CARPETAMERICARECOVERYEFFORT [SM]

Developing market-based solutions for the recycling & reuse of post-consumer carpet

CARE Request for Proposals
August 14, 2013

Carpet America Recovery Effort (CARE) is seeking proposals for the development of a new website. Content will include the following:

1. Mission statement (goals of the website): CARE desires a new 21st century interface which is both easy to navigate and easy for CARE to update with timely content (textual and graphic).

2. Website Re-design Overview
- This is a total site redesign. We wish to maintain the current content in terms of information, downloads, counters, map look up via zip code, etc. In addition, we need to able to offer downloads of both text and video materials.
- A site search function needs to be added.
- Public and members only section (log in: members sections value to be defined)
- Ability to consolidate prior meetings and materials.
- We will link to other site, without losing link to CARE site (open in new window).
- Support for all major browser type is essential.
- We typically build registration pages for our two annual meetings and will want to be able to do this. If reasonable, the ability for a client to both register and pay on-line would be highly desirable along with ability y to invoice company. Details include ability to add activities, special discounts, late registration and fees, guest registration, special diet requirements, automatic email notifications/reminders, ability to export data to an Excel file.
- Ability to add/remove sponsors and exhibitor logos is essential.
- The possibility for addition of site/page sponsors may be discussed.

3. Responsibilities of design company
- flowchart
- initial designs (multiple scenarios for consideration)
- staging server (to preview temporary new website)
- all backend coding logic and documentation
- content management system (CMS) with WYSIWYG HTML editor
- database design, tables
- CSS, Xhtml, Javascript
- SEO friendly (title tags, meta description tags)

4. Responsibilities of CARE
- CARE will provide all content, graphics, logos. Format of information to be decided.

5. Technologies (programming language, hosting, 3rd party add-ons, etc.)
  - CARE does not have programming expertise. The proposal should recommend details of language and justification. Two essential elements of the design are:
    1) CARE must be able to handle all routine postings and simple modification for timeliness, efficiency and costs
    2) No requirement to go back to original designer for such support

 6. Timeframe and payment schedule
  - Schedule:
    o Milestone 1: Review and acceptable of an agreed upon detailed design
    o Milestone 2: Acceptance by CARE of a working prototype to demonstrate functionality
    o Milestone 3: Acceptable by CARE of a fully functional website up and running for public access
    o Milestone 4: 30 days after launch tuning and modifications based on public feedback
  - Payment schedule: CARE will the following schedule:
    o Milestone 2 – 20%
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    o Milestone 3 – 50%
    o Milestone 4 – 10%

While CARE understands there are many factors that determine the timing for execution of such a project, our goal is to have a new site up and running by December 1st. CARE is a small organization and expects the vendor to push this project forward by taking the initiative to execute.

Proposals should include:
1. Project scope, time line and costs
2. What your support team looks like and how they would help support CARE in the future.
3. A brief background of your business
4. Links to no less than 5 sites you have designed that have similar features we are seeking
5. No less than 4 customer references

To respond to this Request for Proposals, please submit your digital project proposal by email to:

Anthony Cline
Operations Manager, CARE
Email: acline@carpetrecovery.org

The deadline for responding to the Request for Proposal is August 30, 2013.