

October 8, 2021



**NEW ORLEANS AREA HABITAT FOR HUMANITY REQUEST FOR
PROPOSALS (RFP):
WEBSITE UPDATE/REDESIGN**

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NEW ORLEAN, LA 70122

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Thank you for your consideration, New Orleans Area Habitat for Humanity.

Please respond to Jay Huffstatler at jayh@habitat-nola.org with any questions or concerns.

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EQUAL HOUSING OPPORTUNITY

We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, natural origin, age, marital status, sexual orientation, or sources of income.



New Orleans Area Habitat for Humanity Section 3 Program is committed to ensuring that employment and economic opportunities generated by certain HUD financial assistance shall be directed to low-and very low-income persons to the greatest extent feasible and consistent with existing federal, state, and local laws and regulations.

1. PROJECT DESCRIPTION AND PURPOSE

The current New Orleans Area Habitat for Humanity (NOAHH) website was developed in 2015. <https://habitat-nola.org/>

Over the last six years, the affordable housing market locally and across the United States has changed dramatically, with an affordable housing “crisis” engulfing the country, exacerbated by the COVID-19 pandemic, natural disasters, economic and social policies and other factors.

NOAHH has addressed regional affordable housing needs with innovative new programs and strategic pivots to ensure its business model remains sustainable and efficient in serving its mission. An example of the organization’s response is a proposed innovative residential and mixed use development in Jefferson Parish with over 150 homes, intentional retail and wrap-around services, scheduled to break ground in early to mid-2022.

Similar to Musicians’ Village as a response to Hurricane Katrina, NOAHH is also planning to rebuild a community in lower Plaquemines Parish in response to Hurricane Ida’s destruction. Home design will address elevation, and other geographical factors unique to this region, potentially with a nationally recognized design partner. Since 2015, NOAHH has also opened a second ReStore and is actively exploring other earned income initiatives to support the mission.

NOAHH’s expansion in its service area and the increased role of digital marketing warrants an update of its website in design and function/navigation, and better integration with all digital marketing channels. *We envision the current platform/code is usable as a base, but depending on a needs assessment and cost, we are open to recommendations.*

Enhanced data collection and management, donor, volunteer, and homeowner communication tools, improved ecommerce and experiential/interactive features are objectives with the update. Increasing site traffic, existing and new donor engagement and revenue (in total and as a % of total fundraising), and conversion - as well as ReStore support - is vital to the overall expansion of NOAHH’s work in the New Orleans community.

We do not anticipate a complete rebranding of the organization, but we do think the brand voice and overall messaging should be reviewed to be more reflective of our current organization and long term planning. If updated, this would be adopted in website graphics and content and eventually integrated with all marketing communications.

Note: NOAHH’s logo and overall corporate identity must stay within the bounds of corporate guidelines (Habitat for Humanity International), but we have used variations in logo design (multiple variations and color), and have some leeway in how the affiliate is identified with New Orleans (e.g., we have considered dropping the word “area”), and in the use of taglines.

2. TERMS AND CONDITIONS

- a. NOAHH has full access to and has the right to customize site code.
- b. Terms for proposal:
 - i. Key dates: Proposals should be delivered to Jay Huffstatler's email, jayh@habitat-nola.org and Allen Bell, allenb@habitat-nola.org by October 27, 2021.
 - ii. All proposals must include a statement of authorization to bid signed by a principal of the responding company.
 - iii. All proposals must use the proposal format outlined in this RFP.
 - iv. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project.
 - v. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

3. NOAHH BACKGROUND

New Orleans Area Habitat for Humanity (NOAHH) is a 501(c)(3) non-profit organization, incorporated in 1983 as an independent affiliate of Habitat for Humanity International (HFHI). Since its inception, NOAHH has been working in partnership with hard working, low-income families in the New Orleans area to build and finance new, safe, affordable homes. The program makes homeownership possible for families who are unable to qualify for traditional home loans but have a stable job, good or no credit, and the willingness to contribute 350 hours of sweat equity to the building of Habitat homes. New Orleans continues to rebuild housing that was destroyed by the devastating flooding of Hurricane Katrina. NOAHH has become a beacon of hope in this rebuilding process by recruiting and deploying tens of thousands of volunteers to construct new homes in damaged, blighted neighborhoods. With the support of our volunteers, donors, and partners across the country and even the world, NOAHH's homebuilding capacity has increased annually since 2005. New Orleans is a city with historically low rates of homeownership and high levels of poverty, yet it is a place of resiliency, hope, and cultural vibrancy. With a spirit of renewal, NOAHH is rising to the challenges presented by a substandard housing stock and is helping many to realize their dream of homeownership.

