Wednesday June 13, 2022

Outright Vermont distributed an RFP on Thursday June 9, 2022 for the redesign of its website and invited designers to submit questions concerning the project or proposal requirements. To support the development of strong proposals, we are sharing the answers with all interested designers.

Importantly, Outright received feedback that a 5-page proposal limit is too difficult when providing a portfolio of work and referrals. To support interested vendors in showcasing their best work, we have adjusted the limit to 10 pages. We ask that portfolio and referrals are combined to total no more than 5 pages.

*Please note that questions have been paraphrased or combined for fluency.

**Can you please provide more details about the e-commerce component, which could add thousands to the project?**

It is unclear if the organization will need an e-commerce component. Outright will offer a new training program that will be offered through a learning management system (LMS). The specific LMS is not selected to date and whether participants will be able to pay for training through the chosen LMS platform is uncertain. The Outright team is currently researching platforms and would like to weigh options, including the e-commerce component within the website.

Additionally, Outright currently uses Classy as a payment processor for donations, however, it does not have a payment processor for other needs.

Understanding that an e-commerce component of the project is an added expense, additional funding will be available.

**Do you have a rough idea of the number of pages you imagine the site needing?**

It is difficult to confidently approximate a number of necessary pages as the design influences the number of pages. The desired goal is to yield a visitor and SEO friendly site that also funnels users to take action. A best estimate, at this time, is a range of 8-18.

**Are you open to receiving bids that are above $20,000 or is the budget firm?**

The project budget has wiggle room that is very modest. We encourage interested vendors to provide a budget based on the project needs with a summary report explaining costs over $20,000.
Is there a website style guide we can review?

A website style guide is not available. Additionally, given that the current website is significantly outdated, we anticipate new website guidelines that integrate Outright’s brand guidelines. Brand guidelines will be provided to the chosen vendor.

What type of downloadable tools will you include?

The current website includes short guides and PDFs. These will remain on the new website as well as other, newly created PDF’s.

To what extent are you anticipating social media integration?

Outright has a presence on Facebook and Instagram. We anticipate that this will expand to include Twitter and Youtube. Outright would like to have links of its social media accounts accessible, social media links to blogs and articles for ease of repost by visitors and explore if the design would allow for social media posts to populate the website, without compromising the look, feel and experience of the site.

For donations, it appears that Outright uses Classy as its donation system and it simply links off to the 3rd party site. Would this stay the same?

Yes, Classy is the 3rd party site for donations. Users link off to the 3rd party site. This will stay the same.

Are you using a 3rd party tool that provides you with drop in ready forms that integrate with your CRM?

The CRM is Little Green Light, which includes customizable forms, but limited.