



Request for Proposal (RFP): Website Redesign for Manna Food Center

Issued by:

Manna Food Center

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Contact:

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Issue Date: May 22, 2025

Proposal Deadline: June 30, 2025

Background

Manna Food Center is Montgomery County's core food assistance provider, committed to eliminating hunger through food distribution, education, and advocacy. Serving over 60,000 people annually with the help of thousands of volunteers and partners, our website is a critical tool for outreach, participant support, donor engagement, and volunteer coordination.

Our current website (www.mannafood.org) provides information about our mission, services, food distribution sites, donation options, and volunteer opportunities. However, as our programs and audience have grown, we need a modern, accessible, and user-friendly redesign that better reflects our impact and values and supports our strategic goals.

Project Goals

- **Enhance User Experience:** Simplify navigation for participants, donors, volunteers, and partners.
- **Improve Accessibility:** Ensure compliance with ADA and WCAG 2.1 standards.
- **Showcase Impact:** Prominently display impact milestones, key statistics, stories, and outcomes.
- **Streamline Content Management:** Enable Manna staff to easily update content, events, and resources.
- **Increase Engagement:** Optimize for donations, volunteer sign-ups, and newsletter subscriptions.
- **Mobile Optimization:** Ensure seamless experience across all devices.
- **Multilingual Support:** Provide critical content in English and Spanish.
- **Integration:** Connect with third-party tools for donations, event registration, and email marketing.



Scope of Work

- Conduct discovery sessions with various members of the Manna Team.
- Audit current site structure, content, and analytics.
- Develop wireframes and design mockups reflecting Manna's mission, vision, and values.
- Build a new website on a user-friendly CMS (e.g., WordPress, Drupal).
- Migrate existing content and optimize for SEO.
- Implement accessibility and responsive design best practices.
- Integrate with donation and volunteer management platforms.
- Provide staff training and post-launch support, as needed.

Proposal Requirements

Please include the following in your submission:

- **Company Overview:** Experience working with nonprofits, especially food banks or human services organizations.
- **Project Approach:** Outline your process for discovery, design, development, and launch.
- **Team Bios:** Key personnel who will work on the project.
- **Relevant Work Samples:** Links to nonprofit websites you have designed/redesigned.
- **Budget Estimate:** Itemized costs, including design, development, content migration, training, and ongoing support.
- **Timeline:** Estimated project schedule, including milestones and deliverables.
- **References:** At least two nonprofit clients.

Evaluation Criteria

Proposals will be evaluated based on:

- Demonstrated experience with nonprofit website design
- Understanding of Manna's mission and audiences
- Quality and creativity of previous work



- Project approach and timeline
- Cost-effectiveness
- Commitment to accessibility and inclusion

Submission Instructions

Please email your proposal in PDF format to mardia@mannafood.org by June 30, 2025. Shortlisted firms may be invited for a virtual interview.

About Manna Food Center

Manna's mission is to eliminate hunger through food distribution, education, and advocacy.

For more about our work, visit www.mannafood.org.

We look forward to partnering with a local web design company that shares our commitment to service, respect, and partnership in the fight against hunger.