Organization Overview:

Leadership Fort Worth’s mission is to educate, empower, and connect diverse leaders who serve as catalysts for a vibrant and sustainable community. Leadership Fort Worth offers five programs to cultivate community trustees, including LeaderPrime, LeadershipClass, LeadingEdge, LeadershipForum, and LeaderKids.

Project Overview:

Leadership Fort Worth is soliciting proposals for website redesign. The website’s primary purposes are to build awareness of the LFW mission, engage current and potential LFW members, provide dynamic event information, and offer private portal to current LFW members.

Project Goal:

To design and launch a modern, energetic and engaging website that is easily maintained by current Leadership Fort Worth staff by June 30, 2022.

Current Website:

- www.leadershipfortworth.org
- CMS: Wordpress
- Integrations: Neon, Mailchimp, Authorize.net

Scope of Work:

- Identify CMS vendor compatible with the following integrations:
  - Neon (online forms, event calendar and registration, member portal, and member directory)
  - Google Analytics
  - MailChimp
  - Authorize.net for online payment processing
- Create and present two design options that adheres to LFW branding standards with two rounds of revisions of the selected design.
- Work with LFW to develop sitemap.
- Migrate copy and modules from current website to redesigned website.
- Optimize Neon integrations with redesigned online forms, event calendar and registration, member portal, and member directory.
- Create search bar for user content queries.
- Advise on current or future iOS app compatibility.
Evaluation Metrics and Criteria:
Agencies should demonstrate experience with nonprofit website redesign, especially member-based organizations. Agencies should be willing to work directly with LFW staff and accommodate requests from staff and the Marketing Committee. An agency local to the Fort Worth area is preferred.

Submission Requirements:
Proposals should be submitted to tiffany.morgan@leadershipfortworth.org by September 15, 2021.