



REQUEST FOR PROPOSALS

Hunger Task Force Inc. (Milwaukee, WI)

Website Design, Development, and Launch

1. Organizational Overview

Hunger Task Force is Milwaukee’s only Free & Local food bank and Wisconsin’s anti-hunger leader. We work to end hunger through emergency food distribution, federal nutrition program administration, advocacy, and strategic community partnerships. We believe access to healthy, culturally familiar food is a human right.

Our work spans a statewide network of food pantries and shelters, FoodShare outreach, senior and child nutrition programs, farm-based food production and public policy advocacy. Our website is essential infrastructure serving individuals seeking food or similar resources, donors investing in sustainable hunger relief, volunteers, advocates and corporate partners.

2. Project Background & Purpose

This project is a full website rebuild of www.HungerTaskForce.org.

The current site (WordPress) no longer meets strategic, integration, accessibility, security, and governance needs. The selected vendor will design, develop, test, and launch a new website by early 2027 that prioritizes client access, recurring donor growth, system integrations, accessibility compliance, and long-term maintainability.

3. Strategic Objectives

- Prioritize individuals seeking food and services
- Increase monthly recurring donations
- Improve volunteer and advocacy engagement
- Implement identity-first audience gateway
- Enable dynamic, no-code content management
- Achieve WCAG 2.1 AA compliance at launch
- Integrate [Blackbaud](#), [Fundraise Up](#), [Quorum](#), [Galaxy](#), and GA4
- Maintain rigorous security standards

4. Audience Prioritization

Primary audiences (in order):

1. Clients seeking food/services
2. Donors
3. Volunteers
4. Advocates
5. Corporate partners

5. Required UX Architecture

The homepage must implement an identity-first gateway model (e.g., 'I Need Food' / 'I Want to Help').

Client Pathway must include:

- 2–3 question guided intake flow (no data capture)
- Mobile-first design
- Accessible routing to pantry locator, program pages, referral line

Homepage must support modular campaign blocks, emergency alerts, and scheduled publishing.

6. Donation Architecture

Implement dedicated giving environment (e.g., subdomain-based) leveraging Fundraise Up native capabilities. Optimize for monthly recurring donors. No custom donation system development required. Ensure seamless navigation and analytics continuity. No custom CRM automation engineering required.

7. Volunteer & Advocacy Integration

Galaxy volunteer forms may continue to be embedded. Custom volunteer management development not required.

Quorum advocacy tools will be embedded and styled for brand continuity. Ensure accessibility and analytics tracking.

8. Accessibility Requirements

Website must meet WCAG 2.1 AA compliance at launch. Vendor must conduct accessibility testing and remediation prior to launch. Third-party certification is not required.

9. Security & Data Protection

Security is mission-critical. The selected vendor must follow OWASP-aligned development practices and implement secure configuration across all systems, including:

- Secure CMS configuration
- Encrypted API connections
- Role-based access controls
- Secure hosting recommendations
- Documented patch management procedures

Ongoing managed security monitoring is not required within the \$75,000 build budget but may be proposed separately.

**Additional detailed security requirements, including infrastructure, access control, logging, and incident response expectations, are outlined at the end of this request in Appendix A: Security & Infrastructure Requirements.*

10. SEO & Migration

Vendor must provide SEO-informed information architecture, URL redirect mapping, metadata framework, and preservation of search equity during migration.

11. Language Accessibility

Implement persistent visible language toggle with improved machine translation. Ensure translation does not compromise accessibility or performance.

12. CMS & Governance

Vendor must recommend CMS platform with rationale. System must allow non-technical staff to update all visible content, manage modular homepage elements, control navigation, and publish urgent updates without developer dependency.

13. Hosting & Infrastructure

Hunger Task Force intends to control hosting. Vendor must recommend secure hosting configuration, backups, environment separation (dev/staging/prod), and SSL management.

14. Training & Documentation

Vendor must provide structured CMS training, documentation, and recorded walkthroughs.

15. Scope Boundaries

Outside scope unless proposed within budget:

- Custom application development
- Proprietary backend systems
- Donor login portals
- Custom CRM workflow engineering
- Enterprise-level managed security services
- Third-party accessibility certification

16. Budget

Hunger Task Force anticipates a project budget in the range of \$75,000–\$100,000 for the design, development, testing and launch of the new website.

Vendors are encouraged to propose solutions that align with this range and clearly articulate how their approach delivers value within the stated budget. Proposals that demonstrate a strong balance of strategic thinking, technical execution and cost efficiency will be prioritized.

17. Vendor Location & Experience Preferences

Hunger Task Force will give priority consideration to vendors based in the United States, with a preference for those located in the Midwest region. Proposals should highlight relevant regional experience and nonprofit partnerships. Vendors with demonstrated experience working with nonprofit organizations, particularly those involved in food access, human services, or community-based programs, are strongly encouraged to apply.

18. Project Timeline

Hunger Task Force reserves the right to adjust the timeline as needed.

- **RFP Release Date:** March 24, 2026
- **Vendor Questions Due:** April 3, 2026
- **Q&A Responses Issued:** April 8, 2026
- **Proposal Submission Deadline:** April 21, 2026
- **Internal Review Period:** April 22 – April 28, 2026
- **Finalist Notification:** April 29, 2026
- **Vendor Interviews:** May 4 – May 15, 2026
- **Final Vendor Selection:** May 20, 2026
- **Contract Finalization & Kickoff (Estimated):** Late May 2026

19. Proposal Submission Requirements

Proposals must be submitted electronically via email.

- Submission Email: zachary@hungertaskforce.org
- Subject Line: Website RFP Submission – [Vendor Name]
- Submission Deadline: April 21, 2026 (by 5:00 PM CT)

Proposals received after the deadline may not be considered.

All proposal materials should be submitted as a single PDF document. Supporting materials (if any) may be included as additional attachments or links.

Appendix A: Security & Infrastructure Requirements.

Ongoing managed security monitoring is not required within the \$75,000 build budget but may be proposed separately.

9. Security & Data Protection Requirements

9.1 Incident Response & Data Transparency

- Provide documented incident response plan
- Notify Hunger Task Force within 24 hours of security incidents
- Disclose data storage locations
- Support secure deletion of stored data

9.2 Infrastructure & Hosting Security

- Web Application Firewall (WAF)
- DDoS protection
- Network segmentation
- TLS encryption and encryption at rest

9.3 Access Control & Authentication

- Role-Based Access Control (RBAC)
- No shared accounts
- Multi-Factor Authentication (MFA)
- Login lockout protections

9.4 Logging & Monitoring

- Log admin changes
- Log login attempts
- Log API interactions
- Provide audit logs

9.5 Data Security & Encryption

- Encryption in transit (TLS)
- Secure handling of data

9.6 Backup & Disaster Recovery

- Daily encrypted backups
- 30-day retention
- Restore capability

9.7 Secure Development Practices

- Follow SDLC
- OWASP protections
- Secure integrations

9.8 Compliance (Preferred)

- SOC 2 / ISO 27001 preferred
- PCI via payment providers

9.9 Post-Launch Responsibilities

- Define security responsibilities
- Recommend update cadence
- Outline communication process