



## **Request for Proposal to Redesign LiftFund's Website**

### **ORGANIZATIONAL OVERVIEW**

LiftFund is a nonprofit small business lender that helps underserved and diverse new and existing entrepreneurs successfully grow their businesses. We provide loans ranging from \$500 to \$500,000 and business and financial education and we are committed to empowering diverse individuals and small businesses that have limited access to traditional sources of capital. Founded in 1994 as Accion Texas in San Antonio, Texas, LiftFund currently operates in 13 states including: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, New Mexico, Oklahoma, South Carolina, Tennessee and Texas. In 2015, the organization renamed and rebranded itself from Accion Texas to LiftFund to better serve the diverse communities and geography the company serves.

### **MISSION**

LiftFund mission is to provide credit and services to small businesses and entrepreneurs who do not have access to loans from commercial sources and to provide leadership and innovation to the microlending industry. Our vision is to transform lives by opening doors, leveling the financial playing field and building a community of shared success.

### **SCOPE INTRODUCTION**

Established in 1994, LiftFund was a pioneer of microlending in the United States. The organization successfully proved this model was needed to support underserved small businesses access capital. Today, LiftFund continues to create new programs and strategies to support small businesses at every stage of their business cycle. Our website serves as a main channel of information and promotion for our lending products and business support services.

LiftFund is seeking an agency to assist in redesigning a website that (1) successfully conveys our mission, business lending options and business education services, (2) is competitive in the online market, (3) responsive across multiple devices and browsers and (3) provides a geographical solution to our regional company. We are seeking a firm that can strengthen our website to highlight our competitive advantage and position our company as a thought industry leader.

### **FIRM REQUIREMENTS AND SCOPE OF WORK**

LiftFund is seeking a firm with qualifications in developing a visually appealing, interactive and responsive website to clearly convey our support for small business owners – lending options and business education.

The RFP will be open from Friday, August 9<sup>th</sup> to Friday, October 11<sup>th</sup>. The selected firms' work will begin shortly after. The following information is to be provided and organized as listed:

1. One page: give us basic statistics and facts about your agency. Add any other details you would like us to know, but make it easy to read. A simple bullet list is preferred.

2. Philosophy regarding:
  - a. Your process and approach to website redesign
  - b. Project scope and timeline
  - c. Client communications
  - d. Post production support and troubleshooting options
3. Team structure for project and within the organization
4. Please answer the following questions that will help us get to know your agency better. Unless otherwise specified, please limit answers to no more than 3-4 paragraphs and no more than one page.
  - a. What makes your agency different and better?
  - b. Do you have a designated group that specializes in non-profit and social impact? If yes, please list the team and their expertise
  - c. Please give one or two examples of what you believe is your “best in show” work in our field or a related field. Describe the strategic challenge, your solution/program and results.
5. Samples of websites you have built recently, preferably between the years 2018 and 2019.
6. Please describe your work on website redesign/digital solutions for regional companies. Include no more than two examples that you detail (strategic challenge, your solution/program and results – in no more than five paragraphs). You may add, if desired, a list of other clients for whom you have done corporate reputation campaigns, by name/location (no details). If the list is quite long, please attach it as an appendix and reference that in your answer.
7. Please list the tactical/executional areas that you are capable of managing within your agency without bringing on a partner or subcontractor. Please describe in detail (one page) your digital capabilities, graphic design, content strategy, visual identity, and SEO with two examples of how you have used these capabilities, including how you report campaign results (ROI).
8. Please describe in one paragraph for each item your experience with:
  - a. Nonprofit Agencies
  - b. Education Agencies
  - c. Lending Agencies
  - d. Other agencies with similar product and service
9. Please include a listing of current clients that are similar in nature.
10. Please provide four client references.
11. Please provide what you believe would be an adequate budget for this contract
12. What type of fee structure will this project have?
  - a. Include billing procedure
13. Will agency mark-up 3<sup>rd</sup> party vendor services if needed and if so, which services and how much?
14. If you were selected for this project, what would you propose as the essential first steps to get up and going?
15. Why are you interested in working on this project, as a partner with LiftFund?
16. OK – show us how you think and can sell. Why should your team be picked for this project?
17. Last call – what else do you want us to know?

### **Scope of Work Elements (not limited to)**

- Full website redesign
- Strategic updates to be competitive in online market
- Geo solutions for regional company
- Device responsiveness
- Lead generation feature
  - a. Integration with current applications strongly preferred (Microsoft Dynamics CRM and Act-On Marketing)
- Graphic Design
- Frontend development
- Backend development
- On-site SEO
- Content strategy
- Quality Assurance and Testing
- Content Migration
- Content Management System Training
- Copywriting/Content
- Visual Identity
- Image Optimization
- Brand Positioning

### **As part of this project, the consulting company is expected to:**

- Assess our website's strengths and weaknesses
- Understand our mission and mirror our tone
- Successfully convey our products and services in a simple and clear manner
- Provide geo solution for regional company
- Develop a website that is appealing and competitive
- Test site on different web browsers
- Update site map for search engines
- DNS updates, if necessary
- Implement SEO strategy and WordPress plugins

### **Required Deliverables**

Deliverables include, but are not limited to:

- Fully redesign our website to be appealing and competitive
- Develop a proposed site map
- Develop a device responsive website
- Provide geo solution for regional company
- Convey our mission and products, services according to our brand standards
- Build SEO strategy within the site

### **Contact Information**

For questions and submissions, please contact:

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