

Request for Proposal (RFP) for Website Redesign

1. Introduction

The Michigan AFL-CIO is soliciting proposals from experienced web design and development firms to lead a redesign and modernization of our Federation Division websites, including <https://miaflcio.org>, <https://advocates.miaflcio.org>, and <https://miaflcio.vote>. This initiative is part of a larger strategic effort to modernize our digital infrastructure, better engage our diverse audiences, and empower workers across the state through action-focused storytelling.

2. Project Overview

Our goal is to build a modern, accessible, and high-performing website experience that moves users from interest to action. This includes revamping site design, structure, and functionality while maintaining core messaging and integrating advocacy tools. Each site should work independently but share a cohesive brand identity and back-end management system.

The final site(s) should:

- Funnel users to key actions (write lawmakers, sign petitions, donate, RSVP, etc.)
- Improve user experience and mobile responsiveness
- Be easy for non-technical staff to update
- Integrate tightly with ActionNetwork and analytics platforms
- Feature reusable modular templates to speed up content creation
- Include a strategic content audit to reduce clutter and focus on outcomes

3. Project Scope

The project encompasses the following key components:

- **Design and Development:** Craft a fresh, engaging design that aligns with the Michigan AFL-CIO's brand identity and appeals to our diverse audience, including the media, union members, affiliates, CLCs, job seekers, alumni, employers, partners, and donors.
- **Content Management System (CMS):** Update the existing WordPress CMS and refine how it functions so it's easier for staff without a background in website design to update content, create new pages, or post news. The website should be easy to edit and visually appealing.
- **Functionality Requirements:**
 - Integration with ActionNetwork forms, actions and donate buttons
 - Easy to edit and maintain backend
 - Integration with social media platforms
 - Search engine optimization (SEO) best practices
 - Compliance with accessibility standards (WCAG 2.1 AA)
 - Analytics and reporting tools to monitor website performance
 - Integration with marketing pixels and services

- **Training and Support:** Provide comprehensive training for Michigan AFL-CIO staff on the updated CMS and offer ongoing technical support and maintenance options.
- **ActionNetwork Integration:** ActionNetwork powers our advocacy. We use it to send emails, power actions and for donations. Right now, it is essentially entirely separate from our website.
 - Advocacy Dashboard: A one-stop-shop for users to review – and take – all of our advocacy options in one place.
- **Scorecard:** The scorecard is a critical component of the Advocates website: <https://advocates.miaflcio.org/scorecard/>. While the scorecard itself is working, the address lookup functionality is not. The address lookup functionality was previously powered by a Google API that is no longer active and when users typed in their address the system would match them with their lawmaker. We need to recreate this functionality.
- **miaflcio.vote Address Lookup:** The current <https://miaflcio.vote/> website includes a tool for users to enter their address and lookup candidates etc. The tool is based on district shapefile, county lines, and ZIP codes. We would like to redevelop how this tool functions so it's more useful at local levels.

4. Proposal Submission Requirements

Interested vendors should include the following in their proposals:

- **Company Information:** Overview of the company, including history, team qualifications, and relevant experience.
- **Project Approach:** Detailed methodology and timeline for the design, development, and deployment phases.
- **Deliverables:** Clear outline of expected deliverables, including design mockups, CMS details, and functionality features.
- **Budget Estimate:** Comprehensive cost breakdown, covering design, development, testing, training, and any recurring costs.
- **Portfolio:** Examples of previous work, particularly with non-profit organizations or workforce development entities.
- **References:** Contact information for at least three clients for whom similar projects have been completed.

5. RFP Timeline

- **RFP Release Date:** August 4, 2025
- **Deadline for Questions:** August 11, 2025
- **Proposal Submission Deadline:** August 15, 2025
- **Evaluation Period:** August 18 - 20
- **Vendor Selection Announcement:** August 22, 2025
- **Project Commencement:** August 25, 2025

6. Evaluation Criteria

Proposals will be assessed based on the following criteria:

- Alignment with Michigan AFL-CIO's mission and objectives
- Demonstrated experience and expertise
- Quality and relevance of portfolio
- Proposed approach and timeline
- Cost-effectiveness
- References and client feedback
- Not to exceed \$25,000 budget

7. Submission Instructions

Please submit your proposal electronically in PDF format to:

Contact Person: Chad Cyrowski

Email: ccyrowski@miaflcio.org

Phone: 248-867-9508

Submission Deadline: August 15th

For any questions or clarifications regarding this RFP, contact Chad Cyrowski at the email or phone number provided above.

8. Terms and Conditions

- Michigan AFL-CIO reserves the right to accept or reject any or all proposals.
- All materials submitted in response to this RFP become the property of Michigan AFL-CIO.
- The selected vendor must comply with all relevant federal and state regulations.
- Confidentiality of all project-related information must be maintained.

We look forward to collaborating with a partner who shares our commitment to Michigan's working class.