

# REQUEST FOR PROPOSALS (RFP)

## Website Redesign

### National LGBTQ Institute on Intimate Partner Violence

*lgbtqipvinstitute.org*

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## I. Issuing Organization

National LGBTQ Institute on Intimate Partner Violence

Website: [lgbtqipvinstitute.org](http://lgbtqipvinstitute.org)

The National LGBTQ Institute on Intimate Partner Violence (the "Institute") invites qualified independent web design contractors — individuals or firms — to submit proposals to redesign and revamp the Institute's public-facing website. The Institute is committed to building an inclusive, accessible, and visually compelling online presence that reflects its mission to support LGBTQ+ survivors of intimate partner violence and advance equity-centered advocacy, research, and resources.

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## II. Project Overview

The Institute is seeking a qualified web designer or web design firm to conduct a comprehensive redesign of its current website ([lgbtqipvinstitute.org](http://lgbtqipvinstitute.org)). The project aims to improve the site's usability, accessibility, visual identity, content organization, and overall user experience for a diverse audience that includes survivors, advocates, service providers, researchers, and policymakers.

The redesigned website should:

- Reflect the Institute's identity as a trusted, affirming resource for LGBTQ+ communities and IPV professionals
- Be fully accessible in compliance with WCAG 2.1 AA standards
- Be mobile-responsive and optimized for performance across devices
- Improve navigation, content discoverability, and resource access
- Incorporate updated branding, imagery, and tone consistent with LGBTQ+ affirming values
- Support content management by non-technical staff after project completion

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### III. Purpose of the RFP

The purpose of this RFP is to identify a qualified independent contractor — whether an individual designer or a web design company — to assess the current website, develop a strategic redesign plan, and deliver a fully functional, modernized website by **September 15, 2026**.

The selected contractor will collaborate closely with Institute staff throughout the design and development process to ensure the final product aligns with organizational goals, brand identity, and community values.

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### IV. Scope of Work

The selected contractor will be expected to perform services that may include, but not limited to, the following:

#### A. Website Assessment

- Conduct a thorough review of the current website (lgbtqipvinstitute.org)
- Identify key areas for improvement, including but not limited to: user experience (UX) and navigation, visual design and branding consistency, site architecture, accessibility compliance, mobile responsiveness, and content organization
- Provide a written assessment summarizing findings and priority areas for improvement

#### B. Design and Development Planning

- Collaborate with Institute staff to understand organizational goals, target audiences, and content priorities
- Develop a sitemap and wireframes for the redesigned website
- Present design mockups and incorporate staff feedback through an iterative review process
- Ensure design reflects LGBTQ+ affirming values and inclusive visual representation

#### C. Website Build and Implementation

- Build and develop the new website based on approved design plans
- Migrate existing content, ensuring accuracy and proper formatting
- Implement SEO best practices to improve search visibility
- Ensure full WCAG 2.1 AA accessibility compliance
- Optimize site for speed, performance, and security

- Integrate a user-friendly content management system (CMS) for ongoing staff use

#### **D. Testing and Quality Assurance**

- Conduct cross-browser and cross-device testing prior to launch
- Perform accessibility audit and address identified issues
- Address technical issues identified during testing and launch
- Complete user acceptance testing in coordination with Institute staff

#### **E. Launch and Knowledge Transfer**

- Coordinate and execute the website launch
- Provide training and documentation for Institute staff on CMS use and basic site maintenance
- Offer a reasonable post-launch support period for bug fixes and minor adjustments
- Recommend options for future maintenance and sustainability

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### **V. Deliverables**

Anticipated deliverables include, but are not limited to:

- Written website assessment report identifying strengths, weaknesses, and recommended improvements
- Sitemap and wireframes for the redesigned site
- Design mockups with at least two rounds of revision
- Fully developed and launched website
- Migrated and formatted existing content
- Accessibility audit report and compliance documentation
- Staff training session(s) and written CMS user guide
- Post-launch support for a minimum of 30 days

A detailed deliverables schedule will be finalized in collaboration with the selected contractor.

