



Association of Programs for Rural Independent Living

P. O. Box 203  
Plumerville, AR 72127

501-753-3400

## **Request for Proposal for Website Design**

### **BACKGROUND**

The Association of Programs for Rural Independent Living (APRIL) is national grassroots, nonprofit membership organization consisting of over 260 members from centers for independent living, their satellites and branch offices, statewide independent living councils, other organizations, and individuals concerned with the independent living issues of people with disabilities living in rural America.

APRIL provides leadership and resources on rural independent living. As a national membership organization, APRIL is dedicated to advancing the rights and responsibilities of people with disabilities in rural America by serving as a center of resources and by leading systems change. APRIL strives to cultivate a culture of inclusivity throughout our organization, reflecting our membership. We believe that diversity is an asset to be valued and respected. APRIL recognizes the uniqueness and uplifts the characteristics and intersectionality of attributes within the human experience.

APRIL has four (4) employees, one (1) contractor for marketing and outreach, and nineteen (19) Board members. All live and work across the country, all of whom are engaged in the Independent Living Movement.

### **SCOPE OF WORK**

The Association of Programs for Rural Independent Living (APRIL) is requesting proposals from Website Designers, that are:

- familiar with the Independent Living Movement and Philosophy
- certified in the Website Content Accessibility Guidelines with a preferred Level AAA as Level AAA is the most comprehensive.

The selected Website Designer will be responsible for assisting the APRIL Board and Executive Director with the full scope of developing a fully accessible website. It is an interactive website which features a Board

Portal, a Membership Portal, and platform for showcasing APRIL's programming and services. In addition, the website is used for processes such as: event registration and membership communication, renewals, and voting.

APRIL is soliciting proposals for these services in accordance with the terms, conditions, and instructions outlined in this Request for Proposal.

There is no expressed or implied obligation for APRIL to reimburse respondents for any expenses incurred in preparing proposals in response to this request. Respondents should provide a proposed process of implementation which includes a separate fee sched:

- An assessment of our current website and recommended updates
- A detailed plan, including a timeline, for all updates
- Development of a test website for approval before going live
- Development of a "members only" sections
- Ability to add sections as needed

## **REQUIRED PROPOSAL CONTENTS**

The following content is required for the proposal submission to be considered:

- Website Designer name, title and/or credentials, email address, and direct phone number
- Overview of Website Designers experience with the Independent Living Movement and Philosophy
- Summary of Website Designers experience with website design and WCAG Certification
- Description of approach and fee to complete the tasks outlined in the Scope of Work
- Samples/links of websites created
- List of at least 3 references, with contact information

Email Proposals and questions to Joan LaBelle at [jlabelle@april-rural.org](mailto:jlabelle@april-rural.org) on or before February 21, 2025. Please place APRIL Website Proposal in the subject line.