



**Firefighter Cancer Support Network  
Website Enhancement  
Request for Proposals (RFP)**

Issued: February 28, 2014

Responses Due: March 24, 2014, by 5:00 p.m. EST

Firefighter Cancer Support Network  
2600 West Olive Ave  
5th Floor - PMB 608  
Burbank CA 91505



# FCSN Website Enhancement Request for Proposals

## 1 OVERVIEW

The Firefighter Cancer Support Network (FCSN), a 501(c)(3) nonprofit organization, provides support to fire and EMS personnel and their families following a cancer diagnosis. FCSN also develops and delivers vital cancer prevention education and outreach programs.

FCSN is seeking proposals for the enhancement, modernization and hosting of its existing firefightercancersupport.org website. The project is funded for an immediate start upon award of the contract. The successful bidder will work in partnership with FCSN to build and maintain the new website functionality and supporting infrastructure by:

- ✓ Enhancing the FCSN website design for a clear, responsive, mobile-friendly user experience across the broadest possible range of devices and browsers;
- ✓ Implementing a modern, searchable Content Management System (CMS) with feature-rich elements that can be easily updated and maintained by FCSN personnel without vendor assistance;
- ✓ Adding a Wide Area Network intranet with tiered-access user forums, a Knowledge Base library, and an Academy area for streaming and downloadable training modules;
- ✓ Configuring the FCSN website for current best-practice search engine optimization, Google rank improvement, analytics, and security functionality;
- ✓ More fully integrating FCSN's existing social media presence (e.g., blog, Twitter, Facebook, YouTube) with the website;
- ✓ Integrating multiple components of a new nonprofit management system (e.g., DonorPerfect), including email news subscriptions with automated unsubscribe;
- ✓ Adding easily configurable IMAP email accounts with robust (at least 2GB) storage per account for 50-100 FCSN leaders, coordinators, mentors and other volunteers;
- ✓ Recommending a web/email hosting approach that provides a platform for desired features, including site backup and restore, plus future growth and cost efficiency;
- ✓ Suggesting improvements based on bidder's web design experience;
- ✓ Maintaining the live website and implementing periodic updates (e.g., themes, plug-ins, APIs) and other enhancements in a development environment;
- ✓ Providing user training for FCSN IT liaisons, leadership, and volunteers; and
- ✓ Offering technical support options with clearly defined response and resolution times.

FCSN seeks an implementation approach that enables us to demonstrate rapid results and make continuous improvements based on feedback from pre-launch test groups. The bidder should recommend an approach that supports this objective. FCSN will make the final award to the bidder whose proposal is deemed to provide the best value.



## 2 BACKGROUND

The Firefighter Cancer Support Network (FCSN) is a 501(c)(3) nonprofit organization established in 2006 by Los Angeles County Firefighter Paramedic Mike Dubron following his own cancer diagnosis. Today, FCSN's objective is to provide timely assistance to all fire and EMS personnel and their family members who have been diagnosed with cancer. FCSN also develops and delivers cancer awareness, prevention, education, and outreach programs.

Cancer is a looming personal catastrophe for each and every firefighter. Multiple studies, including a federal National Institute for Occupational Safety and Health cancer study released in 2013, have repeatedly illustrated higher rates of multiple types of cancers in firefighters compared to the general American population.

FCSN maintains a roster of mentors with personal experience facing a multitude of cancers. FCSN relies upon hundreds of other volunteers across 34 states. They develop programs, provide event speakers, and engage in one-on-one support for firefighters newly diagnosed with cancer. In 2013, FCSN developed and issued "Taking Action Against Cancer in the Fire Service," a white paper hailed as "the most significant document published in the American fire service in the last decade."

FCSN's signature post-diagnosis tool boxes provide key resources and information in an easy-to-use format to help firefighters and their families through the diagnosis, treatment, and recovery process. FCSN does not provide legal or medical advice, but it does offer additional assistance regarding numerous cancer-specific support programs, behavioral health services, and fire service chaplains.

The brotherhood and sisterhood of the fire service is a strong bond, and the ability for firefighters to seek support from FCSN – from other firefighters who have survived cancer – is critical. FCSN's website provides the key portal to vital services.