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### **VI. Desired Qualifications**

Proposers should demonstrate:

- Proven experience designing and developing professional websites, with a portfolio of relevant work
  - Demonstrated experience working with nonprofit organizations, advocacy groups, or mission-driven entities
  - Knowledge of and commitment to LGBTQ+ affirming, culturally responsive, and trauma-informed design practices
  - Expertise in accessibility standards (WCAG 2.1 AA) and inclusive design
  - Proficiency in modern CMS platforms (e.g., WordPress, Squarespace, Webflow, or equivalent)
  - Strong project management skills and ability to meet deadlines
  - Excellent written and verbal communication skills
  - Experience in SEO optimization and website performance best practices
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## VII. Proposal Submission Requirements

Proposals should not exceed 10 pages (excluding portfolio samples and attachments) and must include:

### 1. Cover Letter

- Organizational or individual overview
- Designated point of contact (name, email, phone)
- Brief statement of interest and alignment with the Institute's mission

### 2. Qualifications and Portfolio

- Summary of relevant web design and development experience
- Portfolio showcasing at least three (3) recent website projects, with links and brief descriptions
- Brief bios of key personnel who will be assigned to this project
- Any relevant certifications or technical credentials

### 3. Website Assessment

- A written assessment of the current [lgbtqipvinstitute.org](https://lgbtqipvinstitute.org) website
- Identification of specific areas needing improvement (UX, accessibility, visual design, content structure, etc.)
- Proposed priorities for the redesign based on your findings

### 4. Proposed Approach and Work Plan

- Demonstrated understanding of the project scope and goals
- Proposed methodology, phases, and key milestones
- Approach to LGBTQ+ affirming, accessible, and inclusive design
- Proposed CMS platform and rationale
- Timeline aligned with the contract period (**June 15 – September 15, 2026**)

**5. Budget and Budget Narrative**

- Itemized budget within the \$35,000–\$50,000 range
- Clear description of costs by phase or deliverable
- Payment schedule and assumptions

**6. References**

- At least two (2) professional references from recent, comparable projects
  - Include contact name, organization, relationship, and contact information
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**VIII. Selection Criteria**

Proposals will be evaluated based on the following criteria:

- Quality and relevance of portfolio and demonstrated experience
  - Depth and insight of the website assessment submitted
  - Feasibility and creativity of the proposed approach and work plan
  - Demonstrated commitment to LGBTQ+ affirming and accessible design
  - Cost-effectiveness and clarity of budget
  - Ability to meet project timeline and collaborate with staff
  - Quality of references
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**IX. Anticipated Timeline**

<b>Activity</b>	<b>Date (Tentative)</b>
RFP Released	May 15, 2026
Questions Due	May 26, 2026
Proposals Due	May 29, 2026
Selection Notification	June 5, 2026
Contract Start	June 15, 2026
Project Completion	September 15, 2026

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## X. Budget

The Institute anticipates a total project budget in the range of \$35,000–\$50,000. Proposals should include an itemized budget with a narrative explanation of costs. All proposals must fall within this budget range to be considered. Cost effectiveness and transparency will be key factors in the selection process.

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## XI. Submission Instructions

Proposals must be submitted electronically in PDF format. Please include all required components outlined in Section VII.

Submit proposals to:

**Amanda Gould**

National LGBTQ Institute on Intimate Partner Violence

Email: [agould@lalgbtcenter.org](mailto:agould@lalgbtcenter.org)

Subject Line: Website Redesign RFP Proposal

Questions regarding this RFP must be submitted in writing by **May 26, 2026** to the email address above. Responses to all submitted questions will be shared with all prospective proposers.

Proposals are due no later than 5:00 PM (PT) on **May 29, 2026**. Late submissions will not be considered.

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## XII. Terms and Conditions

- The Institute reserves the right to reject any or all proposals, to waive irregularities, and to accept the proposal deemed most advantageous to the organization.
- Submission of a proposal does not guarantee award of a contract.
- All costs associated with proposal preparation are the sole responsibility of the proposer.
- The selected contractor will be required to enter into a formal subcontract agreement with the Institute prior to beginning work.
- The Institute is an equal opportunity employer and encourages proposals from LGBTQ+-owned, BIPOC-owned, and other minority-owned businesses.