



REQUEST FOR PROPOSALS

National Young Farmers Coalition Website Consultant

Released: March 18, 2024

Due: April 5, 2024

SERVICES REQUESTED

The National Young Farmers Coalition (Young Farmers/the Coalition) is in search of a website consultant to assist in the update and redesign of Young Farmers' main website (www.youngfarmers.org), and land microsite (www.youngfarmers.org/land) in partnership with the Young Farmers Communications Team.

Our websites are some of the main tools that we use as an organization to share farmers' stories, updates and news, opportunities to engage in federal policy advocacy, and to share out the important progress that our organization is making toward building a bright and just future for the new generation of farmers. Over the past two years, broken code, security breaches, formatting issues, and non-functional areas of our website backend have made it very difficult to keep content on our sites updated and visually appealing. Our website loading times are long and the site is not easy to navigate. For example, we receive consistent feedback from our staff and our larger network that they struggle to find key resources on our website. The main Young Farmers website was built in 2018 and has undergone only minor updates since; meanwhile, our social media branding has changed drastically and our website no longer reflects our visual identity.

Our hope is to have a functional, navigable website by the end of 2024 that reflects our current visual identity and is a hub for young farmer stories, resources, and advocacy opportunities for our network.

ABOUT YOUNG FARMERS

Started in 2010, the Coalition is the largest grassroots advocacy group for young and beginning farmers in the United States. With over 29 chapters in 22 states and thousands of farmer members, Young Farmers is an intersectional coalition that works for justice and collective liberation of our food and farm systems. Our mission is to shift power and change policy to equitably resource the next generation of working farmers. Together, we envision a just future where farming is free of racial violence, accessible to communities, oriented towards environmental well-being, and concerned with health over profit.

DESIRED QUALIFICATIONS

We're looking for a consultant or consultant group who is:

- Well-versed in Wordpress: security, maintenance, design, plug-ins, and CRM integrations. Our primary integrations for this project are:
 - Salesforce
 - Peepso
 - Classy
- Experienced supporting mid-sized nonprofits or other organizations working towards social change.
- Highly responsive, collaborative, and communicative.

The selected individual or organization will perform the duties requested as an independent contractor and not as an employee of the National Young Farmers Coalition. We look forward to receiving your proposal.

BUDGET

\$35,000 for the website build (Jan-June)

\$15,000 for ongoing maintenance, updates, and troubleshooting support (July-Dec)

EQUIPMENT

The Contractor will make use of their own equipment and will ensure that materials and information are handled appropriately to protect the identities of and confidentiality of information provided.

METHOD

Contractor will determine the method, details, and means of performing the above-described services. Contractor will perform the duties at the time and location of their choosing, as long as they meet the key timelines set forth by our Communications Team.

Approximate timeline:

- Website audit and recommendations for next steps by the end of June.
- Implement new website design, archive old blog posts and pages, and update page content across websites by the end of September.
- Ongoing troubleshooting throughout the year.

SCOPE OF SERVICES

- Conduct audit of website functionality:
 - Outdated/broken pages and links
 - Website speed and performance
 - Broken formatting
 - Mobile and tablet responsiveness
 - User experience
 - Plug-ins and widgets
 - SEO optimization
 - Website security
- For most of our website's history, we used the Wordpress.org backend to make content edits and transitioned to using Elementor when we began experiencing major coding issues on our website. We are open to continuing to use the plug-in, and if so we would like assistance building templates for our website. We are open to recommendations for a different website builder plug-in that may be more user-friendly, or transitioning back to using the backend Wordpress interface for making content edits and having the consultants build our website another way.
- We already have an in-house graphic designer who has developed our brand identity. We are hoping the developers hired will translate our existing design vision to the website seamlessly.
- There are elements of the coding on our website that are broken or outdated. We want to have that code revised or removed.
- Improve SEO, sitemap, website security, UX, functionality, and accessibility features of the website.
- Achieve user-friendly backend interface that is easy for staff to learn.

- Assist with integration of online curriculum with farmers, Quorum, Salesforce, social media, newsletter, membership links to Classy, and our Bonfire retail store.
- Advise on methods to reduce the number of post and people types in our backend, images, pages, blogs.
- Assist in archiving outdated pages and posts and developing a secure method for storing and being able to access this information as needed.
- Assist in fixing Finding Farmland course/calculator and food safety resource library.
- Create multiple blog post templates.
- Ongoing maintenance, updates, and troubleshooting.

SUBMITTING PROPOSALS

Proposals must be submitted via email to Lytisha Wyatt at lytisha@youngfarmers.org. The email must state in the subject line "RFP RESPONSE – Young Farmers Web Consultant". **Proposals will be accepted until 5:00PM PST, on April 5, 2024. Notice of Award is expected by April 19, 2024.** By submitting a proposal, the respondent authorizes Young Farmers to contact references. Communication of questions related to the RFP may be submitted to Lytisha Wyatt by email at lytisha@youngfarmers.org.

TERMS AND CONDITIONS

This RFP does not commit Young Farmers to award any contract. Young Farmers reserves the right to reject any or all proposals, to waive technicalities or irregularities, and to accept any proposal it deems to be in the best interest of the Coalition. Young Farmers shall not be liable for any costs incurred by any entity or individual responding to this RFP.