## 3 CURRENT SITE

FCSN's current site is built with a customized WordPress theme that's not as responsive, flexible, or mobile friendly as desired; it scales poorly in vertical orientations, for instance. FCSN would like to improve its current blog design and functionality, including better integration with its other existing social media outlets, including Twitter, Facebook (primary and various state-specific pages), and YouTube.

The FCSN site is currently hosted on GoDaddy. The hosting plan includes a number of non-IMAP email accounts with very restrictive data storage limits.



## 4 FCSN WEBSITE ENHANCEMENT OBJECTIVES

FCSN's website is the primary interface and first impression for those seeking assistance or considering donations or volunteer service. FCSN's objectives for the website enhancements:

- ✓ Provide a fast, easy way for newly diagnosed firefighters to seek assistance;
- ✓ Support FCSN's key outreach, awareness and education missions;
- ✓ Improve collaboration and communication among FCSN's leaders and volunteers;
- ✓ Increase engagement and participation in educational and fundraising events;
- ✓ Improve FCSN's productivity and efficiency by reducing manual processes; and
- ✓ Enhance FCSN's ability to communicate with its constituents efficiently and effectively.

## 5 SCOPE OF WORK

FCSN plans to award a single contract for the redesign, implementation, support, and continued improvement of the FCSN website. Hosting is preferred as part of the contract, but FCSN will consider other options based on recommendations of the bidder. The bidder's recommended solution for the enhancement, hosting, and support of FCSN's web site should include:

1. **Upgrade or replace the current WordPress Content Management System (CMS):**  
The bidder shall identify its recommended CMS, along with an explanation of the benefits of the recommended CMS. All costs associated with its recommended CMS shall be identified in the bidder's pricing. If third-party products (e.g., themes, plug-ins, fonts, images, APIs) are proposed to fulfill any functionality, the bidder shall identify the proposed products and provide any licenses with FCSN as the owner. Bidder should plan to build the site in a development environment that does not interfere with the ongoing operation of the current site until the new site is ready to launch.
2. **Redesign website:** The FCSN website needs to be redesigned to improve its functionality, clarity, and usability. The successful bidder shall engage with FCSN to determine designs that best fulfill the requirements of the site's various users. The successful bidder shall recommend designs consistent with best industry practices for nonprofit charitable organizations. The design process should include multiple phases so FCSN can see early progress and make continued improvements. The design shall be consistent with FCSN's branding. All designs must be approved by FCSN. Several goals of the enhanced website include:
  - Incorporate best practices for nonprofit marketing and outreach including SEO, analytics, and social media;
  - Ensure a website navigation strategy that optimizes user navigation ease (e.g., home page link and consistent footer on each page) and promotes platform/device/browser transparency; and
  - Develop website graphic design template files based on feedback from user requirements. New design must not overwhelm the user with visual clutter.



3. **Add new landing pages:** FCSN's efforts help save lives, and cancer survivors frequently share their stories and appreciation for FCSN's volunteers. As part of the website expansion, FCSN intends to develop separate media-rich pages for testimonials and memorials.
4. **Improve "contact us" interface:** Current state-specific "Contact Us" functionality – generated by users clicking on U.S. state map – needs improvement. Links to new testimonials and memorials pages should be added to the "Contact us" section.
5. **Build a Knowledge Base:** FCSN creates and curates significant knowledge and resources in many formats, including white papers, documents, PowerPoint decks, video, and social media. The bidder shall propose a Knowledge Base capability that allows easy content upload with metadata tagging, plus robust management and search capabilities across all site content and documentation.
6. **Build an Academy:** FCSN creates and delivers a variety of training resources in many formats. Bidder should provide recommendations for a training platform that accommodates downloadable and streaming videos, webcasts, and other multimedia training assets.
7. **Integrate nonprofit management modules:** Nonprofit management software such as DonorPerfect offers simpler, more intuitive functionality for tasks such as constituent record management (CRM), fundraising/event management, and outreach email communication. FCSN currently maintains a number of separate databases (survivors, donors, volunteers, etc.). FCSN seeks a CRM solution that would consolidate the separate databases and provide an up-to-date record of FCSN's many constituents. FCSN's current fundraising and event management efforts are largely manual functions with an initial PayPal interface. FCSN seeks an automated subscription and delivery platform for electronic newsletters, alerts, and notifications with robust user preferences, including automated password re-set and unsubscribe capabilities. FCSN will work closely with the successful bidder to integrate new nonprofit management capabilities with the new website.
8. **Document website:** The bidder shall specify plans to document the design and any work performed on behalf of FCSN. The proposal shall identify what documentation the bidder proposes as part of the contract. Documentation should be sufficient to allow FCSN to take over site modifications and maintenance in the event of the unavailability of the contractor.
9. **Recommend prospective technology improvements:** New software and technologies are constantly introduced that can enhance FCSN's ability to manage its operations and better serve its constituents. FCSN wishes to take advantage of these new technologies in an innovative, fiscally prudent manner. The bidder should recommend prospective software and technologies as part of its bid. During the course of the contract, FCSN expects the successful bidder to continue to recommend compatible new software and technologies as part of its continuous improvement program.



