



Florida Association of Healthy Start Coalitions, Inc.
Request for Proposal #2024-01
Florida Healthy Start Website Rebuild
Issued: March 27, 2024

Background

Florida's Association of Healthy Start Coalitions (FAHSC) harnesses the power of over 30 years as a leading nonprofit in the state of Florida to improve the lives of families through programs and services developed to meet their needs. Using a community-focused model, FAHSC supports 32 Healthy Start Coalitions throughout the state with programs tailored to their unique communities.

Services are provided through a suite of programs based on proven methods for delivering a continuum of high-quality care that's accessible and affordable. Our programs include education and support for pregnant and post-partum women, resources for parenting infants and children up to the age of three, education and support for dads, methods for connecting families to resources and services in their communities, access to doulas, and more. Additionally, an important part of our work includes federal funding for evidence-based home visiting services. Some of FAHSC's operations are managed under the administrative service organization, Healthy Start Momcare Network (HSMN).

Purpose

This request for proposal (RFP) seeks a firm to provide professional website design and development for FAHSC. As a leading advocate for maternal and child health and as part of our continuing dedication to Florida families, FAHSC seeks to improve our digital presence through an updated and expanded website that better represents our organization, mission, and purpose.

Current Websites

We currently own four domains and maintain three sites that were each created at different times. The main FAHSC site is [healthystartflorida.com](https://www.healthystartflorida.com/) but we also own the domain healthystartmomcarenetwork.org, which redirects to the main site. Having separate domains for FAHSC and Healthy Start MomCare Network (HSMN) is necessary for administrative purposes. The Connect and home visiting sites are redundant and will be reduced to a single site under the home visiting domain.

- <https://www.healthystartflorida.com/>
- <https://connect.healthystartflorida.com/>
- <https://flhomevisiting.com/>



- Healthystartmomcarenetwork.org (redirects)

Issues with current websites to be corrected with rebuild:

- Inconsistent design
- Ineffective content organization
- Confusion about FAHSC/HSMN relationship
- Lack of content to attract target audience
- No search engine optimized (SEO) content
- Content copy isn't engaging

Objectives

1. To create a website that represents FAHSC and our programs in a manner that's aligned with our mission and values, our partnerships, and grant requirements as applicable.
2. For the FAHSC website to establish a unique digital presence that appeals to our varied audiences and meets their needs for information, resources, and support while also promoting FAHSC, our coalitions, and our programs. See the website map included on page seven for more details about content.
3. For the FAHSC website to be a one-stop resource and respected authority for maternal and child health information and guidance.
4. To bring the multiple sites that are currently used for FAHSC and our programs under one comprehensive site with a central landing page and unified design.
5. Created with a platform that allows for FAHSC to make our own changes and updates as needed. WordPress is preferred.

Scope of Work

Using proven methods, the selected firm will design, develop, and implement the FAHSC website from start to finish. Website hosting is not included in the budget cited on this RFP; however, FAHSC is interested in using the chosen vendor for hosting if this service is available and the cost is within our budget. If hosting services are not available with the chosen vendor, FAHSC will seek hosting elsewhere. If the respondent chooses to include hosting in their proposal, pricing for (1) design and development and (2) ongoing website hosting must be shown separately.

Domains

We'll keep healthystartflorida.com, healthystartmomcarenetwork.org, and flhomevisiting.com with the Healthy Start domain as the main site. We'd also like a quote to purchase healthystartflorida.org, should it be available. If healthystartflorida.org is available, we'd like this to be the main url.



Elements of redesign

The rebuilt site will use the new FAHSC branding, which is projected to be available in April 2024. Additionally, the site will convey that FAHSC is a community-based nonprofit that serves all Florida families. We're experts in maternal and child health and we're here to help with programs and resources that are inclusive, proven, and designed to meet the needs of moms, dads, and babies. Again, see the website map on page seven for more content details.

Tech Stack

- Healthstartflorida.com
 - Databases: MySQL
 - Programming languages: PHP
 - JavaScript Libraries: jQuery, jQuery Migrate, OWL Carousel
 - WordPress Plugins: Contact Form 7
 - CMS: WordPress
 - Blogs: WordPress
 - Security: HSTS
 - Metadata: The Florida Association of Healthy Start Coalitions (FAHSC) – A statewide association that develops and supports local systems of care to optimize the health of moms, babies, and their families.
 - Countries: en
 - Languages: en,
- Flhomevisiting.com
 - Tag Managers: Google Tag Manager
 - SEO: Yoast SEO
 - Analytics: Google Analytics
 - CDN: cdnjs, Cloudflare
 - Databases: MySQL
 - Programming languages: PHP
 - Page Builders: Elementor
 - JavaScript Libraries: jQuery, jQuery Migrate
 - WordPress Plugins: Elementor, Yoast SEO
 - CMS: WordPress
 - Blogs: WordPress
 - Video Players: YouTube
 - Metadata: Florida Home Visiting | Home
 - Description: Get customized support for you and your baby from trained Home Visitors, delivered right to your door. Learn more today.
 - Countries: en
 - Languages: en



SEO

The new site will utilize search engine optimized content to attract our target audience.

