors should, at minimum, include the following:

- Estimate of cost
- Estimate of timeline
- At least one example or testimonial by nonprofit client

Timeframe

The desired delivery date for the revised website end of Q1 2021. All RFP responses must be received on or before 11:59pm on November 28, 2020. Please send all responses via email to andy.birkey@mhponline.org. Vender selection is anticipated by Dec. 5, 2020.