10. **Add a WAN intranet:** The successful bidder must demonstrate the ability to develop a robust user forum with automated username/password account creation, tiered permission access levels, granular administrative controls, optional persistent sign-in, and integrated user tools such as a time-tracking/reporting function for volunteer hours. Expected initial forum groups include:
  - **Leadership:** FCSN board of directors, appointed committee members
  - **Coordinators:** FCSN state coordinators
  - **Mentors:** FCSN mentors
  - **States:** FCSN state affiliates (~34; state Facebook page integration)
  - **Public Safety:** Open to verified public safety personnel
  - **Public:** Open to everyone
11. **Hosting:** FCSN currently hosts its website at GoDaddy. The bidder may provide hosting (with industry best practice security, backup, and restore capabilities specified) as part of this contract, and we will consider alternative approaches as recommended by the bidder. If the bidder's recommendation is to acquire hosting through a third party, it must discuss how it will minimize the risk associated with a separate hosting provider, including variations such as virtualized servers vs. dedicated servers. The new FCSN platform shall be available 24x7x365, subject to scheduled maintenance.
12. **Rapid initial results with incremental enhancements:** We recognize that it will take time to fully implement the new FCSN website. For that reason, we are seeking solutions that provide quick initial results with a plan for incremental releases on improvements. The bidder should describe its approach to implementing the initial site and for providing incremental updates. FCSN's goal is to have the new initial site operational within three (3) months with periodic upgrades of capability. The bidder is invited to comment on this schedule and propose alternative schedules.
13. **Provide initial training:** The contractor shall provide initial training to FCSN administrators and other key users so that they can update content and perform routine maintenance tasks. Bidder shall propose the level of training recommended based on its proposed solution.
14. **Develop user orientation:** The bidder shall propose an economical approach to conducting user orientations designed to provide basic capabilities to new users.
15. **Transition and testing:** The bidder shall describe its strategy for migrating current and content to the new CMS. FCSN will conduct a User Acceptance Test (UAT) to validate operation and functionality. Upon acceptance of the system, it will be released to the FCSN constituents. Transition and testing will be repeated in a development environment for any new functionality added after the initial release.
16. **Maintain the solution:** The bidder shall propose annual maintenance for up to two (2) years to include all updates and upgrades, testing support for impact of updates, and hosting, if provided by bidder. The objective of the maintenance approach is that no additional costs should be incurred to maintain functionality for the life of the contract. Maintenance shall also include a technical support service that FCSN can call during



normal business hours to resolve any problems that might occur. Support services must be available during FCSN work hours, which are 8AM to 5PM Eastern Standard Time.

17. **Support for innovation and improvement:** The contractor shall recommend improvements and new capabilities that will benefit FCSN, either by increased functionality or reduced operational costs. The contractor shall propose labor rates that will be used as the basis for determining costs for approved innovations and improvements. Recommend third party integrations, both current and future. Any platform recommended by the vendor must be capable of supporting third-party products using standard interfaces. Provide qualified technical support for future changes or enhancements as requested by FCSN (may be purchased on an as-needed basis).
18. **Meetings with FCSN:** The contractor will communicate regularly with FCSN. During initial implementation, a weekly status meeting/call will be held. Once the site is operational, monthly meetings/calls will be held to discuss issues, new capabilities, recommended improvements, and other topics. These meetings may be conducted virtually or in-person, as mutually agreed.
19. **Optional Special Projects:** It is expected that FCSN will identify, or the contractor will recommend, new projects or modifications that enhance the value of the website. As these projects are identified, the contractor will provide a mini-proposal with pricing. If accepted, FCSN will execute a contract modification for the contractor to perform the work.
20. **Optional Activities:** The bidder may propose additional activities that it recommends for a successful deployment. These tasks will be considered optional and will not be evaluated as part of the overall costs. If purchased, FCSN will execute a separate order to the contractor for these services.

