REQUEST FOR PROPOSALS

Website Redesign, Development, Hosting, and Support

Lund
50 Joy Drive, South Burlington, VT 05403
https://lundvt.org

Item	Details
Issue date	November 9, 2026
Proposals due	January 4, 2027, 10:00 a.m. Eastern Time
RFP contacts	Eric Bronson, Manager of IT & Cybersecurity, ericb@lundvt.org Yvonne Lockerby, Chief Operations & Compliance Officer, yvonnel@lundvt.org
Submission method	Email, PDF format (see Section 11)

1. Introduction and Purpose

Lund invites qualified web design and development firms to submit proposals to redesign, rebuild, host, and support its public website, lundvt.org. Lund is seeking an established partner with a collaborative approach who can help us create a website that is easy to navigate, easy to search, and easy for our staff to maintain over time.

This RFP defines the core goals and scope of the project. We expect more detailed, department-level requirements to be developed together with the selected firm during a discovery phase at the start of the engagement.

2. About Lund

Lund is a Vermont nonprofit organization that serves children and families. Lund's work is organized into three main divisions: Adoption, Clinical Treatment Services, and Parent Child Center Services.

Mission: Lund strengthens families so children can thrive.

Our website serves several distinct audiences, including clients and program participants, families, donors and community partners, referral partners, and staff. Each of these groups comes to the site with different needs, and the new website should serve all of them well.

3. Background and Current Website

The current website is built on WordPress and was developed by a previous vendor. Ongoing support for the site has been limited, and Lund now wants a partner who can deliver a modern website and provide dependable support after launch, while leaving Lund in full control of its site.

3.1 Stakeholder Survey Findings

From September 2 to October 5, 2026, Lund conducted a stakeholder survey about the website and received 75 responses from staff, clients, donors and community partners, and referral partners. Key findings:

- Visitors use the site mainly as an information hub and a gateway to action, such as learning about programs, reading news, donating, volunteering, applying, making referrals, and contacting Lund.
- The biggest issue is findability: visitors have difficulty locating the information they need.
- The most requested improvements were search, navigation and menu structure, content clarity, easier access to referral and application resources, and easier access to resources for parents and families.

4. Project Goals

The new website should:

- Serve each audience clearly. Provide clear pathways for donors and supporters, clients and participants, and staff seeking relevant information or resources.
- Improve findability. Provide intuitive menus and a reliable, easy-to-use site search.
- Organize a large amount of content. Present Lund's extensive information in a way that does not overwhelm visitors.
- Position Lund as an expert. Reflect Lund's expertise and credibility in its areas of service.
- Improve search and AI visibility. Strengthen SEO and generative engine optimization (GEO) so people researching Lund's services can easily find the website through search engines and AI tools such as ChatGPT, Google AI Overviews, and Copilot.
- Establish a statewide online presence. Help Lund reach children and families across Vermont.
- Balance imagery and content. Use appropriately sized images so photos support, rather than dominate, the page.
- Make website updates simple for staff. Make blog publishing and routine content updates easy for non-technical staff.
- Expand embedded forms. Make greater use of embedded forms that Lund can create and customize internally over time.
- Avoid vendor lock-in. Provide clear ownership, predictable ongoing costs, and a practical transition path if Lund changes vendors.

Lund will measure success by improvements in findability and engagement, such as easier navigation, increased completion of key actions (referrals, applications, donations, and contact requests), and

improved search engine visibility. Proposals should describe how your approach supports these outcomes and how results can be measured after launch.

5. Scope of Work

Lund seeks a single partner for the following services. Proposals should address each item. Vendors may suggest alternatives or additions where they believe it will better meet Lund's goals.

5.0 Scope Assumptions for Comparable Proposals

Before release, Lund will complete the scope baseline below. Where details remain unconfirmed, vendors must state explicit quantities and assumptions, distinguish included work from optional work, and provide rates for additions. Discovery must produce an agreed scope and written approval of any cost changes before implementation.

Content baseline: approximately 40 pages, 40 blog posts, 80 images (many of which Lund expects to replace), and several linked Microsoft Forms and fillable PDFs. These figures are estimates and will be confirmed during discovery.

Forms baseline: two forms are embedded in the current site, an email sign-up form and a donation form. The donation form is a Blackbaud embed added to the site as HTML code. The new site must support embedding third-party HTML code such as this. Identify any other recruitment, events, email marketing, or other tools you recommend linking or embedding.

5.1 Discovery

Conduct a discovery phase with Lund’s project team to confirm goals, audiences, and department-level requirements. This includes stakeholder meetings, review of the survey findings, a content inventory and audit of the current site, and review of analytics. Deliver a summary of findings and a project plan.

Natasha Payton, Strategic Brand Marketing Manager, will serve as Lund's project lead and will own content, branding, and business approvals. Eric Bronson, Manager of IT & Cybersecurity, will serve as the technical contact and will review security and sensitive-data workflows.

5.2 Information Architecture and Navigation

Develop a site map and navigation structure organized around Lund's key audiences (for example, clients and families, referral partners, donors and community partners, and staff). Provide clear paths to common actions such as finding programs, making a referral, applying, donating, volunteering, and contacting Lund.

