



RFP#2026-06

Website Redesign

Issue Date: Tuesday, June 30, 2026

Submission Deadline: Proposals will be accepted until 4:30 p.m. (EST) on Wednesday, August 12, 2026.

Submission Copies: One (1) copy in PDF format must be submitted by email to jconstantineau@ssseva.org.

Notification Deadline: Applicants will be notified of a decision on or before the week of September 28, 2026.

Contact information: All questions should be directed by email to Jane Constantineau, Senior Director of Marketing and Development, jconstantineau@ssseva.org.

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REQUEST FOR PROPOSALS

Senior Services is seeking proposals from qualified web design and development firms to redesign our website. The selected firm will modernize our digital presence, improve user experience, and support organizational goals, including branding, fundraising, community engagement, and customer service.

We are primarily seeking a redesign partner but are interested in hosting and ongoing support as add-on services if available.

The work would begin in October 2026.

Background

Senior Services of Southeastern Virginia is a 501(c)3 nonprofit organization based in Norfolk, Virginia, that improves the lives of seniors and their families through advocacy, education, information, and comprehensive services. For more than 50 years, we have provided meals, companionship, transportation, in-home care, benefits counseling, and more to help seniors remain independent in their own homes.

Senior Services has an operating budget of approximately \$10 million. We serve the residents of Chesapeake, Franklin, Norfolk, Portsmouth, Suffolk, Virginia Beach, and Isle of Wight and Southampton counties.

Mission: To provide seniors and their caregivers with access to programs and services so they may live their lives with choice and dignity in their communities

Vision: We envision a community that empowers, respects, and values seniors and their caregivers.

Values: Act with courage; Create trust; Exhibit respect; Deliver results

Senior Services' website, www.ssseva.org, was last redesigned in 2020. It is our largest online platform to communicate with our clients and stakeholders. We are also active on Facebook (www.facebook.com/SSSEVA) and LinkedIn (www.linkedin.com/company/senior-services-of-southeastern-virginia).

Objective of this solicitation:

Senior Services intends to hire a qualified vendor with demonstrated experience to provide a fully functional website redesign that achieves the objectives of the organization and is aligned with our brand, mission, and vision.

1.0 PROJECT SCOPE

Senior Services is seeking a vendor for a comprehensive website redesign project that will commence in October 2026 and conclude in or near May 2026.

Strategic Priorities:

1. Improve user experience and navigation to feature emotionally impactful, donor-focused, and usable content in addition to the service information currently available on the site.
2. Strengthen storytelling and impact.
3. Increase donor conversion through an engaging interface, compelling visuals, and embedded donation forms.
4. Create an attractive and user-friendly system for viewing and downloading documents.
5. Ensure mobile-first, desktop-optimized, accessible design.
6. Improve SEO and site performance.
7. Manage Plugins and update design to CSS styling.

The following websites illustrate some of the qualities and functionality that Senior Services is looking for:

www.forkids.org

<https://leesfriends.org/>

<https://versability.org/>

<https://www.mealsonwheelsamerica.org/>

www.dars.virginia.gov (state partner)

Proposal Expectations

Senior Services expects the selected firm to provide the following:

A. Discovery & Strategy

- Audience/user research
- Sitemap and information architecture
- User experience strategy

B. Design

- Custom website design aligned with branding
- Wireframes and mockups
- Iterative design process with feedback

C. Development

- CMS-based website (WordPress or comparable)
- Mobile-responsive design
- Cross-browser compatibility
- Integration of forms, events, and donation tools

D. Content Migration

- Migration of approximately 500 pages
- Content cleanup and organization

E. SEO & Analytics

- On-page SEO optimization
- Metadata and keyword recommendations
- Google Analytics / tracking setup

F. Accessibility

- Must meet WCAG 2.1 AA standards

G. Training

- Staff training on CMS (minimum 8 hours or equivalent)
- Documentation and recorded sessions

H. Testing & Launch

- QA testing
- Performance optimization
- Soft launch and bug fixes

Optional Services

Vendors may propose:

- Website hosting
- Ongoing maintenance/support packages
- Overall content strategy
- Copywriting services

Technical Requirements

- Easy-to-update CMS suitable for non-technical staff
- Secure hosting environment (if applicable)
- ADA-compliant design
- SEO-friendly architecture
- Fast load speeds (Core Web Vitals optimized)
- Scalable and maintainable codebase
- USA-based services

1.1 DELIVERABLES

At the end of the project, the vendor will provide:

- A fully functional website
- All design files and source code
- CMS access and documentation
- Training materials
- SEO setup and documentation
- Any other deliverables agreed upon in the contract

2.0 MANAGEMENT/OWNERSHIP

Unless otherwise negotiated, Senior Services will retain full ownership of:

- Website design
- Codebase
- Content and assets

No vendor branding or attribution will be required on the site.

