



Redesign of Paddle Antrim Website

Intro / Project Overview — Paddle Antrim is looking for a qualified and experienced vendor to redesign the website.

Company Overview — Paddle Antrim is a small non-profit working to protect our waterways by connecting people through paddle sports in Northern Michigan with two part-time staff and a volunteer board of directors. We offer classes and events, promote stewardship and safety, and are leading the development of the Chain of Lakes Water Trail.

Website's Audience — Our website users include individuals looking to paddle in our region – either on the water trail or join us for an event. It also includes our donors (who need to know they are making an impact and have a way to donate) and sponsors whom we want to recognize.

New Website Objectives

- Modernize/update
- Improve functionality and flow and ease of finding information.
- Inform people and increase traffic
- Remap site

Current Website — www.paddleantrim.com The website is 5 years old and when developed, it was just a skeleton for a new non-profit with little content. Therefore, over the past 5 years, information has been added by staff piece by piece. We are adding a new program and therefore want to take the opportunity to redesign the website to incorporate this new program/information and more fluidly connect the other information.

New Website Functionality Assumptions —

- Wordpress Platform
- Paypal compatible for accepting registration and donation payments
- Wufoo Forms compatible for event registration, volunteer forms, donation forms
- MailChimp compatible for newsletter sign ups

- Adding minimal e-commerce for hats, t-shirts, etc
- Responsive Design – working properly and adjust size appropriately across all commonly used devices and browsers
- Server/Hosting Requirements – work with independent third-party host to ensure smooth roll out.
- Content – Will remain same and new content for new program will be provided by Paddle Antrim. Open to organizing in new ways.
- Related content - content from another channel can be linked.

Ecommerce Details — We do want to focus on allowing individuals to continue to donate seamlessly through our website and register and pay for classes/events using Wufoo Forms and PayPal for collecting payments for donations as well as registrations. We want the ability to do some small sales (hats, t-shirts, ect) but will not be a large portion of payments.

Proposal Requirements —

- We are looking for a simple 1-2 page proposal that will outline the tasks you undertake, costs (not to exceed), and timeline.
- Include a summary of how you plan to communicate with Paddle Antrim during the redesign process.
- Include two references.
- Include the cost for the option of continued support and guidance in areas of expertise including SEO, Google Analytics, and trends in design and functionality.

Website RFP & Project Timeline Details — Paddle Antrim requests proposals due by March 12th. Paddle Antrim will review and make a selection by March 28th. Paddle Antrim will provide to the successful vendor a list of websites/features that they like. Our target for website launch is June 15th.