



March 9, 2009

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MGMT Design
55 Washington Street, Suite 704
Brooklyn, NY 11201

Re: DOCOMOMO NY/Tri-State Website Design RFP

Dear Web Designer:

You are among a small group of web design firms we are inviting to provide a proposal to design and build a new website for our organization, DOCOMOMO New York/Tri-State.

DOCOMOMO New York/Tri-State is a local chapter of the leading international organization devoted to DOcumenting and COnserving architecture and sites of the MOdern MOvement. Our chapter was established in 1996 and focuses on New York, New Jersey and Connecticut. We are a 501c(3) not-for-profit organization.

We presently have a sub-page of the website of DOCOMOMO US. That page has a more detailed description of our organization and pdfs of our recent newsletters.
http://www.docomomo-us.org/chapters/new_york_tri_state. We believe that creating our own easily updated website will allow our organization to better carry out its mission.

The Selection Process

If you are interested in working with us on our new website, we would like you to provide us with a fee proposal on or before March 25 in pdf format. We will make a selection based upon a combination of qualifications of the design team, project approach and the competitiveness of the fee proposal received. We do not intend to conduct interviews. We do not wish to receive preliminary design concepts with your proposal. We will not compensate proposers for responding to this RFP.

We anticipate selecting a consultant no later than two weeks after proposals are received and hope to hold a kickoff meeting approximately two weeks after consultant selection.

Point of Contact

Please contact Kathleen Randall with any and all questions related to this RFP. She may be reached via e-mail at kmrandall@mindspring.com and by phone at the Guttmacher Institute at (212) 248-1111 extension 2245. Please submit the RFP to the attention of Kathleen Randall at info@docomomo-nytri.org. Please do not contact other members of our organization regarding this RFP.

Budget & Compensation

We have recently received a gift from a long-time donor that should be more than adequate to completely fund this project so all necessary funding is available. We have established a project budget but do not wish to share that with prospective consultants at this time.

We will pay you 10% of the fee as a retainer upon contract award, 20% of the fee upon approval of the schematic design and 70% upon completion and receipt of all deliverables.

Scope of Work

The consultant shall provide all services necessary to fully design and build a complete and fully functional website as outlined in this document. A wire frame outline, or basic site map, is attached. The outline is intended to quickly show the scope of the site we envision, not exact execution. We are open to ideas for streamlining the site while keeping the basic presentation and functions in sync with the outline.

It is our intent to work with the selected consultant to create a website which, upon completion, can be updated and expanded by volunteers with limited technical knowledge using a user-friendly content management system. Ongoing consulting services for content creation are neither planned nor desirable.

The design of the website should reflect a Modernist aesthetic.

DOCOMOMO NY/Tri-State will provide:

- Editable graphics file of organization logo
- Selection of copyright-released photos
- Text for static pages
- Text, PDFs, links for initial CMS deposits (minimal)

The site must be easily integrated with a third-party online donation processing provider (NYCharities.org) and our current bulk e-mail ASP (myEmma.com).

The selected consultant's design team shall meet with the DOCOMOMO website committee for a kick off meeting in New York City to begin the project.

Following the kickoff meeting, the consultant shall prepare two distinctly different versions of a design each including three pages: 1) Homepage 2) Advocacy jump/main page and 3) Advocacy item page, and present those two versions at a meeting with our website committee in New York City. DOCOMOMO shall select one of the presented designs but may request the consultant make revisions to the selected version. Should such revisions be requested, the consultant will provide DOCOMOMO a revised version for approval before proceeding.

Other than the kickoff meeting and the design presentation meeting, we do not expect that other meetings will be required.

Clean urls shall be provided for all pages throughout the site.

Features/User Tools:

- Contact forms for emailing specific DOCO addresses i.e. advocacy, register, newsletter
- Sign up for Email Lists (base HTML provided by myEmma.com)
- Sign up for membership (form dumps to designated e-mail address)
- Donate online (customized page at NYCharities.org)
- RSVP mechanism (preferably with option for paying online; stand alone or viaNYCharities.org)

Project Schedule

We plan to complete this project in two months from kickoff meeting to launch.

Deliverables

The following shall be delivered to DOCOMOMO prior to final payment:

Fully functional website installed on server at 42inc.com, our current domain hosting provider.

All original Photoshop files and all fonts utilized in the site

Instructions, screen shot illustrated, in pdf, for basic functions of CMS.

RFP Format

1. Brief cover letter
2. Resumes for key personnel who will be assigned to our project
3. Similar sites – provide links to 5 websites you have designed that are relevant to our needs along with a brief statement of their relevance.
4. Project Approach
 - a. What content management system you would employ?
 - b. What experience do you have with that CMS system?
 - c. Provide screen shot of a typical CMS interface
 - d. What programming language would you use?
 - e. Have you implemented an online donation processing provider within a site?
5. Lump Sum Fee Proposal – provide a lump sum fee for all necessary services including all incidental and reimbursable expenses.
6. Hourly Rates – provide all inclusive hourly billing rates for your design team (including all overhead, benefits and profit) which would apply in the event any additional services should be required.

Attachments: Wireframe outline

Prepared by:

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