

Center for Arkansas Legal Services

REQUEST FOR PROPOSAL

Website Design

Organization Mission

The Center for Arkansas Legal Services' (CALS) mission is to defend the legal rights and work for systemic solutions to balance the scales of justice for low-income people and communities. CALS is the largest provider of legal aid in the state of Arkansas, serving approximately 60% of Arkansas' impoverished population. CALS has 6 offices across the state with nearly 50 employees to serve the needs of Arkansas' poor, estimated at roughly 475,000 people.

Project Need

CALS currently shares a statewide legal aid website with our sister organization, Legal Aid of Arkansas. CALS does not have its own website. This project would remedy that in giving CALS its own, state-of-the-art website that is easily managed, user and mobile friendly, and allows CALS to promote its services in a clear and easy to use platform.

Key audiences for the website include:

- Prospective and current clients, or others seeking legal services
- Donors, funders, potential donors and funders
- Pro Bono volunteer attorneys, potential volunteers and interns
- Members of CALS Board of Directors and staff
- Prospective job applicants
- The media
- Community partners and stakeholders
- Government officials

Project Scope and Deliverables

The goal of this project is to develop a new website from the ground up to promote CALS services and achievements. Elements of the site shall include:

- 1) Focus on disaster relief resources;
- 2) Navigation tools which easily facilitate access to the vast amount of information presented to the public;
- 3) Mobile responsive capability;
- 4) Donation page;
- 5) Online intake form connecting to Case Management System via API;
- 6) Capability to create forms to record registrations for events;
- 7) Calendar function with the ability to add multiple and recurring dates;
- 8) Blog post capability;
- 9) Easily handle media files;
- 10) Easy to manage – add/remove content;
- 11) Integration with social media accounts;
- 12) Search engine optimization;
- 13) Contact us page;
- 14) Analytics

The website must also give a clear but concise overview of:

- Mission, vision, service area, and history
- Projects and areas of law
- Staff and Board of Directors
- Client Stories
- Organizational achievements/legal accomplishments/awards

The scope of work included the following: architecture; content strategy; wireframes, UX and UI; design and creative direction; extended design prototyping; WordPress development for responsive platforms; and project management.

Proposed Timeline

CALS requests that all interested agencies submit proposals by March 19, 2020. CALS must submit the proposals to our funder, Legal Services Corporation, specifically their Office of Compliance and Enforcement, for approval. This process is expected to take 30 days to complete. Once approval is granted, CALS will select a partner agency. The selected agency should begin working with CALS May 1, 2020 with an expected completion date November 1, 2020.

Proposal Requirements

Firm Information

- Provide agency's name, address, URL, telephone and fax numbers. Include name, title and e-mail address of the individual who will serve as agency's primary contact. Include a brief description and history of your firm.

Project Approach

- Please explain your project approach, style and process.

Experience

- Proposals should include a list of projects the agency has completed that are similar in scale to the proposed project. Please provide at least three (3) references of similar work
- Where possible, highlight work for Legal Services Corporation grantees and analogous organizations and provide links.

Schedule and Timeline

- Proposals should include the proposed work schedule, timeline, and deliverables resulting from each task outlined in the section on Project Scope and Deliverables
- The contract is expected to begin May 1, 2020 and should be completed by November 1, 2020.

Cost

- Proposals must include the estimated cost for all work related to tasks and deliverables outlined in the schedule/timeline. Please indicate items that are not included in the consultation fee but are likely charges to be incurred by CALS to complete this process.

Deadline

Proposals must be submitted via email to jrobinson@arkansaslegalservices.org no later than 5:00pm (Central) March 19, 2020.

Submit To/Contact

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