## ***5.1 Project Collaboration***

FCSN will identify Technical and Contract Points of Contact. These designated individuals will be the only people who can discuss or approve changes to the scope of the contract. We will also identify a team of FCSN constituents to work with the successful bidder on details within the scope.



### 5.2 Milestones and Deliverables

The Bidder should feel free to propose a set of milestones and deliverables consistent with their methodology. All target dates are based on the number of calendar days. Contract start should be assumed to be in March 2014. The following milestones and deliverables are suggested based on FCSN’s analysis of the tasks. A key focus is to achieve demonstrable results early with frequent scheduled improvements. The milestones and deliverables should be consistent with the bidder’s proposed development methodology.

Milestone/Deliverable	Description	Target Date
Kickoff Meeting	<ul style="list-style-type: none"> <li>Introduce Contractor and FCSN teams</li> <li>FCSN to review existing website and requirements analysis</li> <li>Contractor to present methodology and project plans</li> <li>Discuss and agree upon schedules and meeting</li> </ul>	NLT 7 days after Contract Start
Project Plan	<ul style="list-style-type: none"> <li>Updated plan to show milestones, meeting, and methodology</li> </ul>	7 days after Kickoff
Design Reviews	<ul style="list-style-type: none"> <li>Refine design</li> <li>May be in-person or virtual</li> </ul>	Per Project Plan
Design Approval	<ul style="list-style-type: none"> <li>Design approval by FCSN</li> </ul>	x days after Contract Start (TBD)
Implementation Review and Acceptance	<ul style="list-style-type: none"> <li>Review implementation</li> <li>Approval to proceed with User Acceptance Test</li> </ul>	x days after Contract Start (TBD)
User Acceptance Tests	<ul style="list-style-type: none"> <li>Users to exercise implementation</li> <li>Contractor to provide remedial action, if any</li> </ul>	Per Project Plan
Transition Content	<ul style="list-style-type: none"> <li>Contractor to migrate existing and new content</li> <li>Initial capabilities only. Enhancements will be implemented in accordance with the approved Project Plan.</li> </ul>	Complete by x days after Contract Start (TBD)
Admin Training	<ul style="list-style-type: none"> <li>Training of FCSN IT and admin users</li> </ul>	x days after Contract Start (TBD)
User Training	<ul style="list-style-type: none"> <li>Training for key FCSN users</li> </ul>	Per Project Plan
Initial Site Go-Live	<ul style="list-style-type: none"> <li>Site available to users</li> <li>Turn off old site</li> </ul>	X days after Contract Start (TBD)
Additional Website Builds	<ul style="list-style-type: none"> <li>Incremental builds to add new features or enhance existing features</li> </ul>	Per Project Plan

### 5.3 Service Level Agreements (SLAs)

The bidder must recommend the SLAs based on their experience and practice. FCSN is open to innovative arrangements for using SLAs to track performance and provide incentives for excellence.



## 6 CONTRACT TERMS

### 6.1 Contract Type

FCSN plans to award a single contract with Firm Fixed Price Milestones, Fixed Monthly Support, and Hourly Rates.

### 6.2 Period of Performance

FCSN expects to award a fixed-term contract of up to two (2) years. Funding amounts and milestones will be defined based on the successful bidder's proposal. Operations, maintenance, support, and hosting will begin upon initial production release in annual increments, with the first year prorated based on the schedule.

### 6.3 Points of Contact

The Technical Point of Contact provides guidance and review within the scope of the contract and will be the Contactor's primary contact on performance and design. The Technical Point of Contact is:

Trey Kelso  
443-865-1140  
tkelso@fcsn.net

The Contract Point of Contact is the only person who can authorize changes to the contract or funding. The Contract Point of Contact is:

TBD

### 6.4 Place(s) of Performance

All work will be performed by the Contractor at Contractor facilities.

