



Request for Proposals (RFP)

Purpose: To provide ongoing management services and technical support for the foundation's existing website and digital marketing assistance.

INTRODUCTION

Overview

The Connecticut Health Foundation is seeking a skilled and experienced vendor to provide comprehensive website services for our organization. The vendor should offer technical support, take the lead in ensuring our site is accessible, and bring to life innovative ideas on how to make the website engaging and to best promote our mission. Our ideal partner is also responsive, creative, and proactive, with a strong nonprofit client base.

Vendors are invited to submit a detailed proposal that outlines their process, timeline, and costs for delivering the services outlined in this document.

About the Connecticut Health Foundation

The Connecticut Health Foundation is dedicated to achieving health equity. Our focus is on improving health outcomes for people of color and assuring that all Connecticut residents have access to affordable and quality health care. We seek to create systemic change through our grantmaking, research, strategic communications, leadership development and convening.

RFP Submission Contact

Proposals should be submitted by email to Gaby Molina, senior communications officer, at gaby@cthealth.org.

Project Timeline

RFP responses due	April 25, 2025
Finalists selected	May 9, 2025
Interviews and reference checking	May 2025
Decision made	June 2025

CT Health staff will be available to answer questions before the deadline. Please schedule a time [here](#).

Budget

The budget should not exceed \$35,000 per year. This contract will be for one year with the opportunity to renew.

BACKGROUND AND GOALS

Our website went through a full redesign in 2017 and a refresh in 2023. The website is on a WordPress platform and is maintained by CT Health's communications staff, with support from our current vendor. We intend to continue using this platform.

The Current Environment

Website metrics

- Number of pages: 566 including posts
- Number of visitors: ~3,000 in last 30 days
- Mobile/tablet/desktop breakdown: 70% desktop, 1% tablet, 29% mobile
- Website platform: WordPress
- Website hosting: Kinsta

Target audience:

- Policy makers
- Current and potential grantees and partners
- Health care professionals
- Local and national media
- Other foundations doing similar work

Scope of Services

The selected vendor will be responsible for providing the following services:

I. Website management and maintenance

- Conduct website audits to ensure performance, functionality, and security.
- Provide feedback on site structure and user experience.
- Perform website updates when necessary, oversee overall health of website.
- Advise staff on latest regulations and best practices for website.

II. Technical support

- Provide ongoing technical support for troubleshooting, bug fixes, system updates, and emergency situations (hacks, security threats, etc.).
- Respond to requests promptly, with clear communication and timely resolutions.
- Provide training to staff on CMS when necessary.

III. Analytics and reporting

- Manage analytics tools to track website performance.
- Provide reports with insights into visitor engagement.
- Advise staff on strategies to improve website traffic, website usability, and user engagement.

IV. Digital marketing support

- Lead digital marketing campaigns including paid social media campaigns.
- Provide graphic design services as needed for digital marketing initiatives.
- Advise staff on strategies to improve social media engagement across CT Health platforms.
- Manage Google AdWords and related Google grant.

V. Creative and strategic contributions

- Collaborate with our communications team to bring ideas for website enhancements to life.
- Proactively propose ideas and improvements to enhance our online presence.

EVALUATION OF PROPOSALS

The Connecticut Health Foundation is committed to fair and impartial review of responses.

Proposal Guidelines

1. Provide a company profile, length of time in business, hours of availability and time zone, number of full-time staff employed, and summary of core competencies.
2. Please describe the team you would assign to this project, including:
 - Specifying whether the core competencies required as described above would be fulfilled by in-house staff or through contractors.
 - Describing the general composition of the team that would be assigned to a project like this, including a summary of each major role and brief background information/bio for each key team member. If contractors are used, please state what percent of work is completed by in-house staff.
3. Based on our mission, CT Health has a strong commitment to diversity. While not exclusionary criteria, we seek to partner with organizations that align with our mission. Please share any demographic information from your organization. Please share any diversity statements or policies your organization uses.
4. Describe any experience with nonprofit organizations. Experience with foundations, while not required, is a significant plus.
5. Describe any experience building websites that are integrated with back-end CRM contact and workflow applications and that use standard web services protocols for one-way or two-way data exchange.

6. Describe how you would collaborate with CT Health staff on discovery, content-infrastructure design and visual design for any website upgrades. How would you help us make key decisions about information architecture, usability, functionality, design and technology infrastructure?
7. List three to five websites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted.
8. List what tools your company uses to manage typical client engagement. Describe the size of the typical Google Ad account you are accustomed to managing.
9. Describe your typical cadence for communicating with clients and how that communication is done (i.e. monthly calls, emails, etc.).
10. Submit a budget that includes:
 - Monthly administration pricing structure
 - Hourly rates and billing increments for technical support
 - Hourly rates and billing increments for customer service
 - Application of software upgrades impacting site security
11. Describe the following:
 - Redundancy and fail-safe systems for hardware, software and power
 - Nature and redundancy of high-speed internet connectivity
 - Security policies and procedures
 - Backup and restore practices and capabilities
 - Frequency of software upgrades -- *Note: vendor will be required to promptly apply any security related patches, whether they come from WordPress or a third-party whose plug-ins are being used on the site.*
 - Response time guarantees for typical administrative tasks
 - Response time and process for handling emergency/urgent issues