



Request for Proposals: Website Development

PURPOSE

The [NH Community Development Finance Authority](#) (CDFA) is seeking proposals from qualified vendors for the redevelopment of the organization's websites to improve user experience. Deadline for submission is October 10, 2025.

ABOUT THE COMMUNITY DEVELOPMENT FINANCE AUTHORITY

Created in 1983, the NH Community Development Finance Authority (CDFA) supports community development, economic development, affordable housing, and energy efficiency activities throughout New Hampshire. We accomplish these goals through the provision of grants and loans to Granite State small businesses, municipalities, and nonprofits.

CDFA supports the development of vibrant and resilient communities by providing financial resources to nonprofits, community development organizations, counties, municipalities, and for-profit businesses. These organizations, in partnership with CDFA, see our work in revitalized downtowns, the building of high-quality childcare facilities, supporting the expansion of business to provide job opportunities, the creation of new housing units, investments in clean energy projects and the support and development of a healthy nonprofit sector.

PROJECT GOALS

CDFA's web presence currently includes two components: a [main website](#) and [Resource Hub](#). The main website aims to provide high-level information on our organization, programs and how to engage with CDFA. The Resource Hub aims to provide a simplified, easy-to-navigate website for all program-related information and resources for our partners. The organization is open to exploring a web presence that either maintains both assets separately or consolidates them in pursuit of the following overarching goals:

- Improve user experience (UX) with simplified navigation and layout, mobile responsiveness, easy-to-find key actions;
- Strengthen CDFA's brand with a professional and modern design, consistent branding, easy access to information;
- Optimize for search engine optimization (SEO) and zero-click searches;
- Utilize platform that is easy to update and maintain;
- Integrate tools on the back-end to inform marketing and program content/activities; and
- Ensure accessibility and inclusivity including compliance with Web Content Accessibility Guidelines, inclusive language and design.

More specifically, newly developed web presence within the scope of this project will:

- Enhance storytelling around impact and mission to increase CDFA's visibility;
- Increase engagement with and donations from businesses;
- Build engagement with existing and new stakeholders to increase CDFA's impact; and
- Improve access to relevant program information at various points in CDFA's ecosystem of resources and the project development cycle.

SCOPE OF SERVICES

The selected vendor will be responsible for the full redevelopment of our organization's website, including strategy, design, development, testing, and deployment. The scope of services includes, but is not limited to, the following key areas:

1. Discovery and Planning
2. Content Strategy, Information Architecture and Visual Design
3. Website Development
4. Accessibility and Compliance
5. Content Migration, Testing and Quality Assurance
6. Launch, Post-Launch Support and Training

BUDGET

Total project budget is up to \$15,000.

SUBMISSION TIMELINE AND IMPLEMENTATION SCHEDULE (Subject to Change)

- Proposal Submission Deadline: October 10, 2025
- Vendor Selection: October 31, 2025
- Target Launch Date: Q1 2026

PROPOSAL REQUIREMENTS

Responsive proposals will include the following information:

- Company overview and relevant experience
- Project team and roles
- Proposed approach and timeline
- Budget and pricing structure
- Examples of similar projects (with links)
- References from past clients
- Description of post-launch support and maintenance options

EVALUATION CRITERIA AND SELECTION PROCESS

Proposals will be evaluated based on:

- Experience and qualifications
- Understanding of project goals
- Quality and creativity of proposed approach
- Cost-effectiveness
- Timeline feasibility
- References and past performance

A staff review committee will review and evaluate proposal submissions. Follow-up interviews may be scheduled. The award of contract will be made by written notice to the responsible and responsive bidder whose proposal offers the best value to CDFA. The best value is based on objective and quantifiable criteria of the review completed.

CDFA has no liability under such award until CDFA executes a written agreement to memorialize the terms, and CDFA may elect not to enter a contract at any point, in its sole discretion.

QUESTIONS AND SUBMISSION INSTRUCTIONS

All questions regarding this RFP must be submitted to Melissa Latham, Director of Communications and Policy, via email: mlatham@nhcdfa.org. Answers will be shared with all interested vendors.

Proposals must be submitted electronically to:

- Contact Name: Melissa Latham, Director of Communications and Policy
- Email: mlatham@nhcdfa.org
- Subject Line: "Website Redevelopment Proposal – [Your Organization Name]"

Proposals should be submitted no later than October 10, 2025.

RESERVATION OF RIGHTS

CDFA reserves the right to:

- Amend this RFP if necessary.
- Reject any proposal not meeting mandatory requirements.
- Reject all proposals, seek new proposals, and cancel the RFP according to the best interests of CDFA.