



**St. Louis Regional Financial Empowerment Coalition  
Request for Proposal for Web Developer**

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**I. Request for Proposal for Web Developer**

The St. Louis Regional Financial Empowerment Coalition (the Coalition) is seeking a web designer to create a new website. Our goal is to launch the new website with new branding by March 1, 2021.

Please submit your proposal by January 6 at 5 p.m. CT to Debbie Irwin [Debbie.Irwin@stl.unitedway.org](mailto:Debbie.Irwin@stl.unitedway.org). In addition please describe WordPress credentials and include at least three references with links to WordPress sites that you have developed.

Include project timeline with milestones/steps and a detailed cost projection for web development and site maintenance.

**II. Minimum Eligibility Criteria**

The Coalition is seeking a web designer with intermediate to advanced WordPress experience. Preference is for web developers located in and/or very familiar with the St. Louis Metro Area.

**III. About the Coalition**

The St. Louis Regional Financial Empowerment Coalition is a diverse group of community stakeholders including non-profit organizations, financial institutions, libraries, schools, faith organizations and concerned citizens who are dedicated to increasing family self-sufficiency and prosperity through financial education and asset-building. United Way of Greater St. Louis provides backbone support and in-kind technical assistance to the coalition.

Mission: Promoting equitable opportunities for financial health to build wealth and economic prosperity

Tagline: Promoting financial health throughout the St. Louis Region

Impact statement: Families in the region have healthy financial behaviors and are building assets for a stable future

See [www.moneysmartstlouis.org](http://www.moneysmartstlouis.org) for additional information about the Coalition.

#### **IV. Project Background and Description:**

The purpose of the website is to:

- promote the mission of the St. Louis Regional Financial Empowerment Coalition
- serve as a trusted source of personal finance and consumer information
- serve as a trusted resource for information about local nonprofit agency service providers that can assist with financial wellness related services (financial coaching, budget and credit counseling, public benefits access, legal assistance, etc.)
- be a central hub for coalition partners to post financial education classes and related events
- connect people to our Money Smart social media platforms
- serve as a hub for coalition education and outreach campaigns (i.e. Bank On and Money Smart Month, Credit Awareness Month, etc.)
- provide a landing page for partner resources: logos, forms

Description of end users: The new website will have a diverse set of users including community partners (nonprofit organizations, financial institutions, libraries, churches, community groups), donors and the general public. Target groups for general population include low and moderate income families, including but not limited to black and brown communities.

#### **Other requirements and special features:**

- Website to be ADA compliant, and accessible on desktop and mobile
- Build steps into proposal timeline for committee approval process on design draft and final
- Include additional proposal for maintenance
- Ability for Coalition staff to make updates on text content
- Interactive Calendar with ability for Coalition staff to approve events
- Site feedback button
- Contact form

#### **IV. Site Map:**

##### **Home page:**

- Current news – i.e. Credit Awareness Month, Money Smart Month, other Events/Campaigns
- Immediate recognition and branding with Bank On Save Up and MSM on home page
- Links to upcoming events, other resources available, blogs
- Logos – top donors with link to donor page

- - Seasonal Front Page News related to current Public Awareness Campaigns (i.e. Money Smart Month, Credit Awareness Month, etc.)
  - Consumer info – about
  - How to become a Partner
  - Other pertinent and timely information

**Additional Pages:**

- **About Us**
  - Mission
  - History
  - Committees – how to get involved
  - Board
  - Donor Recognition
  - Partners List
- **Bank On Save Up St. Louis**
  - About Bank On Save Up
    - Bank locator tool (with search feature)
    - Links to products/online account opening
    - Product information handout
- **Public Awareness Campaigns (seasonal – linked from homepage)**
  - Money Smart Month (April)
    - About
    - How to Become a Partner – Partner Kit
    - Essay Contest (Money Smart Month Essay Contest)
  - Credit Awareness Month (October)
    - About
    - How to Become a Partner – Partner Kit
    - Video Contest (Creative Arts Contest)
- **Event Calendar** (with the ability for partners to upload events)
- **Personal Financial Education Resources** (links to trusted info sites organized by key categories (i.e. budgeting, saving, credit, etc.))
- **Local Program Services Directory** (financial coaching, budget and credit counseling, public benefits access, legal assistance, etc.)
- **Blog** (with guest entries – promoted via social media)
- **Media** (links to press releases, media stories and radio interviews)