Request for Proposals for Website Support & Development
National Psoriasis Foundation
8/24/2021

1. General Information

A. Purpose.

The National Psoriasis Foundation (NPF) is seeking an experienced website development firm to provide site support and feature development for psoriasis.org – the NPF’s primary website, accessed by over 4.5 million total visitors each year. This partnership should include the provision of development services to support and sustain the website, in addition to the development of new features to improve site functionality, search engine optimization (SEO), and user experience.

B. Overview of NPF.

The National Psoriasis Foundation is an Oregon nonprofit, tax-exempt corporation, headquartered in Portland, Oregon, with an additional office located in Alexandria, Virginia, and staff located in home-based offices in select markets around the United States. NPF is governed by a national volunteer Board of Directors, who steer the strategic direction of the organization. NPF also has a national volunteer Medical Board and Scientific Advisory Committee, made up of leading national experts on psoriatic disease, who provide medical and scientific guidance and leadership.

With over 50 years of patient support, advocacy, and research funding, NPF is the world’s leading nonprofit advocating for individuals with psoriasis and psoriatic arthritis. Our mission is to drive efforts to cure psoriatic disease and dramatically improve the lives of those affected.

C. Instruction on RFP Submissions.

1. Proposal Submissions Date.
Proposal submissions must be submitted and delivered by email by no later than Wednesday, September 8, 2021, addressed to:

Katie Southwick, Director of Marketing and Communications
National Psoriasis Foundation
ksouthwick@psoriasis.org
2. Clarification Questions / Inquiries:
For questions and inquiries on this RFP, please contact:

Katie Southwick, Director of Marketing and Communications
National Psoriasis Foundation
ksouthwick@psoriasis.org | 914-582-6828

2. Request for Qualifications

A. Website Description.

The NPF launched a new website in August 2020. This site is built with the following services and technologies:

- **AWS Hosting**: The website code is built and hosted on AWS web servers under an NPF account.

- **Prismic CMS**: The NPF backend is built on this SaaS-based system for content entry and versioning.

- **Gatsby Front-end**: The front-end of the website is built on Gatsby using React for the UI and GraphQL for mapping the data from Prismic.

- **AWS DynamoDB**: The data accessed for the NPF Health Care Provider Directory (HCPD) is stored in an AWS database. New HCPs register on the NPF website and approved registration data is pushed up to NPF's Blackbaud Raiser's Edge (RE) account. Edits to existing records are also pushed up to RE. Scripts are run quarterly that pull down updates from RE to the DynamoDB instance for Corrona registrations and Professional Membership updates.

- **AWS Cognito**: This authentication service enables providers to log into their HCPD account and make updates (e.g., change of address, services, phone, etc.)

- **AWS Lambda**: Used for notifications and scripts.

For the past year, the site has been supported by the agency who built the product, with content updates managed by the NPF team. Support tasks have included:

- Upgrades and updates to third party software not managed by Prismic.
- Bug fixes in code and/or content with deployment.
- Security fixes.
- Broken build fixes.
- Small-scale enhancements to existing features, including work to improve SEO.
- Testing and validation on current browsers and devices.
B. Project Goals.

Technical Support

NPF is now looking for an agency to provide 6-8 hours/month of technical support to sustain its website and troubleshoot/address any site issues that emerge. Our goal is for site issues to be addressed within 24-72 hours, depending on the priority of tasks.

A service availability and response time schedule can be agreed upon by both parties, with increased availability during times of key fundraising activity:

- GivingTuesday: Monday 11/29/21 – Wednesday 12/1/21
- Holiday Giving: Wednesday 12/29/21 – Monday 1/3/22
- End of NPF Fiscal Year: Tuesday 6/28/22 – Friday 7/1/22

As part of technical support, NPF also needs to undergo a GraphQL migration:

- The NPF site was built using the now-deprecated plugin gatsby-source-prismic-graphql. As a result, the website builds occasionally break and there is not a preview function for draft changes to documents and pages.
- The site needs to be updated to use the new gatsby-source-prismic plugin. Migration documentation can be found at: https://prismic.io/docs/technologies/migrate-to-gatsby-source-prismic-gatsby

Feature Enhancement

NPF is also looking for project support designing and developing new features, in addition to enhancing current features. Examples of projects include:

- Slide show to showcase images/text
- Alert block for news updates and enhanced CTA button
- Content grid to support additional page layouts
- Pop-up for email sign-up
- Quiz block
- Enhancements to the Health Care Provider Directory (both content and functionality, continued integration with Raiser’s Edge)
- Gating of content for memberships
- Continued SEO enhancements

C. Qualifications and Experience.

NPF looking for an agency with experience in the technologies/services listed on page 2. In particular, the agency should have experience and knowledge on AWS builds and deploys, in addition to technical experience with SEO.
3. Proposal Content
Responses should include the following information:

A. Company Profile.

- Name of the business, primary contact, and contact information (including address, telephone and/or mobile telephone number, email and website address, etc.).
- Description of the firm, including the firm’s primary business focuses and its work process.
- Provide a list of individuals who may be assigned to work on this account, as well as their credentials and experience.

B. Qualifications

- Describe why and how your firm is positioned to serve as NPF’s website development partner.
- Describe the firm’s experience with and knowledge of the technologies and platforms used on NPF’s website.
- Describe how the account team would successfully address both technical issues and site enhancement builds on time and on budget.

C. Client References. Please provide a list of at least two (2) relevant client references, with contact information, who can speak to the firm’s ability to provide the work outlined in Section 2.

D. Additional Information. Please include any additional information that would be helpful in evaluating why your firm should be selected.

4. Fees

- Please provide a schedule of fees for services, including a monthly support fee and details about how the firm plans to handle pricing for site adoption and additional feature development projects.

5. Proposal Evaluations

- NPF will review all proposals by Wednesday, September 15. The Foundation will follow-up with all qualified candidates.