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SHERIDAN COUNTY YMCA



REQUEST FOR PROPOSALS

YMCA Website Redesign & Development

Sheridan County YMCA

Purpose: This Request for Proposals is for the selection of a qualified agency to provide a website redesign and redevelopment for the Sheridan County YMCA.

Proposal Deadline: Proposals must be received by or before 5:00 pm MST on Friday October 1, 2021.

Delivery: Completed proposals may be emailed as a PDF to Elisabeth Cassiday at ecassiday@sheridanymca.org

Description: To redesign and develop the Sheridan County YMCA website. To also provide a proposal for ongoing website support after project completion.

REQUEST FOR PROPOSAL

For more than 60 years, the Sheridan County YMCA has served the community thanks to the support of numerous vendors, donors, and volunteers who invest their talents and resources into the Y's work. The Y seeks to develop a long-term partnership with a digital agency that will continue this tradition and help build a healthier Sheridan for all. A critical element of this relationship is an understanding of the YMCA as a nonprofit charity.

The Sheridan County YMCA seeks the services of a qualified agency to redesign and develop its website, and provide routine technical maintenance after the project's completion.

Experience working with Y's or similar organizations on websites is preferred but not required. The Sheridan County YMCA is seeking proposals from interested agencies that can provide the following:

- A clear pricing structure that includes additional cost scale for routine maintenance and technical support
- Redesign and develop of a website that's user friendly, fits aesthetically with the Y's current brand, uses an easy-to-navigate CMS, and is mobile responsive

OVERVIEW OF THE SHERIDAN COUNTY YMCA

The Sheridan County YMCA is a cause-driven nonprofit organization that has served Sheridan and its surrounding communities since 1964. With focus on youth development, healthy living, and social responsibility, the Sheridan County YMCA develops programs to meet the needs of our community.

The Sheridan County YMCA serves numerous surrounding counties. With more than 6,000 members and 10,000 program participants, the Sheridan County YMCA is committed to offering healthy and affordable services for all in our community. We strive to ensure that every child, adult and family has access to quality programs by offering financial assistance to qualifying families and individuals.

Youth sports, swim lessons, after school care, summer camp, inclusive programs for adults with disabilities, group exercise classes, membership and licensed childcare & preschool are among the many programs and services offered by the Sheridan County YMCA.

PROJECT PURPOSE

Launched in 2010, the Y's current website is in need of redesign and redevelopment. It is content-heavy, poorly organized and difficult to navigate, especially on mobile devices.

Many users hoping to learn more about Y services or register for programs online often struggle to find the information they're looking for.

Our goal is to have a vendor create a flexible, informative website that is both easy to use and maintain. It should user-friendly, especially for mobile visitors.

PROJECT GOALS

Our primary goal is to:

- continue building brand identity, awareness, and interest around the Sheridan County YMCA's programs, services, and commitment to community.
- To have a website that represents the pride and quality of our physical facility.

Our secondary goals are to:

- improve the online experiences of YMCA members and guests
- increase site visits through the SEO and by providing consistent, accurate, and easy-to-find information pertaining to Y programs and services.
- Share stories and statistics highlighting the work we do as a nonprofit; provide opportunities for donors and volunteer support.

Users visiting the site should easily be able to:

- find schedules, program information and pricing
- register for a membership, programs and services and/or donate
- learn more about the Y

Staff maintaining the site's content should easily be able to:

- update content, regardless of technical experience
- contact agency to resolve bugs, crashes, security, and/or performance issues

REQUIRED ELEMENTS

The YMCA's existing site is content heavy. We expect to rewrite or create most content to ensure all language and imagery matches non-website marketing efforts. The website design and development must be restructured in a way that allows all target audiences to navigate it easily. We are open to what this looks like and are looking for guidance from our developer. During the discovery phase we will collectively decide what content is needed and how it should be organized.

- Strong brand identity that highlights stories, and a clear commitment to our community and nonprofit status
- Easy access to schedules and registration
- Easy-to-change graphics/sliders to announce changes and/or an alert bar
- Navigation bars that provide key information and quickly bring users to relevant site pages
- Ability to interface with current software vendors including CCC
- Mobile-responsive design
- Content management system that allows non-technical YMCA staff to instantly update content as needed
- Must follow all YMCA branding guidelines (to be provided)
- Support from agency pertaining to bugs, crashes, security, and performance issues following project completion

EVALUATION AND SELECTION CRITERIA

Proposals will be reviewed and evaluated by YMCA staff using the following criteria:

- Overall quality of proposal
- Proposed cost
- Qualifications and experience in performing similar work
- Approach in meeting requirements of this RFP

The reviewing committee reserves the right to solicit additional information from applicants should the committee deem such information to be necessary during the evaluation process.

PROPOSED SELECTION SCHEDULE

Please note the following important dates of our proposed project schedule:

Questions Due: September 24th

Proposal Deadline: October 1st

Review: October 4- October 15

Intent to Award Notice: October 20

Contract: November 12

SUBMISSIONS

Proposals may be emailed to Elisabeth Cassidy at ecassiday@sheridanymca.org.

Please include YMCA Website Proposal in your email subject line.

Proposals must be received by October 1st at 5:00 pm MST in order to be considered.

QUESTIONS

Please direct all questions to Elisabeth Cassidy, Executive Director, at ecassiday@sheridanymca.org or 307-674-7488. The deadline for questions and tour requests is Friday September 24, 2021.