### 6.5 Key Persons

The Contractor shall identify the following key persons:

- ✓ **Project Manager:** Responsible for all aspects of technical and financial performance. The Project Manager shall have the authority to commit the Contractor organization.
- ✓ **Technical Lead:** Responsible for technical performance and able to address any technical issues that arise during execution.
- ✓ **User Interface Designer:** Leads the design of the user interface, including layout, graphics, and overall look-and-feel.

The Contractor shall notify FCSN immediately of any changes related to Key Persons.



## **6.6 Acceptance of Deliverables**

FCSN will identify a panel to review deliverables in a timely manner. However, only the Technical and Contractual Points of Contact listed above may issue final acceptance of deliverables. We anticipate a highly collaborative effort with course corrections as issues arise, with acceptance being the final sign-off for payment authorization.

## **6.7 Intellectual Property Rights**

FCSN requires unlimited rights in any material produced in the performance of this contract. The final website design, including any supporting code, shall become the property of FCSN. Nothing in the contract shall prevent FCSN from maintaining the website upon expiration of the contract.

## **6.8 Documentation**

The Contractor shall provide design and implementation documentation to FCSN. This documentation shall be updated, as appropriate, to reflect modifications, improvements, and enhancements. The documentation shall be sufficient to enable FCSN to perform maintenance functions and implement future modifications.

## **6.9 Disposition of Proposals**

FCSN will not return any proposals.

# **7 PROPOSAL INSTRUCTIONS**

## **7.1 Contact for this RFP**

The Point of Contact for this RFP is:

Trey Kelso  
443-865-1140  
tkelso@fcsn.net

**NOTE:** Please send all questions, comments, or requests the above e-mail.

Please address any questions to the Point of Contact ***in writing*** no later than March 7, 2014, by 5:00 PM EST.

## **7.2 Notification of Intent to Submit Proposal**

If you plan to submit a proposal, please notify the Point of Contact (tkelso@fcsn.net) of your intent and provide two points of contact. This allows us to plan evaluation resources and also notify you should updates be posted or other communications required.



### **7.3 Schedule of Proposal Activities**

The following is the current schedule for proposal and award activities:

RFP Issued:	February 28, 2014
Questions Due:	March 7, 2014, by 5:00 p.m. EDT
Intent to Bid Notifications:	March 14, 2014
Proposals Due:	March 21, 2014
Finalist interviews:	Week of March 24, 2014
Award:	Week of March 31, 2014

Any changes to this schedule will be sent to all “intent to submit” recipients.

### **7.4 Responses**

Proposals are due by **5 p.m. on March 21, 2014, to the FCSN contact listed in 7.1 above.** Technical and Price proposals (marked as valid for 90 calendar days) should be submitted as electronic files in Microsoft Office 2010 format or PDF. If you plan to submit any other file type, please notify FCSN to ensure we can process that file type. Proposals shall also contain the following elements:

1. Cover letter summarizing your relevant experience, interest in this project, overall solution, corporate website, and any deviations from the RFP schedule or deliverables, as well as your experience building websites for fire service or nonprofit organizations. The letter must be signed by a corporate official with authority to bind the company.
2. Client references for similar efforts that FCSN can contact.
3. Copy of your standard contract and other relevant documents noting scope of work and liability.
4. Disclosure of any relevant conflicts of interest and/or pending legal action.

Please keep in mind that the purpose of the proposal is to enable FCSN to determine your understanding of our requirements and your approach to our website redesign and enhancement.

Proposal text should be at least 11 pt. font, although smaller text may be used in graphics or tables, so long as it can be easily read.

### **7.5 Modifications to or Cancellation of RFP**

FCSN may modify or cancel this RFP, in whole or in part, at any time prior to signing a contract. Issuance of this RFP creates no obligation on the part of FCSN to award a contract.

FCSN makes no commitments to notifying potential bidders of any changes. We will send e-mail to persons on our bid list based on information provided in response to 7.2 above.

### **7.6 Costs of Proposal Preparation**

FCSN will not pay any costs the vendor may incur in responding to this RFP, including those associated with proposal preparation and interviews.