

Request for Proposal (RFP)

Website Redesign & Development for the Suffolk County Women's Business Enterprise Coalition (SCWBEC): A Commerce & Membership-Focused Website.

Issued by: Suffolk County Women's Business Enterprise Coalition (SCWBEC)

Website: www.scwbec.org

Contact Email: chair@scwbec.org

Issue Date: 05/08/2026

Proposal Due Date: 05/24/2026 11:59 PM EST

1. Introduction

The Suffolk County Women's Business Enterprise Coalition (SCWBEC) invites qualified web design and development firms to submit a Request for Proposal (RFP) for the complete redesign and redevelopment of its official website: www.scwbec.org.

SCWBEC is a nonprofit organization dedicated to empowering and supporting women-owned businesses across Long Island, including Nassau and Suffolk County, New York. Our organization provides valuable programs, resources, and networking opportunities to foster business growth and community development.

We seek to develop a modern, dynamic, and fully integrated digital platform that enhances user experience, streamlines administrative operations, and reflects the vibrancy and professionalism of our organization.

2. Project Overview

The new website must be:

- Modern, mobile-optimized, and visually engaging
- User-friendly for visitors and members alike
- Efficient for administrators to manage memberships, events, and communications
- Scalable for future growth and integration with other tools or systems

While the structure and aesthetics will be entirely upgraded, the existing menu tabs and overall hierarchy should be maintained for continuity and user familiarity.

3. Project Objectives

1. Design & User Experience

- Create a clean, professional, and responsive website.

- Highlight SCWBEC's mission, programs, events, and community impact.
- Deliver an intuitive and consistent navigation experience.

2. Functionality & Efficiency

- Implement robust backend systems to automate administrative workflows.
- Integrate tools for event management, communication, and member engagement.
- Build a scalable foundation for future integrations (CRM, AI automation, etc.).

3. Technology & Performance

- Ensure fast load times, accessibility compliance (ADA/WCAG), and SEO optimization.
- Include data security protocols for member and sponsor information.

4. Core Features & Functional Requirements

1. Membership Management System (Free Membership)

- Centralized database for 2,000+ registered businesses.
- Online registration and member profile creation (no membership fee).
- Customizable profiles with business name, contact details, certifications, NAICS codes, and industry.
- Searchable public directory with filters (Include First Name, Last Name, Business type(industry, location, certification status, etc.).
- Mandatory phone number field for all member sign-ups.
- Activity analytics and member engagement tracking.
- Administrative tools to filter, export, and manage member data.

2. Automated Data Validation & Database Maintenance

- Automated workflows for email and text verification.
- Scheduled revalidation campaigns (quarterly/annually).
- Smart system statuses: Verified → Pending → Hidden → Archived.
- Integration with third-party validation tools for email and phone accuracy.
- Automated workflows for database maintenance and record cleaning.

3. Events, Sponsorships & Communication Tools

- Integrated event management system for luncheons, workshops, and programs.
- All events are paid events, except for the Sponsorship Luncheon, which is complimentary for sponsors.
- Online event registration with automated confirmations and reminders.
- Automated communications via email and SMS for:
 - o Event confirmations, reminders, and follow-ups
 - o Sponsorship renewals and updates
 - o Monthly meeting notifications
- Sponsorship section showcasing sponsor logos, tiers, and partnership opportunities.
- Integration with social media platforms and newsletter systems for outreach.

4. Backend System & Reporting

- Secure and intuitive admin dashboard.
- Real-time analytics and reporting dashboards.
- Data export options (CSV/Excel) for board and committee reporting.
- Role-based access permissions for administrators and staff.

5. Maintenance & Administrative Support

- Continuous technical maintenance, updates, and data backups.
- System monitoring and content management assistance.
- Dedicated admin access for SCWBEC staff to manage:
 - Membership verification
 - Directory listings
 - Event management
 - Text and email communication
- Optional AI-powered tools for automation, analytics, and chat support.

6. Attendance Tracking & Award Eligibility Reports

As part of SCWBEC's annual programs, the organization awards a \$2,000 grant to an active member based on participation and engagement.

To support this process, the website must include:

- An automated attendance tracking system for all monthly meetings and events.
- The ability for administrators to view and export attendance history per member.
- The capability to generate reports covering the last six months of attendance activity.
- A filter or report option to identify members who attended at least three meetings within the last six months, as this is a core eligibility criterion for the award.
- Integration of attendance data with the membership profiles and reporting dashboard to simplify verification by the Awards Committee.

5. Proposal Requirements

(A) Company Information

- Company name, contact person, phone number, and email.
- Overview of your company, relevant experience, and previous nonprofit or membership-based projects.
- References or examples of similar completed projects.

(B) Scope of Work

- Clear breakdown of project phases: Design, Development, Integration, and Maintenance.
- Approach for website redesign, membership management, automation integration, and data migration.
- Proposed deliverables with measurable milestones.

(C) Technical Specifications

- Recommended technology platforms (e.g., WordPress, Webflow, or custom-built CMS).

- Details on hosting, SSL security, and data protection standards.
- Accessibility compliance and SEO optimization methods.

(D) Timeline

- Project timeline with milestones and estimated completion dates.

(E) Pricing

- Itemized cost proposal for design, development, data migration, automation setup, and maintenance.

(F) Optional Enhancements

- CRM integration, AI-driven analytics, and sponsorship dashboards.

6. Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of SCWBEC's mission and goals
- Experience with nonprofit and membership-based organizations
- Technical expertise and creative design approach
- Cost-effectiveness and clarity of scope
- Quality of references and past work
- Ability to meet project deadlines and provide long-term support

7. Submission Instructions

- Proposal Deadline: 05/31/2026
- Submission Format: PDF via email to chair@scwbec.org
- Subject Line: RFP Submission – SCWBEC Website Redesign

Questions regarding the RFP can be directed to the same email with the subject line: RFP Inquiry – SCWBEC Website Project.

8. Project Timeline

RFP Issued – 05/08/2026

Proposal Submission Deadline – 05/24/2026 11:59 PM EST

Vendor Selection & Notification – 06/01/2026

Project Kickoff – TBD

Beta Site Launch – TBD

Final Website Launch – TBD

9. Confidentiality

All materials and information shared by SCWBEC are confidential and may not be disclosed to third parties without prior written consent. Vendors must ensure data security throughout the project lifecycle.

10. Ownership & Intellectual Property Rights

All materials, including but not limited to designs, source code, databases, written content, photographs, and graphics created for the Suffolk County Women's Business Enterprise Coalition (SCWBEC) website, shall remain the sole property of SCWBEC.

If at any time SCWBEC decides to terminate or discontinue its relationship with the selected developer, SCWBEC will retain full ownership and rights to all website-related materials, including:

- Website design, layout, and structure
- Source code, databases, and backend systems
- All images, videos, and content developed for the site
- Hosting credentials, domain access, and administrative control

The selected vendor agrees to transfer all relevant files, credentials, and documentation to SCWBEC upon request without delay or additional cost.

11. Conclusion

SCWBEC seeks more than a traditional website redesign — we are pursuing the development of a modern, intelligent, and future-ready digital platform that transforms how our organization connects with members, sponsors, partners, and the broader business community.

The selected partner must demonstrate the ability to deliver a streamlined, highly intuitive user experience combined with powerful yet simple backend administration tools that reduce manual processes, improve operational efficiency, and support long-term organizational growth. The new SCWBEC.org should reflect innovation, professionalism, accessibility, and scalability while remaining easy to manage by non-technical administrators.

Key priorities for the new platform include:

- A modern, mobile-first design focused on simplicity, speed, accessibility, and engagement
- An intuitive front-end experience that allows members, sponsors, and visitors to easily navigate programs, events, resources, and opportunities
- A centralized and simplified backend management system that automates memberships, communications, event registration, attendance tracking, sponsorship management, and reporting
- Integration of modern technologies including AI-powered automation, CRM readiness, advanced analytics, workflow automation, and intelligent communication tools
- Secure cloud-based architecture with strong cybersecurity protections, data privacy controls, role-based permissions, and scalable infrastructure
- Flexible system architecture capable of supporting future enhancements such as e-commerce functionality, sponsorship dashboards, mobile applications, advanced member portals, and additional integrations

- Operational efficiencies that minimize administrative burden through automation, smart validation tools, self-service functionality, and real-time reporting dashboards
- Preference will be given to vendors that are SCWBEC members
- Preference will be given to vendors that deliver all requested deliverables of replacing all facets of the existing SCWBEC website yet include additional new technology.

SCWBEC is looking for a strategic technology partner that understands how to combine innovation with usability — creating a platform that is sophisticated in capability while remaining simple and efficient for both users and administrators.

The ideal solution will modernize and future-proof the organization's digital presence while strengthening member engagement, improving communication workflows, enhancing data accuracy, and supporting SCWBEC's mission of empowering women-owned businesses throughout Long Island and beyond.