Number of pages

The site is estimated to have 40–50 pages.

Copywriting, images, illustrations

The selected vendor will supply all images, including graphics, photographs, and illustrations unless FAHSC already owns the images. For example, FAHSC will provide all logos and branding assets. The selected vendor will provide all website copy except for program or organization specific content that requires FAHSC’s direct input. For example, program descriptions, staff bios, organization history, and some boiler plate content will be provided by FAHSC. Content for the article bank, interactive tools, page headers, and general descriptive content throughout the site will be provided by the vendor. See page eight for more details about content.

Content migration

As this is a rebuild, we don’t expect to migrate content.

Multilingual support

The site will be designed with a translation tool so that it’s available to the user at a minimum in English, Spanish, or Creole.

GDPR compliance/regulations/security

The site will be compliant with all current regulations and be secure from cyber threats. The cybersecurity performance of the site will be monitored regularly using open-source intelligence. Vendor is expected to remediate any issues discovered.

ADA compliance

The site will be ADA compliant.

User testing

Three rounds of user testing will be implemented before the site is live.



Qualifications

Proven experience with:

- Design and development of professional websites
- Creating websites with complex content and user needs
- Cybersecurity performance
- Website hosting (if including hosting in proposal)
- Working with government entities and nonprofits
- Statewide campaigns or projects in Florida

There is a strong preference for firms who are familiar with Florida Healthy Start and have proven success in reaching the target audiences.

Proposals must include:

- Cover page (below)
- Consultant/firm profile and qualifications
- Timeline
- Relevant experience in providing the requested services.
- Proposed strategies or approach for market research and rebranding
- Rate/costs

Budget: Up to \$30,000 for design and development

Timeline

March 27, 2024	RFP posted on FAHSC website: HealthyStartFlorida.com
Questions accepted through April 10, 2024	
Q&A responses posted at HealthyStartFlorida.com every 3-5 business days	
April 26, 2024	Proposals due by 11:59 pm EST
May 3, 2024	Anticipated award notice and contract negotiation
May 6, 2024	Anticipated project start date

Questions

Submit RFP questions to Angela Meredith, Communications and Marketing Director, via email: ameredith@fahsc.org.



Selection Criteria and Scoring

All submissions will be reviewed and scored by an independent panel of reviewers. Review criteria and points are summarized below.