Full administrative access must be provided.

3.0 MANAGEMENT/OWNERSHIP

3.1 REQUIRED INFORMATION

One (1) copy in PDF format of the proposal shall be submitted.

The following items shall be submitted with each offer/proposal. Failure to include any of these items may result in a proposal being rejected. There are no page limits or formatting requirements.

Part 1. RFP Forms

The Offeror must provide the following forms, signed by a principal in the firm submitting the proposal on behalf of their company or consortium:

- Attachment 1: “Contractor Information & Certifications”
- Attachment 2: “Bid Form”

Part 2. Qualifications & Experience

The proposal must include information describing the background and experience of the company and key individuals who will perform all or parts of the proposed services. The inclusion of links to project examples is strongly encouraged.

Part 3. Proposed Services

A. Project Understanding

The proposal must demonstrate an understanding of the project objectives, providing a clear indication of the ability to perform all job functions within a designated time frame.

B. Proposed Approach

The proposal must describe the approach that will be taken to work strategically with Senior Services. Include:

- Staff who will be assigned to the project and at what capacity and level of involvement.
- Proposed project timeline with milestones.

Part 4. Cost Proposal

Proposers must provide a detailed breakdown of costs. Clearly identify fixed vs. variable costs.

Part 5. References

Provide three (3) references, with email address and telephone number, of the clients for whom the offeror has performed similar work. Ideally, clients should be comparable to Senior Services in objectives and budget.

Part 6. Corrections, Amendments, and Clarifications

Include signed copies of all corrections, amendments, and clarifications to this RFP. Such corrections, amendments, and clarifications will be emailed to all participating RFP respondents.

Part 7. Participation by Minority and/or Woman-Owned Businesses

The use of minority-owned and/or woman-owned business enterprises (MWBE) is encouraged. In the event an offeror proposes to use a certified MWBE, a letter of intent signed by both parties must be submitted to Senior Services.

3.2 INQUIRIES

All inquiries must be submitted in writing to the email address noted on the cover page of this solicitation by the date shown on the cover page.

3.3 ACCURATE INFORMATION

Failure to provide complete and accurate information in an offer to this solicitation may result in your proposal being deemed nonresponsive. Senior Services may

institute debarment proceedings against the Offeror and/or terminate any contract or purchase order that has been awarded based on inaccurate information.

3.4 PROPOSAL OPENING

Proposals shall be opened on the date and time designated on the cover page of this document, unless provided otherwise by an amendment to the RFP. All proposals and any modifications and other information received in response to the RFP shall be shown only to authorized personnel having a legitimate interest in them or persons assisting in the evaluation.

Late proposals will not be considered. Any Offeror submitting a late proposal shall be so notified.

3.5 VALIDITY OF PROPOSALS

All proposals shall be valid for a period of sixty (60) days from the closing date of the solicitation unless another timeframe is agreed to by all parties. Submission of proposals does not afford rights to the Offeror nor obligate Senior Services in any manner.

3.6 PROPOSAL AND PRESENTATION COSTS

Senior Services will not be liable for any costs incurred by an Offeror in the preparation of its response to a solicitation, nor for the presentation of its proposal and/or participation in any clarifications, discussions, negotiations, or protests.

3.7 AMBIGUITY, CONFLICT, OR IRREGULARITIES IN SOLICITATION OR PROPOSAL

Offeror is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in this solicitation prior to submitting their offer, or it shall be waived. Claims of ambiguity after submission of the offer shall not serve as grounds for a protest.

If an Offeror discovers any ambiguity, conflict, discrepancy, omission, or other error in the solicitation, they shall immediately request modification or clarification in writing via email to the address of the person identified on the cover page. Required modifications or clarifications will be issued by solicitation amendment.

Senior Services reserves the right to waive minor irregularities in proposals, provided that such action is in the best interest of Senior Services. Any such waiver shall not modify any remaining solicitation requirements or excuse the Offeror from full compliance with the solicitation specifications and other contract requirements if the Offeror is awarded a contract.

3.8 SOLICITATION ACCEPTANCE AND ACCEPTANCE PERIOD

Offeror must indicate acceptance of the final version of this solicitation as

amended. A response to a Request for Proposal is an offer to contract Senior Services based upon the terms, conditions, scope of services, and specifications contained in this Request for Proposal.

