



# Hunger Task Force Website RFP

## Consolidated Questions & Responses

### Website Design, Development, and Launch

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Thank you to all vendors who submitted thoughtful and detailed questions regarding the Hunger Task Force Website Design, Development and Launch RFP. To ensure a fair and transparent process, all questions have been reviewed, consolidated by topic, and answered to the best of our ability in this document. Responses are being shared with all vendors simultaneously. Unless explicitly modified below, all requirements outlined in the original RFP remain in effect.

#### 1. Strategic Objectives, Success Measures, and Audience Priorities

**Q: What are the top business outcomes expected within the first year of launch? Are there specific benchmarks or KPIs?**

**A:** Hunger Task Force’s primary objectives for the new website are:

- Improve access to food and services for individuals and families
- Increase donor engagement, with emphasis on recurring giving
- Strengthen volunteer participation and engagement
- Support advocacy action and policy engagement

At this stage, Hunger Task Force has not established fixed numeric KPIs (e.g., conversion rates, sign-ups, or engagement thresholds) tied to the website. Vendors should instead demonstrate how their approach supports measurable improvement across these areas and enables future tracking and optimization.

**Q: How should success be measured across different audiences?**

**A:** Success should be supported through improved clarity, usability, and conversion pathways for each audience:

- Clients: Ability to quickly find food resources, locations, and next steps
- Donors: Improved conversion, particularly recurring giving
- Volunteers: Increased sign-ups and engagement
- Advocates: Increased participation in calls to action

Specific measurement frameworks will be refined post-selection.

**Q: Which audience is the highest priority at launch?**

**A:** Individuals seeking food and services are the highest priority. The site must be structured to serve this audience first. Secondary audiences include donors, followed by volunteers, advocates, and corporate partners.

**Q: Should the site use an identity-first or guided user experience?**

**A:** Yes. The site should support an identity-first or intent-based experience that allows users to quickly identify themselves (e.g., “I need food,” “I want to donate”) and be directed to the appropriate content and tools.

**Q: How often will messaging and priorities change?**

**A:** Messaging changes frequently due to:

- Fundraising campaigns
- Federal program updates
- Seasonal services
- Emergency or urgent communications

The CMS must support frequent, immediate updates without developer involvement.

**Q: Are there device or connectivity constraints to consider?**

**A:** Yes. The site must be mobile-first and optimized for users who may have limited bandwidth, older devices, or intermittent connectivity. Performance and simplicity are critical.

## **2. Current Site, Pain Points, and Analytics**

**Q: What are the key shortcomings of the current website?**

**A:** Key limitations include:

- Difficulty guiding distinct audiences effectively
- Limited flexibility in managing homepage and key messaging
- Inefficient content structure and navigation
- Accessibility limitations
- Constraints in long-term scalability and integration planning

The rebuild is intended to address these structural and strategic gaps.

**Q: What are current user journey friction points?**

**A:** The primary friction is difficulty quickly identifying the correct pathway for different user types, particularly individuals seeking food. The new site must reduce friction and shorten the path to relevant information.

**Q: Can analytics or user data be shared?**

**A:** Hunger Task Force maintains analytics through Google Analytics 4. For the purposes of this RFP, vendors should respond based on the information provided. Additional analytics may be shared with shortlisted finalists if needed.

## **3. CMS, Platform, and Governance**

**Q: Do you have a preferred CMS? Is WordPress still under consideration?**

**A:** Hunger Task Force is open to CMS recommendations, including WordPress and other platforms. However, all proposed solutions must:

- Be easily managed by non-technical staff
- Support flexible content updates without developer support
- Provide long-term maintainability and scalability

Ease of use and governance are primary decision factors.

**Q: Are headless or decoupled CMS platforms acceptable?**

**A:** Vendors may propose them but must clearly justify how they meet usability, maintenance, and governance requirements for a non-technical team.

**Q: What does “no-code content management” mean?**

**A:** Staff must be able to:

- Edit all visible content
- Update homepage and campaign messaging
- Modify navigation and menus
- Create and manage pages using predefined templates
- Manage time-sensitive alerts and updates without developer support.

**Q: Is an approval workflow required?**

**A:** A formal multi-stage workflow is not required. Flexibility and speed of updates are prioritized.

**Q: Should scheduling and expiration be supported?**

**A:** Yes. The CMS must support scheduled publishing and expiration of content.

## 4. Content Strategy, Migration, and Assets

### **Q: Who is responsible for content creation and copywriting?**

**A:** Hunger Task Force will provide all website copy and content internally. Vendors should not include full copywriting services in core scope.

Vendors should include:

- Content strategy and information architecture
- Page templates and content structure
- Recommendations for content consolidation

### **Q: What is the expectation for content migration?**

**A:** Content will not be migrated as-is. Hunger Task Force will review, refine, consolidate, and remove content as needed.

