



Request for Proposals

The SCAN Foundation Website Development

The SCAN Foundation is seeking an experienced website designer/vendor to redesign and host its website, www.TheSCANFoundation.org, with a target launch date no later than October 2014.

Organizational Overview

The SCAN Foundation is an independent, non-profit public charity devoted to transforming care for older adults in ways that preserve dignity and encourage independence. We envision a future where high-quality, affordable health care and supports for daily living are delivered on each person's own terms, according to that individual's needs, values, and preferences.

We seek opportunities for change that are bold, catalytic, and transformational to better connect health care and supportive services. These innovations put people first by helping them stay in their homes and communities whenever possible. All of us will face daily living challenges that often come with growing older, both for our loved ones and ourselves. It is vitally important for our society to engage policymakers and the public in order to advance aging with dignity, choice, and independence.

Our Vision: A society where older adults can access health and supportive services of their choosing to meet their needs.

Our Mission: To advance a coordinated and easily navigated system of high-quality services for older adults that preserve dignity and independence.

Strategic Framework

The Foundation has developed a strategic framework that focuses on achieving three thematic goals:

1. Integrate care and financing for vulnerable, low-income older adults;
2. Support models of care that value dignity, choice, and independence by putting individuals and their families at the center of the decision-making process; and
3. Create a viable set of options that will enable working families to pay for future long-term care needs.

These goals represent the core architecture of our work.

Current Website Specs:

- Content management system is Drupal 7.23.
- Constant Contact is used to manage website sign-ups and external communications.
- Customized Google-powered search engine.
- ShareThis is used for email and social media integration.

Target Audiences

1. Policymakers
2. Informed Consumers
3. Engaged Stakeholders
4. Topic Experts

Project Success

Success for this work means that the foundation's new website will meet the following objectives:

1. Beginning with the homepage, the new website will incorporate an aesthetically sharp look and feel, using crisp images and stylish graphics that showcase the Foundation's work.
2. Clear pathways to information about the Foundation and its body of work in as few clicks from the homepage as possible.
3. Organize our diverse body of work in such a way that pathways to information are clear and optimally structured.
4. Website will incorporate increased capacity for integration of social media and other emerging communication technologies.

Submissions

Vendors with extensive experience transforming existing websites are encouraged to submit a proposal. The Foundation is seeking a thought partner who will work with communication staff in a collaborative process to reimagine the look and feel of the website, while also streamlining content with the end goal of improving the experience of the end user.

Proposals must contain at least the following information:

- A cover letter outlining relevant experience, with main contact person clearly identified and a description of the vendor's technical expertise, along with that of the team who will be part of this project.
- A proposed Scope of Work.
- A detailed budget including information on preferred content management system, hosting, server information and costs.
- Links to a minimum of 3 other websites developed by the vendor.
- At least three professional references along with proposal bid.
- Description of any prior experience designing 508 compliant websites.

Proposal Time Line and Review Process

- Submit a proposal via email as a single PDF attachment to Victoria Ballesteros at VBallesteros@TheSCANFoundation.org no later than April 15, 2014.
- All proposals will be reviewed objectively based upon the qualifications, experience, and sustainability for this project. Any questions regarding this RFP should be sent by email to Victoria Ballesteros at VBallesteros@TheSCANFoundation.org.
- Proposals will be reviewed by a select group of Foundation staff and advisors
- Proposal Finalists will be interviewed by May 2014.
- The final Work Scope may change at the time of selection, and any changes will be incorporated into the final contract, with work to begin no later than June 1, 2014.
- All work should be completed no later than October 31, 2014.