



GLYNWOOD

Center for Regional Food and Farming

Glynwood Website Redesign Request for Proposals

DECEMBER 2023



OUR MISSION:

GLYNWOOD CULTIVATES JUST AND RESILIENT FOOD SYSTEMS
SO THAT FARMERS, LAND, AND COMMUNITIES THRIVE.



OVERVIEW

Glynwood seeks to hire a web developer with proven expertise in website development, commitment to social justice, and experience working with nonprofits to work with our team to build a new and accessible organizational website. The primary purpose of our website redesign is to clearly articulate our programs and our impact while ensuring our digital spaces are welcoming, inclusive, informative, and inspiring.

Goals for the new website include:

- Communicating our organizational mission and values
- Define and nurture the audience journey
- Improved design and user experience
- Concise and well-organized navigation
- Showcase our expertise in regional food system development

The updated website should also host a sophisticated online 'shop' that can serve our multiple event and product needs, including selling event tickets and farm products such as CSA shares. The new website would replace our current websites: [Glynwood](#), and potentially, [Grazecart](#).

ABOUT GLYNWOOD

The Glynwood Center for Regional Food and Farming is a non-profit organization serving food and farming changemakers from New York's Hudson Valley and beyond. We advance local food production here in our region, as well as educate a national audience about efforts to regionalize food and agriculture. Our mission is to cultivate just and resilient food systems so that farmers, land, and communities thrive. As an organization we believe that Glynwood has a role to play in addressing racism and inequity in our country's food system, and commit ourselves to advancing diversity, equity, inclusion and access in our organization, and in all of our work—our new website will clearly communicate this commitment. Learn more about our history and values by reviewing our full [Equity Statement](#), [Property History](#), [Land Acknowledgment](#), and most recent [Annual Impact Report](#).



PRIMARY TARGET AUDIENCES

- Prospective and current program participants
- Prospective and current donors/ funders
- Event attendees
- Potential hires and organizational consultants
- Press & media
- Customers
- Regional and national food and farming professionals

TIMELINE

- Questions concerning the RFP may be sent to info@glynwood.org on or before January 9, 2024.
- Proposals will be reviewed on a rolling basis until January 19th, 2024.
- Proposal review, follow up, and selection: January 20 - February 23, 2024.
- Website development: Ideal schedule is to begin work as soon as possible after proposal selection, and no more than eight weeks from selection. Priority will be given to project timelines that are under six months from start to completion.



SCOPE OF WORK AND DELIVERABLES

Build a new Glynwood website that will clearly communicate Glynwood's programs and values. The new website should be hosted on a platform that allows our team to retain the ability to edit the site in-house, by staff without web coding skills. The website creation will be preceded by a new brand design process, which has begun and will be completed by early February, 2024. Website project deliverables include:

- Project management
- Content/ sitemap strategy and workplan
- Visual design
- Search engine optimization
- Mobile device optimization
- Accessibility audit
- Multi-language content
- Integration with existing donor database, Bloomerang
- Testing & quality assurance
- Software/platform training for Glynwood team members
- Email Marketing integration
- Integration with a payment gateway to accept donations and online sales



SPECIFIC NEEDS FOR ONLINE SHOP

The online shop will be used for selling products (CSA shares, 200+ cuts of meat, as well as tickets to fundraising events and farm dinners). The shop should have sophisticated marketplace and e-commerce functionalities, including selling items at variable weights, e-marketing integrations, downloadable detailed reports of sales metrics and customer information, and integrated inventory management. Specific needs include the ability to:

- Accept deposits and lump sum payments for items delivered later.
- Send customers specific email communications and pickup schedules/ instructions tied to different products and ticket levels.
- Send integrated, automated pickup reminder messages and payment installment plans for large items (such as CSA shares).
- Create galleries of multiple images/videos per product.
- Easily bundle products such as multiple cuts of meat or tickets to several upcoming events.
- Integrate with a payment gateway to accept donations that are separate from sales.



PROPOSAL FORMAT

Proposals should be submitted to info@glynwood.org as a PDF with the budget attached as an itemized spreadsheet. Maximum proposal length should not exceed 15 pages, not including work samples.

Proposal should include the following:

- Project timeline, including, at minimum, the following project phases
 - Discovery and Design
 - Website Development
 - Email integration and third-party page integration
 - SEO optimization
 - Accessibility Audit
 - Testing
 - Team training
- Budget, including, at minimum, the following categories:
 - Website Development
 - Copy editing for 100+ website pages
 - Options for web hosting on various platforms
 - Ongoing support/ retainer
 - Ongoing hosting fees
 - Online store fees
- Examples of work that is similar in scope and scale to Glynwood.
- Clear delineation of roles and responsibilities between web designer and Glynwood team.
- Time and responsibility expectations from Glynwood team members (including content delivery, website testing, etc.).
- Priority will be given to design firms that can demonstrate experience working with nonprofits, developing robust web stores that can integrate with email marketing systems, and that have a longstanding commitment to equity and social justice.

CONTACT

Suzy Konecky, Glynwood's Director of Development and Communications, or Zoraida Lopez-Diago, Glynwood's Vice President of Development, Communications, and Strategic Partnerships at info@glynwood.org. No calls, please.