5.3 User Experience and Visual Design

Design a clean, professional, responsive, and accessible website that reflects Lund's brand. The design must be mobile-responsive and meet WCAG 2.1 Level AA. Image sizes should be balanced so content remains the focus. Provide wireframes and design mockups for review and approval.

5.4 Content Strategy and Development

Review existing content for clarity, accuracy, and duplication, and recommend what to keep, consolidate, rewrite, or remove. Describe any copywriting or content editing services included, and clearly identify which content Lund staff will be responsible for writing or revising.

5.5 Content Migration

Migrate agreed content from the current website, including pages, blog posts, images, and documents. Describe your approach to migration and identify vendor and Lund responsibilities. Confirm final inventory and migration plan during discovery before production work begins.

5.6 CMS and Development

Build the site on a content management system that Lund can maintain without depending on a single vendor. Lund must own its content and custom deliverables and retain full administrative access to its site, domain, and accounts. Disclose third-party themes, page builders, plugins, and license restrictions. Any proposed component must allow another qualified firm to support the site without rebuilding it.

5.7 Site Search

Implement reliable site search across pages, posts, and documents. Explain supported file formats, whether full document text is indexed, any OCR requirements, indexing limits, relevance controls, and recurring fees. Identify any exclusions and demonstrate representative searches before acceptance.

5.8 Embedded Forms

Provide forms (for example, contact, inquiry, referral, volunteer, and event forms) that are embedded in site pages and that Lund staff can create, edit, and manage internally without developer help. State the number and complexity of forms included, proposed platform, workflows, integrations, and recurring costs. Sensitive forms must use an approved secure platform and meet Section 6 requirements.

5.9 Search Engine Optimization

Provide on-page and technical SEO, including page titles, meta descriptions, structured data where appropriate, XML sitemaps, and 301 redirects from old URLs to new URLs to preserve search rankings and avoid broken links.

5.10 Hosting and Performance

Provide or recommend secure, reliable hosting with fast page load times, a content delivery network (CDN) where appropriate, and SSL. State whether hosting is provided by your firm or a third party, and how Lund would retain control of the hosting account.

5.11 Security and Backups

Describe security practices, including software and plugin updates, monitoring, malware protection, user access controls, and multi-factor authentication for administrators. Provide automated, regular backups with a tested restore process.

5.12 Analytics

Configure website analytics with agreed key events, such as donations and non-sensitive form completions. Lund must control the analytics accounts. Analytics, advertising pixels, session replay, and other tracking must not receive sensitive form contents or identifiers; all tracking associated with referral or client workflows requires IT and Compliance review under Section 6.

5.13 Staff Training and Documentation

Train Lund staff to perform routine updates, including publishing blog posts, editing pages, and managing images. Provide written or recorded documentation for future reference.

5.14 Testing and Launch

Test the site before launch for functionality, forms, links, redirects, accessibility, performance, and display across devices and browsers. Provide a review period for Lund staff to approve the site, a launch plan covering domain and DNS cutover with minimal downtime, and post-launch checks to confirm everything is working. Describe how the current site will be archived or retired.

5.15 Post-Launch Maintenance and Support

Provide a required ongoing maintenance and support plan after launch covering CMS, theme, and plugin updates; backups and recovery; availability and security monitoring; and troubleshooting. Distinguish routine maintenance included in the base fee from billable support, and state included support hours, overage rates, exclusions, response times, escalation procedures, and coverage hours. Include a defined defect warranty and explain what is covered without additional charge.

6. Technical and Accessibility Requirements

- Accessibility: Conform to WCAG 2.1 Level AA at launch. Describe how you test for accessibility.
- Responsive design: Work well on phones, tablets, laptops, and desktop computers, and in current versions of major browsers.
- Ownership and portability: Lund owns its content and custom code, designs, and other custom deliverables created under the contract. Identify pre-existing and third-party components, their owners, license terms, renewal costs, and transfer restrictions. Provide the rights needed to operate, maintain, and transfer the site. Lund must control the domain, hosting, CMS, analytics, and related service accounts. At transition, supply content and database exports, custom source files, configuration documentation, and account handoff instructions.
- Ease of use: Non-technical staff must be able to update content, publish blog posts, and manage forms with minimal training.
- Security: Follow current security best practices, including SSL, timely updates, least-privilege user roles, and multi-factor authentication for administrative accounts.
- Privacy: Include a privacy policy page and avoid unnecessary tracking.
- Integrations: Support integration with Lund's existing tools (for example, Blackbaud) as identified during discovery.
- Sensitive information: Forms or workflows that collect client, family, or health information must use a secure platform approved by Lund, and must not send that data to analytics or third-party tracking. Identify which proposed tools would handle sensitive information.

7. Budget

Lund's approximate target budget for the one-time website redesign project is $20,000. This is the funding available within Lund's current fiscal year. To count against it, deliverables must be completed and accepted by Lund by June 30, 2027.

