



REQUEST FOR PROPOSAL for a web developer to (1) design and develop a new website for the [Chesapeake Conservation Partnership](#) (CCP) and (2) provide maintenance training to Chesapeake Conservancy and Chesapeake Conservation Partnership staff to allow for basic in-house website updates moving forward.

Introduction: Co-convened by [Chesapeake Conservancy](#), a nonprofit organization based in Annapolis, Maryland, CCP fosters collaborative action to conserve culturally and ecologically important landscapes to benefit people, economies and nature throughout the six-state Chesapeake Bay watershed. CCP grew from a one-day workshop held in 2009. A group of state and federal agencies and non-governmental organizations assembled to discuss options for enhancing land conservation and public access in the Chesapeake Watershed. The recommendations formed the basis of the report Land Conservation and Public Access in the Chesapeake Bay Watershed (2009). The group met several times in early 2010 to advise on the recommended actions and draft goals of protecting an additional two million acres and adding 300 public access sites by 2025. The Strategy for Protecting and Restoring the Chesapeake Bay Watershed (2010) included these defined goals and was issued in response to EO 13508. Since then, the Chesapeake Conservation Partnership has met annually to advance collaborative efforts, recommend policy options, and share best practices. This has led to an increasingly robust partnership, adding working groups, setting out priorities, establishing an organizational framework and more. [Read more.](#)

The new website will support the following goals:

- An attractive, welcoming and informative site that serves as a one-stop shop of resources for members of the CCP
- Provide access in an engaging format to complex mapping tools produced by Chesapeake Conservancy's Conservation Innovation Center
- Build and strengthen cross-sector partnerships
- Be easy to update by non-technical staff

Background: The CCP's website's (www.chesapeakeconservation.org/) HTML code and design was last updated in 2013/2014. With the passage of time, we find this site to be dated and poorly organized. In the last couple of years, the site crashed, and we are still slowly restoring some of the old data.

Project Description and Scope of Work: Chesapeake Conservancy seeks the services of a website development contractor to design and develop a new website. We are committed to utilizing Webflow for this website to coincide with another website we oversee (still in production).

Website design tasks and deliverables include:

- Design a new website that meets the CCP's intended website goals, moves users through a user funnel, and meets non-profit industry standards
- Utilize the CCP's established logo, colors, and font to expand our brand through website design
- Utilizes compelling photography and infographics to illustrate the CCP's work in a visually rich manner
- Include advanced Search Engine Optimization (SEO) setup
- Integrate the site with Constant Contact, Google Analytics, and CCP social media platforms
- Provide training to CCP and Chesapeake Conservancy staff member(s) (3-4) to ensure the website can be readily maintained and updated without 3rd party assistance beyond project completion
- Potentially restore remaining lost data from earlier website crash

Timeframe: The proposed scope of work should be completed within a 5-month period, though training of staff may extend beyond this timeframe.

Qualifications, Proposal Format, & Submission Instructions: Qualified contractors will have demonstrated experience in working with nonprofits or small businesses in website development and website design. The proposal must include a detailed approach, project timeline, and a line item budget broken down by task. The proposal must also include at least three examples of websites where the contractor was the primary website developer and designer and include client contact information for each example to serve as a reference. Examples of how the contractor has conducted training to individuals without substantial web development expertise is preferred, but not required.

Deadline for Submissions: Friday, November 1, 2024.

Submissions should be sent to:

jcouser@chesapeakeconservancy.org

No telephone inquiries, please.

