

Request For Proposals: WEBSITE REDESIGN Q&A

This document compiles questions submitted by interested parties, along with their corresponding answers, for everyone's reference.

Do you have any preferred WordPress themes or frameworks, or should we propose options?

- We don't have a preference right now and are open to whatever the selected company/consultant recommends. We're happy to work together on what makes the most sense.

Are there any third-party integrations (e.g., CRM, chat, analytics, donation platforms) that need to be included?

- Yes, we'd like to include a chat messenger, connect the site to Matomo for analytics, integrate Constant Contact and integrate PayPal for donations.
- For the safety of our visitors, it's essential that the new website includes a quick exit feature that allows users to leave the site immediately and discreetly. This functionality is a critical component of our design to ensure the well-being of those accessing our resources.

What volume of content needs to be migrated from Kirby CMS to WordPress?

- The exact volume of content to be migrated from Kirby CMS to WordPress is still being finalized. You can get a general idea by exploring our current site at strongheartshelpline.org. We've conducted an internal audit of what content will be updated, migrated, or added, but the final scope will be determined in collaboration with the selected company or consultant.
- As part of our website redesign process, we've conducted an internal audit with staff to assess what is and isn't working on our current site, as well as to identify key features and functions we want to see moving forward. Our three-person Communications Department will work closely with the selected consultant throughout the project, particularly on decisions related to content migration, site structure, and user experience.

Can we provide 3 similar client references instead of 5, would that be sufficient?

- Yes

Can we use commercial client references, would that be acceptable?

- Yes, you're welcome to include commercial client references. Just a reminder that, as noted in the RFP, we're specifically looking for experience in the nonprofit sector, with preference given to those who have worked with Native-led businesses and/or nonprofits

Where are addendums and Q&A's going to post?

- We'll be posting any RFP addendums and Q&As on our website. We'll also make sure to keep any interested parties on the plan-holder list in order to receive any updates directly.

What specific pain points are you experiencing with your current Kirby CMS implementation.

- Our primary pain points with the current Kirby CMS implementation revolve around limited internal access to and control of the system's backend. Kirby's backend structure significantly restricts our ability to independently manage, update, and customize content, often requiring external support for routine tasks and modifications. Additionally, training resources for Kirby have not been easily accessible, further complicating internal management efforts. We believe WordPress offers a more user-friendly interface, broader accessibility to training resources, and enhanced administrative control, which aligns better with our organization's goals and operational needs.

How does your team envision managing content after the migration/redesign?

- After the migration, our goal is to independently manage our website as much as possible, including adding new content, features, and plugins, with minimal reliance on external support.

Any cultural elements that are particularly important to preserve or enhance in the new design?

- As a Native-led organization created by and for American Indian and Alaska Native peoples, preserving and enhancing cultural authenticity and representation in our website design is very important. Specific cultural elements and considerations will be determined collaboratively by our Communications team and the selected consultant during the redesign process.

Does StrongHearts have a budget or range in mind for this project? Even a rough estimate can help.

- We're still in the process of refining our budget and are open to reviewing proposals that reflect a range of approaches and pricing. We're most interested in finding the right fit in terms of expertise, vision, and value.

Hosting & Infrastructure: Do you have a preferred hosting provider, or would you like recommendations?

- We do not have a preferred hosting provider at this time and would welcome your recommendations based on your expertise and the needs of the project.

Form Migrations: Will there be any existing form integrations (e.g., contact forms, surveys, donations) that need to be migrated or rebuilt?

- At this time, the primary form we'd like to have recreated is our Request for Materials form. There may be additional forms identified as the project progresses, but that is the main one we're focusing on right now.