Lund anticipates that the project may extend beyond June 30, 2027. Limited additional funding may be available in the next fiscal year to complete the project, but it is not guaranteed and is subject to budget availability and approval.

Proposals should include a payment schedule tied to milestones that identifies:

- Work and costs to be completed and invoiced by June 30, 2027
- Work and costs expected in the next fiscal year
- Any assumptions or dependencies affecting payment timing and project completion

Price the required hosting, maintenance, and support operating model separately from the one-time project cost. Itemize all recurring costs, including CMS, themes, plugins, forms, search, integrations, and other licenses, and show first-year and three-year totals with renewal assumptions. Optional enhancements must be priced separately.

Proposals offering good value at or below the target are encouraged. If the recommended approach exceeds the target, explain why and identify scope options for reducing cost while retaining required accessibility, security, and ongoing maintenance.

8. Timeline

Lund plans to release this RFP in November 2026 and select a partner in January 2027. Vendors should propose a realistic delivery schedule after discovery.

Milestone	Date
RFP released	November 9, 2026
Written questions due	December 7, 2026
Answers posted to all vendors	December 14, 2026
Proposals due	January 4, 2027, 10:00 a.m. Eastern Time
Finalist interviews and demos	January 11-22, 2027
Vendor selection and notification	January 29, 2027
Anticipated project start	To be confirmed with the selected vendor
Target website launch	To be confirmed with the selected vendor

9. Proposal Submission Requirements

Please organize your proposal using the sections below. Keep proposals concise and focused on Lund's needs.

1. Firm overview: Company name, location, years in business, size, and primary point of contact.
2. Project team: Names, roles, and brief bios of team members who will work on this project, and whether any work will be subcontracted.
3. Relevant experience and portfolio: At least three examples of similar websites, preferably for nonprofits or human services organizations, with live links and a brief description of your role.

4. Approach and methodology: Your process for discovery, collaboration with Lund staff and departments, design, development, testing, and launch.
5. Content strategy: Your approach to reviewing, consolidating, and improving existing content, what copywriting or editing is included, and what content Lund staff will be expected to write or revise.
6. Testing and launch: Your testing process, Lund's review and approval period, your launch and DNS cutover plan, and how the current site will be archived or retired.
7. Measuring success: How your approach will improve findability and key actions such as referrals, applications, and donations, and how you will measure results after launch.
8. Proposed platform and rationale: The CMS and key tools you recommend, why they fit Lund, and how they avoid vendor lock-in.
9. Hosting, maintenance, and support plan: Hosting arrangements, maintenance services, support hours, response times, and your SLA.
10. Training plan: How you will train staff and what documentation you will provide.
11. Timeline: A proposed project schedule with major phases and milestones.
12. Itemized pricing: One-time costs by phase or deliverable; required recurring hosting, maintenance, support, and license costs; first-year and three-year totals; renewal assumptions; out-of-scope rates; and a proposed payment schedule. State included content, template, form, document-search, and integration quantities, assumptions, limits, exclusions, and change-control procedures.
13. Optional add-ons: Any recommended optional services, priced separately.
14. References: Three client references, preferably nonprofits, with contact name, organization, email, and phone.
15. Sample contract and terms: Your standard contract or terms of service.
16. Ownership and exit terms: Confirmation that Lund will own all site assets, and a description of how you would transition the site, accounts, and files to Lund or another vendor if the relationship ends.

10. Evaluation Criteria

Lund will evaluate proposals using the criteria below. Lund may invite finalists to an interview or demonstration and may request additional information before making a selection.

Criterion	Weight
Relevant experience and portfolio, including nonprofit work	25%
Approach, content strategy, and collaboration	20%
Ownership, no vendor lock-in, and ease of maintenance	15%
Cost and overall value	20%
Hosting, support, and training	10%
References	10%
Total	**100%**

11. Submission Instructions and Contact

- Submit proposals by email as a single PDF to both contacts below by January 4, 2027 10:00 a.m. Eastern Time.
- Use the subject line: "Lund Website Redesign RFP Proposal - [Firm Name]".
- Submit all questions in writing by email by December 7, 2026. Answers will be shared with all vendors who submitted questions or requested the RFP by December 14, 2026.
- Late proposals may not be considered.

RFP contacts:

Eric Bronson, Manager of IT & Cybersecurity, ericb@lundvt.org
Yvonne Lockerby, Chief Operations & Compliance Officer, yvonnel@lundvt.org

12. Terms and Conditions

- Lund reserves the right to accept or reject any or all proposals, to waive minor irregularities, and to cancel or modify this RFP at any time.
- All costs of preparing and submitting a proposal, including any interviews or demonstrations, are the responsibility of the vendor.
- Issuing this RFP does not commit Lund to award a contract. No agreement exists until a written contract is signed by both parties.
- Lund may negotiate scope, pricing, and terms with one or more vendors and may award all, part, or none of the work described.
- Lund will treat proposals as confidential to the extent reasonably possible and will use them only for evaluation. Vendors should clearly mark any proprietary information. Selected vendors may be required to sign a confidentiality agreement because of the sensitive nature of Lund's work.
- All materials submitted become the property of Lund and will not be returned.