Vendors should:

- Propose a migration approach
- Support structured migration
- Provide guidance on implementation

### **Q: Is a full content inventory available?**

**A:** Not at this stage. Vendors should assume a substantial existing site and propose a practical approach.

### **Q: Are new photography or video assets required?**

**A:** No. Existing assets will be used. Vendors may propose new media as an optional enhancement only.

### **Q: Will the brand be refreshed?**

**A:** No. Existing brand standards should be applied and extended digitally.

## 5. User Experience, Intake Flow, and Resource Access

### **Q: What is expected for the guided intake flow?**

**A:** A short (2–3 question) guided flow that helps users identify the most relevant pathway. It should:

- Not collect personal data
- Not function as a custom application
- Direct users to appropriate resources (pantry locator, program pages, referral line)
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### **Q: Should the intake flow dynamically filter results?**

**A:** No. It should guide users to appropriate next steps, not act as a database query tool.

### **Q: Should a map be the primary interface?**

**A:** The map is an important component, but must be part of a broader, guided user experience.

### **Q: How is the pantry locator currently managed?**

**A:** The current site uses an embedded Google Map with location data and hours, supported by a referral phone line. Vendors may propose improvements.

## 6. Integrations

### **Q: Which Blackbaud product is used?**

**A:** Raiser's Edge NXT. Currently we don't need any integration with Blackbaud. Integration should rely on Fundraise Up's native synchronization. No custom CRM workflows or API development are required.

### **Q: Is Fundraise Up required?**

**A:** Yes. It is a fixed requirement.

**Q: How should the donation experience be implemented?**

**A:** Hunger Task Force is willing to consider a dedicated giving environment, potentially subdomain-based. Vendors should provide guidance on optimal implementation.

**Q: Are custom donation flows required?**

**A:** No. Vendors should use Fundraise Up's native capabilities.

**Q: What is expected for Quorum and Galaxy?**

**A:** Both should be embedded and styled for brand consistency. No custom application development is required.

**Q: Will API access or sandbox environments be provided?**

**A:** Hunger Task Force expects the selected vendor to lead the setup and management of all API integrations and any required sandbox or staging environments. We will provide access to relevant systems, documentation and data as needed, including platforms such as Raiser's Edge NXT, Fundraise Up and Galaxy, and will assist in coordinating credentials and permissions. The vendor should establish appropriate testing environments to ensure all integrations and functionality are fully validated before launch, without impacting live systems. If a platform does not offer a native sandbox, the vendor should recommend and implement a suitable alternative. All integrations should follow best practices for security and be clearly documented for ongoing use.

## **7. Accessibility and Language**

**Q: What level of accessibility is required?**

**A:** WCAG 2.1 AA compliance at launch.

**Q: How should third-party tools be handled?**

**A:** Vendors should ensure accessibility to the extent possible and identify any limitations.

**Q: What languages are required?**

**A:** Spanish and Hmong are current priorities. Expanded ESL support is a goal.

**Q: Is human translation required?**

**A:** No. Machine translation is acceptable.

## **8. Hosting, Infrastructure, and Security**

**Q: Who will manage hosting?**

**A:** Hunger Task Force currently operates under a vendor-managed hosting model. For this project, vendors should propose a recommended hosting approach, including setup and security configuration.

Both vendor-managed and organization-owned models are acceptable. Vendors must clearly define responsibilities and costs.

**Q: Should ongoing hosting and security be included?**

**A:** Ongoing hosting and security services are not required within the core scope but may be proposed as an optional component. Preference will be given to vendors that either (1) can continue as a long-term hosting and management partner post-launch, or (2) provide a clear post-launch hosting plan, including security management, support structure and anticipated annual costs.

**Q: Are SOC 2 or ISO certifications required?**

**A:** Preferred, not required. We value vendors who have proven, audited security standards, but we won't disqualify you if you don't have them.

**Q: What level of security is expected?**

**A:** Vendors must follow the security requirements outlined in the RFP and appendix, including secure development practices, encryption, access controls, logging, and incident response planning.

## **9. Budget and Evaluation**

### **Q: What is the expected budget approach?**

**A:** \$75,000–\$100,000 for design, development, testing, and launch. Vendors should clearly align proposals within this range and separate optional enhancements.

### **Q: What evaluation criteria will be used?**

**A:** Proposals will be evaluated based on:

- Strategic understanding
- Technical approach
- Usability and accessibility
- Security
- Nonprofit experience
- Cost and value alignment

### **Q: Is vendor location a factor?**

**A:** U.S.-based vendors are preferred, with priority consideration for Midwest-based agencies.

## **10. Post-Launch and Future Planning**

### **Q: What is expected post-launch?**

**A:** The site should be manageable internally by Hunger Task Force staff without the need for ongoing development support. Vendors should ensure the CMS is user-friendly, well-structured and supported by clear documentation and training. Vendors may also propose optional support packages for maintenance, updates or enhancements, but these should be clearly scoped and priced separately from the core project. Ongoing hosting, security and support services are not required within the core scope but may be proposed as an optional component.