3.9 OFFEROR'S RIGHTS

All materials submitted in response to this RFP become the property of Senior Services upon delivery and are to be appended to any formal documentation, which would further define or expand the contractual relationship between Senior Services and the Offeror.

4.0 EVALUATION OF PROPOSALS

4.1 CRITERIA FOR PROPOSAL EVALUATION

Proposals shall be evaluated based on the following criteria:

- 1. Ability to meet our goals and objectives
- 2. Relevant experience
- 3. Quality of past work
- 4. Approach and understanding of nonprofit needs
- 5. Cost and value
- 6. Ability to meet the project timeline

4.2 PROPOSAL INTERVIEWS

Based upon the evaluation of the written proposals, Senior Services may request teams to participate in an in-person or virtual interview to discuss the project.

4.3 AWARD OF CONTRACT

Notwithstanding any other provision of this RFP, Senior Services expressly reserves the right to:

- 1. Waive any immaterial defect or informality, or
- 2. Reject any or all proposals, or portions thereof, or
- 3. Select a vendor already under contract for similar services, or
- 4. Cancel or reissue the solicitation

Attachment 1..... Contractor Information & Certifications

Attachment 2..... Bid Form

Attachment 1

Contractor Information & Certifications

(If this proposal is submitted by a joint venture, each business shall provide the information requested below.)

A. ACKNOWLEDGEMENT OF RFP & ADDENDA

Respondent has received the RFP and the Following Addenda (if any), receipt of which is hereby acknowledged:

Addendum Number: _____ Date Received: _____

Addendum Number: _____ Date Received: _____

Do you take any exception or have any objections to the terms and conditions of this RFP? Yes/No

If "yes" please attach a separate page titled "Objections to the RFP" stating the specific paragraphs and why you are taking exception or objecting.

B. CONTRACTOR INFORMATION

Legal Business Name	
DBA (if used)	
Mailing Address	
Physical Address	
Federal Tax ID	
Fax	
Email	
Legal Structure	
Years in Business Under this Name	
Are you a Small, Women-Owned, and Minority-Owned Business (SWaM)?	Yes/No SWaM #:

1. Do you intend to subcontract any part of the work? Yes/ No
 - a. If “yes,” attach a listing of contractors and the work they will perform.
2. Number of staff in your firm qualified to perform the services in this proposal:
3. Has your firm been disqualified, removed, or otherwise declared in material breach or default of any public works contract by a public agency, or debarred from participating in bidding for any public works contracts? Yes/ No

C. REFERENCES

1	Company:	
	Contact:	
	Email:	
	Phone:	
2	Company:	
	Contact:	
	Email:	
	Phone:	
3	Company:	
	Contact:	
	Email:	
	Phone:	

D. CERTIFICATIONS

Equal Employment Opportunity: By submitting its proposal, the respondent certifies that it complies fully with all government regulations regarding nondiscriminatory employment practices.

Non-collusive Affidavit: The party making the proposal, that such proposal is genuine and not collusive or sham: that said bidder has not colluded, conspired, connived or agreed, directly or indirectly with any bidder or person, to put in a sham bid or to refrain from bidding, and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person to fix the bid price or affiant or any other bidder, or to fix any overhead profit or cost element of said bid price, or that any other bidder, or to secure any advantage against SSSEVA or any personal interest in the proposed contracts; and that all statements in said proposal or bid are true.

Under penalties of perjury, as prescribed in 18 U.S.C 1001, the undersigned certifies that the statements set forth in its proposal are true and correct.

(If a Corporation, President or CEO should sign; if a Partnership, a partner should sign' and if LLC, managing member should sign. If some other employee signs, evidence of authority must be submitted)

Submitted by:

Signature _____ Date _____

Printed Name _____

Title _____

**Attachment 2
Bid Form**

We, _____, the undersigned, having examined the RFP, hereby propose and agree to furnish all services, labor, materials and equipment necessary to complete the work, as required by said RFP, including any Addenda (if any thereto), at the following lump-sum fixed-fee prices:

Website Redesign	\$ _____ For the redesign of the website of Senior Services (www.ssseva.org) in accordance with the goals and specifications listed in the attached RFP.
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Additional Services:	
Hourly rate for additional services requested by Senior Services:	
	\$
	\$
	\$

Submitted by:

(Signature) _____

Date _____

(Printed Name) _____

Date _____