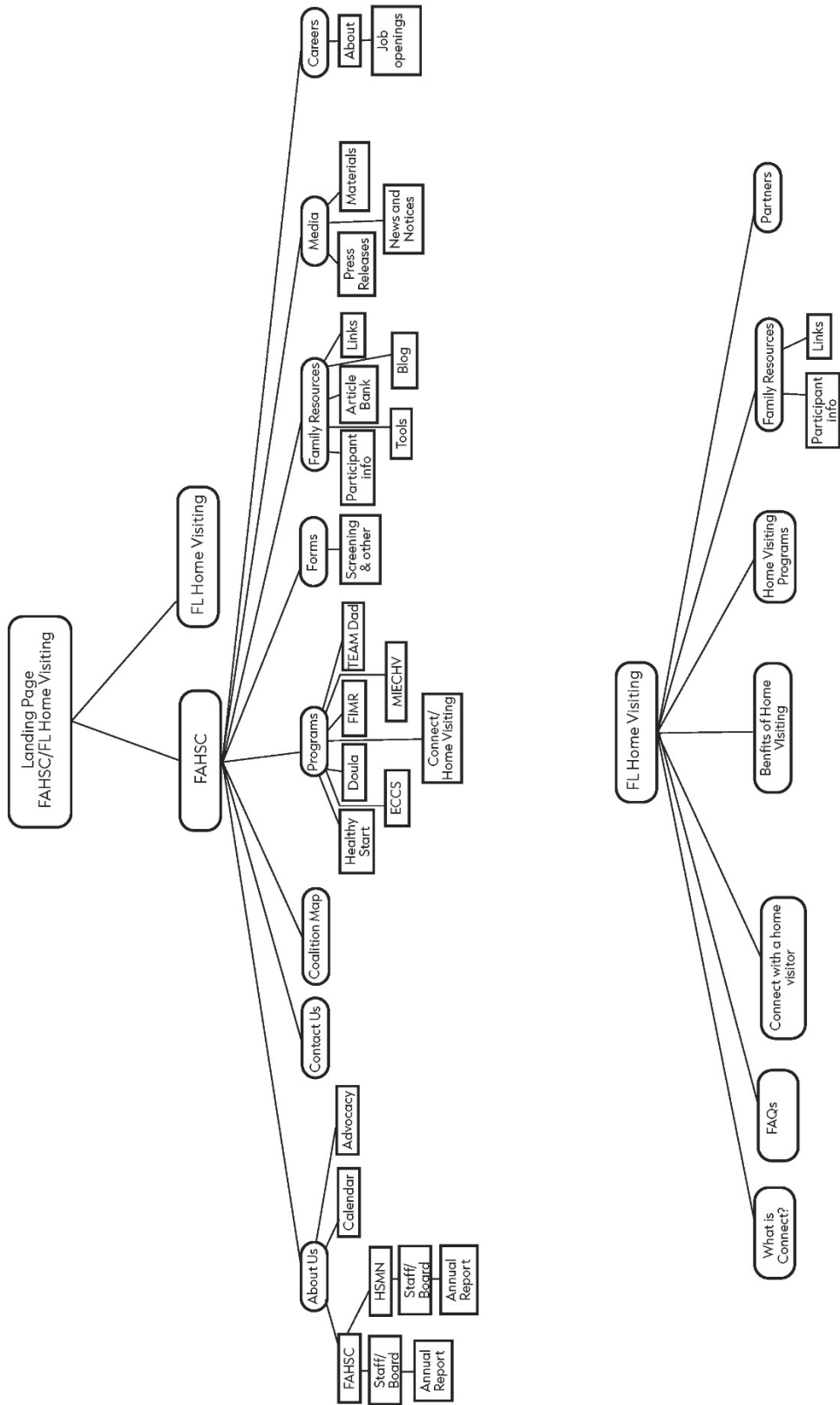
Criteria	Maximum Points
Consultant Profile and Qualifications	15
Relevant Experience	10
Strategies and Timelines	15
Rate/Cost	10
Total	50

The Florida Association of Healthy Start Coalitions intends to award this contract to the bidder who, in FAHSC’s leadership’s assessment, provided the best fit for this project. FAHSC reserves the right to reject any and all submissions, and to request changes based on the reviewers’ recommendations prior to final selection.

The bidder will assume all costs of preparation for the proposal.

Please email completed proposals to **Angela Meredith, Communications and Marketing Director**, at ameredith@fahsc.org by **11:59 p.m. (EST) April 26, 2024**

Website Map





Resource Section Content

The **article bank** is a section of the website with resource information about topics relevant to maternal and child health. Not all entries in this section will be written articles. They will deliver useful information aligned with Florida Healthy Start’s mission and purpose using written content, infographics, and/or sourced video content as available. As part of the website rebuild project, the selected vendor will provide content in the following topics or an approximation thereof:

- Pregnancy
- Childbirth
- Post-partum
- Fatherhood
- Breastfeeding
- Parenting
- Infant care
- Safe sleep
- Health and wellness
- Between pregnancy care and family planning
- Home visiting
- Substance use
- Financial planning
- Healthcare guidance
- Emergencies and hurricanes
- Resources—partners and community, state

Tools will be a fun and interactive way to attract our audience to the site and provide them with helpful personal information. As part of the website rebuild project, the selected vendor will provide design and coding for the following tools or an approximation thereof:

- Pregnancy due date calculator
- Pregnancy week by week
- Ovulation calculator
- Pregnancy weight gain calculator
- Chart your cycle (printable)
- Baby costs calculator

Content for the **blog** will be provided by FAHSC and not the selected vendor. This section of the resource section will be an opportunity to feature diverse voices within Florida Healthy Start and professionals working in maternal and child health, among other valuable contributors.

- Entries about relevant topics and events
- Feature posts by partners, funders, coalitions



COVER PAGE

**FLORIDA ASSOCIATION OF HEALTHY START COALITIONS, INC.
RFP #2024-01
for Florida Healthy Start Website Rebuild**

Firm Contact Name: _____

firm Business Name (if different): _____

Mailing Address: _____

City, State, Zip: _____

Telephone Number(s): (Including area code) _____

Email Address: _____

Website Address: _____

Federal Employer Identification Number (FEIN): _____

Authorized Signature X _____

Printed Name of Authorized Signature: _____

Title: _____

Date:
