

# REQUEST FOR PROPOSALS

## Hunger Task Force Inc. (Milwaukee, WI)

### *Website Design, Development, and Launch*

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#### 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](http://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 has allocated \$75,000 for design, development, testing, and launch.

## 17. Project Timeline

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

- **RFP Release Date:** March 19, 2026
- **Vendor Questions Due:** March 29, 2026
- **Q&A Responses Issued:** April 1, 2026
- **Proposal Submission Deadline:** April 21, 2026
- **Internal Review Period:** April 22 – April 28, 2026
- **Finalist Notification:** April 28, 2026
- **Vendor Interviews:** April 29 – May 12, 2026
- **Final Vendor Selection:** May 15, 2026
- **Contract Finalization & Kickoff (Estimated):** Late May 2026

## 18. 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