

Florida Wildflower Foundation
Request for Proposal:
Web site redesign

Deadline for submittals: 5 p.m. Dec. 11

Submit to: flawildflowers@gmail.com

Questions: Lisa Roberts, executivedirector@floridawildflowerfoundation.org; 407-353-6164

The Florida Wildflower Foundation is requesting proposals for a redesign of its Web site as the premier source of native wildflower information.

Specifically, this contractor will work with the Foundation's executive director to design a Web site that provides an attractive, logical framework for the deployment of educational information while allowing for easy growth, news postings and visitor interaction.

The proposal package should:

- Introduce the contractor and provide a resume(s) or similar work history.
- Provide examples of prior work in Web design.
- Fully describe the project along with software used, descriptions of deliverables, and a deliverables timeline.
- Provide a full cost breakdown of the proposed project (i.e., labor, software, travel, etc.).

The successful proposal also will illustrate the applicant's:

- Superior knowledge of Florida's unique native flora, fauna and ecosystems.
- Knowledge the Florida Wildflower Foundation's mission, vision and strategic plan goals (all available on its present Web site, www.floridawildflowerfoundation.org).
- Knowledge of cutting-edge Web-design tools and software, social media interface and search engine optimization technique.
- Plan and ability to:
 - Assess the present Web site to determine improvements and existing usable material.
 - Create page templates based on the elegance and beauty of Florida's native wildflowers, and the Foundation's mission, vision and strategic plan.
 - Design a logical hierarchy of pages based on program areas.
 - Design and integrate forms for visitor interaction, including donations, grant applications and electronic-newsletter signup, as well as purchases of membership, goods and services.
 - Integrate software that measures visitor interaction and interest.
 - Provide written project progress reports and design examples as needed.
 - Train Foundation personnel and/or representatives to update the site.
 - Provide Webmaster services for one year after site redesign launch.