Habitat operates two area ReStores, one in New Orleans on Elysian Fields, next to its corporate offices, and another on Williams Boulevard in Kenner. ReStores are independently owned reuse stores operated by local Habitat for Humanity organizations. ReStores accept donations and sell a constantly changing inventory of diverse, high-quality merchandise to the public at a fraction of the retail price, while diverting reusable household items and building materials from area landfills. Sales of donated items help Habitat for Humanity partner with local families to build, rehabilitate and repair safe and affordable homes in the community and around the world.

4. WHO WE SERVE

NOAHH serves those earning between 30-80% Area Median Income (AMI).

Household Size	Federal Poverty Level	NOAHH Income 60% AMI	NOAHH Income 80% AMI
1	\$12,800	\$20,400 - \$29,460	Up to \$39,440
2	\$17,420	Up to \$33,840	Up to \$45,120
3	\$21,960	Up to \$38,040	Up to \$50,720
4	\$26,500	Up to \$42,240	Up to \$56,320
5	\$31,040	Up to \$45,660	Up to \$60,880

5. CONTENT

NOAHH will work with the contracted agency to select content, potentially combining some existing with new copy, images, and video, provided by the agency and its subcontractors and/or NOAHH's direct resources. Proposals should reflect these options in pricing.

6. STAFF RESOURCES

The proposals will be reviewed by Chief of Advancement, Jay Huffstatler, Director of Strategic Planning, Allen Bell, and Executive Director, Marguerite Oestreicher. When an agency is chosen, that contractor will be working primarily with Jay Huffstatler for decisions, website content, and project management.

The NOAHH Advancement Team includes a digital assets specialist (collateral design, signage, website content updates, misc.), a grants manager, an advancement specialist, a donor relations specialist, and an external public relations firm, Ellie Rand Public Relations/ERPR.

7. PROPOSED TIMELINE

- RFP will be available to select contractors by October 11, 2021 with response to RFP due back to NOAHH (Jay Huffstatler and Allen Bell) by 5:00 p.m. October 27, 2021. Both Jay and Allen will be accepting questions regarding the RFP from October 14 – October 26, 2021.
- RFPs will be reviewed from October 28 – November 5, 2021 and interviews (remote or in person TBD) will be held the week of November 15, 2021.
- Proposal award date will be November 22, 2021 with an agreement finalized by November 29, 2021 and the contract commencing December 1, 2021.
- A design and production timeline will be determined with agency after the contract is awarded, but please include suggested website completion timeframes in your proposal response.

8. FORMAT FOR PROPOSALS

1. Executive Summary

Use this opportunity to frame your proposal and include your background, relevant previous projects, and the resources you will use to design our website.

2. Technical Volume

Explain the process you will follow to update or build the website, including major milestones and evaluation. Please describe your technical experience and describe how you go about testing. Please describe any important technology information and specifications you use in website design and management (languages, platform, etc.)

3. Management Volume

Describe how you would structure the schedule of deliverables, including major milestones and testing proposal.

4. Budget

- a. Line item estimated costs by design/production hours, tools, functionalities, etc.
- b. Maintenance and support: identify any costs that should be assumed as part of the site and ongoing costs for support and maintenance, with site maintenance (pricing) options.
- c. License fees: related to site content, development, hosting, etc.
- d. Hosting: hosting opportunities as options to current host including email extensions (if branding updates recommended) and ongoing
- e. Training and Style Guide: if applicable, identify costs to train our staff to use site tools and provide a style guide.
- f. Other charge areas: Please identify whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples.
- b. Biographies of all who will work on project.
Professional references.