Website Redesign
Request for Proposals

Summary

Friends of the Public Garden is a 501(c)(3) nonprofit organization and one of the oldest parks advocacy groups in the nation. The Friends has been an essential partner of the City of Boston for more than 50 years in our mission to renew, care, and advocate for the Boston Common, Public Garden, and Commonwealth Avenue Mall. The Friends plays a vital role in the stewardship of these parks and has a long history of park advocacy with over 8,000 supporters from more than 131 communities across Massachusetts and 31 states, evolving from a small, neighborhood-based effort to a professionally-staffed organization with an expanding reach citywide.

The three historic downtown parks are Boston's front doorstep. They are essential places in how we experience our city. Our website is our definitive source of information for park visitors and supporters for park history, events, tours, projects, and activities, and supports the organization's philanthropic activities.

The Friends is embarking on a significant project to redesign our website to accurately highlight the full scope of our commitment to these iconic downtown parks. It is vital that our chosen partner can effectively capture the work we do to preserve, enhance, and advocate for the Common, the Garden, and Mall, and keep them healthy, vibrant, and flourishing. Additionally, we would like to highlight resources like volunteer days, guided tours, seasonal events, and community gatherings that promote engagement, foster community involvement, and cultivate an appreciation for the three parks.

The Friends of the Public Garden is seeking proposals from qualified and experienced web design and development firms to redesign our current website, https://friendsofthepublicgarden.org/ to become the primary source of information for the full diversity of park users.

Project Overview

The Friends is launching a comprehensive redesign of our website to create a visually appealing and cohesive online presence that is consistent with our brand, represents our values, mission, and work. Our goals are to enhance the aesthetic appeal of the site and significantly improve the user experience by making navigation and content more intuitive, dynamic, and accessible to the public beyond our core audience. Furthermore, we aim to incorporate enhanced interactive map and event calendar functionality, ensuring that park visitors can easily find the information they desire while enjoying seamless interactions on the new website. The ideal candidate will offer innovative and creative solutions to the project goals.

Our website should be the open invitation to these world-class parks which are accessible and welcoming to all. This redesign presents an exciting opportunity to breathe new life into our digital platform, to better serve our constituents, donors, and park visitors.

The primary challenges of the website redesign project are to:

- Enhance design and interactivity to create a dynamic, professional, and visually appealing website that reflects our brand identity, and engages our audience
- Improve user experience and navigation to make it easier for visitors to find the information they need within website pages and blog posts
- Suggest improvements to website copy using StoryBrand framework to marketing messages more engaging and user-focused
- Implement best practices for SEO and integration with Google analyticsSupport a high-functioning donor transaction interface (tickets, reservations, campaigns, direct donations)
- Create dynamic and interactive park maps including possible GPS integration, point-of interest management, and real-time updates

- Create functionality for an event calendar, registration, ticketing, and event management
- Integrate video content
- Increase website traffic and engagement
- Evaluate existing analytics/relevant metrics and provide strategic feedback
- Ensure the website is mobile-friendly and responsive across all devices and web browsers
- Integration of Bloomerang (CRM and fundraising software), payment providers like Paypal, Apple Pay, Venmo, and all social media platforms
- Upon website launch, migrate the website from current server to new server with a CMS that is easy to use and intuitive
- Upon website launch provide two complete trainings for:
  - Staff content update training, including contingency for future staff
  - Staff IT training
- Provide a detailed post-launch website maintenance and improvement plan

Scope of Work

The following describes the anticipated scope of work. Proposals should describe how each of the project deliverables will be provided. We welcome ideas and creative approaches to this aspect of the project.

PHASE	TASKS	DELIVERABLES
Phase 1: Plan and develop site architecture	Initial discovery, consultation, and project planning (e.g., meetings with staff, analytics review, project management roles/responsibilities, etc.) Review sitemap and provide recommendations for information architecture	- A detailed project management plan, including well-defined functional requirements, timeline, roles, responsibilities - Sitemap beta - Sitemap alpha

Phase 2: Design visual interface	User interface design and development New graphic or page content design and development	• Three UI wireframes and mockups of redesign and templates for both main and subpages to maintain consistency in website design as new pages are added • Final UI wireframe and mockup of redesign
Phase 3: Build and integrate	Content management system implementation Copyediting and content distillation Migration of existing content, and Loading of new or edited content (e.g., e-news) Integration with third-party applications (e.g., social media, payment options, QuickBooks, master calendar, Bloomerang, and others to be identified)	• Website beta • Website alpha
Phase 4: Testing and launch	Search engine optimization Accessibility audit Desktop, browser, mobile responsiveness Website	• Testing/QA log (functionality, usability, security, performance) • Website launch

	testing and quality assurance	
Phase 5: Support	Provide best practices for updating and backing up the platforms Staff training on updating content within CMS, how to generate/view analytics	● All website design files ● Website maintenance and improvement plan ● 8 hours of staff training

Consultant should anticipate an iterative work and review process that reflects a collaborative work style and is responsive to staff / leadership input and direction. Each milestone will include a meeting with an organizational working group who will provide strategic direction on decision-making. Each project phase requires signatory approval on all updates and deliverables before moving forward to the next phase of development.

Budget

$40,000 - $45,000

Budgets should be presented with the total cost associated with each phase. If implementation options exist, a presentation of cost options should be provided.

We may accept proposals that exceed or fall below this range, provided a strong explanation is provided.

Timeline

The project must be completed by June 2026.

Submission Requirements

Proposals must include:
- Brief description of project approach

- Resumes / bios / experience of key personnel
- Identification of the main project point-of-contact / project manager
- Examples of comparable projects completed in the past two years (3 min - 5 max) - description and links
- Proposed project schedule
- 3 references with accurate contact information from projects completed within the past two years
- Contract requirements (include standard contract for reference)
- Cost proposal broken out by Phase

Evaluation Criteria

Proposals will be evaluated based on the following criteria:
- Experience and expertise in web design and development
- Understanding of our target audience and project goals
- Review of previous projects
- Team functionality and technical capabilities
- Experience with similar projects
- Proposed schedule
- Cost proposal
- Verified references

Deadline

August 29, 2025, by 5:00 PM
Proposals should be emailed to Maliaka Shepard, Senior Communications Officer at: maliaka@friendsofthepublicgarden.org

Selected finalists will receive an invitation to participate in an interview with the selection committee.