Central Community House
At Our House, People Are Central

This RFP is for design and development services for a new website for Central Community House.

Response Due Date: September 15, 2020

Send any questions on the RFP to: Alex Barkley, Development Director, abarkley@cchouse.org

Submit proposals to: Alex Barkley, Development Director, abarkley@cchouse.org

Goal for project completion and website launch: February 1, 2021

Central Community House Overview

Central Community House ("Central") is a comprehensive, neighborhood-based community center that has been serving the near east and near south neighborhoods of Columbus, Ohio in the settlement house tradition since 1936.

Central is a source of support and a community home for the children, families and seniors that live, work, and socialize in the near east and near south areas of Columbus. Within our full-service community center, people of all ages come together to learn, play, share their gifts and find assistance when needed. From our public Computer Lab to monthly Community Dinners, services are designed to help individuals and families achieve or maintain self-sufficiently, while adding to the overall quality of life in our neighborhood.

Our service area, centered in the 43205 zip code, stretches from I-71 east of downtown to Nelson Road and from Broad Street south to Whittier Avenue. Within this area, nearly half of occupied households live below the Federal Poverty Line. We strive to engage youth from the neighborhood in positive, healthy, personal development activities, to offer resources that strengthen families and to provide older adults with services and social interaction to aid in their living independently.

Rather than simply address one problem or social condition, we build relationships and work holistically combat the myriad of barriers resulting from generational poverty. Central's programs are proven, resulting from decades of service provision.

Each year we touch thousands of lives through five service areas

1. Youth Programming

2. Senior Programming
3. Stabilization Programming
4. Entrepreneurship Programming
5. Community Services

Our Website Audience

- Our primary audience are funders and partners, which include government agencies, private foundations, corporations, and non-profit organizations. Funders go to the website to get and understanding or updates about programs they are funding, or might like to fund. Partners seek information for those they serve, to better understand when/how they should refer individuals/families to Central Community House.
- Our secondary audience is the local community, including the families and individuals we serve. They go to the website to get information about programs and community events they might like to participate in (what, when, where, and how to sign up).

New Website Objectives

- To provide a "clean", concise, and engaging overview of Central Community House, and its programs and services.
- To inform and engage funders, partners, and those we serve.
- To increase funding and engagement.

Current Website

Our current website, www.cchouse.org, is well overdue for a revamp. The design does not reflect our brand (see Impact Report for a better depiction of our branding), and the navigation is clunky and not intuitive. It lacks clear, concise, and consistent communication and formatting, and is not appealing to the eye.

New Website Functionality Requirements

Our new website will need:

- Overview of our Organization, including history, the Settlement House philosophy, vision, and mission
- Contact info, contact form, links to social media
- Introduction to Staff and Board (photos, brief bios)
- Overview of programs (5-6 distinct program areas)
- Overview of events
- A page dedicated to our Bryden facility, with information/ability to visualize and book space (through an application like Cobot)

- Latest news
- Blog/Executive Director Letters
- Scrolling photos and video presentation
- List of key partners and funders (logos)
- Job postings
- Ability to donate and/or sign up to volunteer (application)
- Ability to register for events, and fill out forms required for enrollment
- A calendar application that is easy to navigate, and can clearly, and in a visually pleasing and practical way, support many, overlapping weekly/monthly events (ability to download and print clearly is ideal)
- Intuitive navigation
- Clean and focused design
- Non-proprietary content management system. Easy and intuitive content editing and formatting, able to be done by those without any background in website development or coding. The content management system should be configured to ensure that new text and graphics will appear in ways consistent with the overall site design. CMS has 3rd party training and add-on components/plugins are readily available on the Internet.

Other requirements:

- A professional graphic designer and copy editor to support the project.
- Include examples of work, or previous websites completed for similar clients.
- In order to foster support of our own community, our strong preference is to contract with a firm located in Franklin County, Ohio.

Budget: Our Board of Directors has approved an appropriate and reasonable budget for this project. Central Community House seeks to enter a long-term partnership with the company that is awarded this contract.

RFP & Project Timeline Details

RFP Sent: August 24, 2020

Responses Due: September 15, 2020

Finalists Selected & Contacted: September 18, 2020

Winner Selected & Contacted: October 1, 2020

Project Kick-off: October 15, 2020

New Website Launch Target Date: February 1, 2021