Request for Proposals: Website Redesign

1. Introduction

The Centre for Sexuality is seeking proposals from qualified vendors to design and develop a new website that reflects our evolving identity, improves user experience and supports our programs and communications strategies.

Our goal is to create a modern, accessible and future-ready site that better serves our diverse audiences including youth, parents, educators, professionals and the public.

2. About the Centre for Sexuality

We are a nonprofit organization based in Calgary, Alberta, with a mission to normalize sexuality and promote healthy relationships across the lifespan.

For 53 years, the Centre for Sexuality has been a trusted resource for comprehensive sexuality education, 2SLGBTQ+ inclusion, professional training and support services. We work with individuals across the lifespan and across Alberta, from school-based programs and parent workshops to corporate training and national partnerships. A list of our programs and services can be found on [our website](#).

We deliver evidence-based, community-informed programs and we advocate for inclusive, affirming and rights-based approaches to sexual health and education.

3. Project Purpose

Our website is crucial to the work of the Centre for Sexuality. It plays a critical role in program awareness, service navigation, event promotion, fundraising and advocacy. It is also an information hub about topics related to sexual health and sexuality.

The Centre has a wide reach, over 50 years of experience providing programs and services in the community and a reputation for evidence-informed, non-judgmental services and supports. As we reach more communities and deepen our impact, we require a website that reflects the needs of diverse audiences.

4. Project Goals

We are seeking a website that:

- Reflects our brand, mission and values with a modern, professional design
- Improves the user journey for our diverse audiences including youth, parents, professionals, donors and the public

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- Enhances accessibility and complies with WCAG 2.1 AA standards
- Supports content strategy through improved navigation, structure and searchability
- Makes it easy for users to donate, subscribe to updates or access resources
- Empowers our staff to update and manage content through a user-friendly CMS
- Integrates with tools including DonorPerfect, Constant Contact, e-commerce and e-learning

5. Scope of Work

Discovery and Planning

- Website strategy
- User experience planning
- Site architecture and content strategy

Design

- Custom, responsive and accessible design aligned with our brand
- Integration of visual assets (photos, video, infographics)

Development

- Front-end and back-end development using WordPress
- Content migration from existing website
- Mobile optimization and performance tuning
- Integration with the following systems:
  - DonorPerfect: embed and style our existing donation form for a seamless user experience
  - E-learning platform: integrate with our chosen system and create placeholder pages for future offerings
  - Online store: integrate a simple e-commerce solution that supports product listings, checkout and order notifications
  - Tracking and analytics: Google Analytics 4 (GA4), Search Console, Tag Manager and other relevant tools to support performance tracking and data insights

Testing and Launch

- Quality assurance across browsers and devices
- Accessibility and SEO audits

Training and Documentation

- CMS training for staff
- User manual or video tutorials for content updates

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6. Project Timeline

Milestone	Target Date
Questions Due	October 3, 2025
Proposal Deadline	October 7, 2025
Vendor Selected	October 20, 2025
Project Kickoff	October 27, 2025
Site Launch	January 2026

7. Proposal Requirements

Please include the following in your submission:

- Overview of relevant experience
- Key team members and their roles
- Relevant experience in website design and development, particularly in the nonprofit sector
- Describe your overall methodology from discovery to development to testing
- Outline how your team will ensure accessibility compliance standards and build a site that serves diverse backgrounds and abilities
- Outline how your team will ensure data security, including encryption, secure access controls, regulatory compliance and vulnerability management
- Your project plan, timeline and estimated hours
- Budget cost breakdown including design, development, testing, training and post-launch support. Please include any optional add-ons.
- Support and maintenance plan, outlining service scope, update frequency, response times and support costs for Year 1 and beyond
- References

8. Evaluation Criteria

Proposals will be evaluated based on:

- Alignment with project goals
- Demonstrated experience with similar websites
- User-centered design and technical approach
- Transparency of fees, providing good value
- Ability to meet timelines
- Commitment to collaboration with our team
- References to determine past performance

9. Submission Instructions

Proposals may be submitted to Rachel Nadler, Communications Advisor: rnadler@centreforsexuality.ca.

Any printed materials to support your proposal may be delivered to the Centre for Sexuality: 700 – 1509 Centre Street South, Calgary, AB T2G 2E6.

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Vendor Questions

Any questions about this RFP must be submitted in writing to Rachel Nadler, Communications Advisor: rnadler@centreforsexuality.ca, no later than October 3, 2025.