

Request for Proposals (RFP)

Website Redesign and Creative Partnership

RFP Overview: The Duluth Library Foundation is seeking a creative and strategic partner to reimagine our website and help us expand our evolving brand. We are looking for a firm that understands nonprofit storytelling, website best practices for both user experience and Google Analytics, and data-informed decision-making—and that values serving the community as deeply as we do.

This project will result in a refreshed, accessible, and easy-to-manage website that clearly communicates our mission, impact, and opportunities for engagement, while laying the groundwork for future growth through strong analytics and ongoing partnership.

About the Duluth Library Foundation

The Duluth Library Foundation (DLF) is a nonprofit organization that champions the Duluth Public Library and works to increase its capacity to serve the community and region. Established in 1990, the Foundation raises private funds to support library programs and events, enhance library spaces and services, and grow an endowment for the future. We believe Duluth deserves a dynamic library that serves all people as a welcoming place where resources are offered freely and equitably.

Purpose of the RFP

The Duluth Library Foundation (DLF) is seeking proposals to redesign and redevelop our website. We are looking for a collaborative partner to help extend our current brand refresh and more clearly communicate our recently updated mission statement, the impact of our ongoing work, and more effectively reach our existing and aspirational donor base through a modernized website.

We view our website as an essential tool for storytelling, fundraising, advocacy, and community engagement. This project is an opportunity to strengthen how we share our work, connect with supporters, and demonstrate the vital role the Foundation plays in supporting the Duluth Public Library.

Project Goals

The redesigned website should:

- Reflect and expand the Foundation's current brand refresh with a cohesive, welcoming, and modern visual identity.
- Clearly communicate the Foundation's mission, vision, values, and community impact.
- Support fundraising, donor engagement, and community awareness.
- Reinforce the library as a welcoming, inclusive space for all.
- Be intuitive, accessible, and easy for staff to update.

Scope of Work

Proposals should address the following components:

1. Discovery and Strategy

- Review and assess the current website, including structure, content, and performance.
- Analyze available past website data and analytics to inform strategic decisions for the new site.
- Identify key audiences and user journeys.
- Recommend website best practices related to nonprofit fundraising, accessibility, usability, and storytelling.

2. Design and Brand Integration

- Translate the Foundation's recent brand refresh into a refreshed website look and feel.
- Develop a visually engaging, accessible, and mobile-responsive design.
- Ensure the design supports clarity, ease of navigation, and strong calls to action.
- Align design choices with the Foundation's mission, community-centered values, and relationship with the Duluth Public Library.

3. Content and Information Architecture

- Recommend and implement an intuitive site structure.
- Support visuals and messaging that clearly communicate:
 - Who we are and why we exist
 - What the Foundation funds and supports
 - How donors and community members can get involved

4. Development and Functionality

- Build the website using a content management system (CMS) that allows staff to independently make minor updates and changes.
- Ensure the site follows current website best practices for performance, accessibility, security, and SEO.
- Integrate donation and engagement tools as appropriate.

5. Analytics and Tracking

- Set up systems to track website traffic and user behavior.
- Provide recommendations for key metrics that will help inform future improvements and growth.
- Ensure the Foundation can easily access and understand website performance data.

6. Training and Documentation

- Provide training for staff on how to make basic updates and manage content.
- Provide the final deliverable of clear documentation/ user manual for ongoing management and updates.

7. Ongoing Partnership (Preferred)

- Outline options for ongoing website maintenance, updates, and support.
- Describe how your firm could serve as a long-term creative and technical partner to the Foundation.

Ideal Partner

The Duluth Library Foundation is seeking a partner who:

- Has experience working with nonprofits or mission-driven organizations.
- Understands and applies website and accessibility best practices.
- Uses data and analytics to guide design and structural decisions.
- Values collaboration and long-term partnership.
- Demonstrates a commitment to community service and public good.
- Design solutions that are sustainable for small nonprofit teams.

Proposal Requirements

Proposals should include:

- Brief company overview with links to relevant experience, special consideration given to those applicants with nonprofit or community-focused work
- Statement of proposed approach and process specific to DLF
- Project timeline
- Budget breakout, including approach and fee structure for overages beyond the contracted SOW
- Description of ongoing support and maintenance options

Timeline (Proposed)

- RFP issued: March 23, 2026
- Questions due: April 10, 2026
- Proposals due: April 24, 2026
- Finalist interviews (if applicable): Late April or Early May
- Project start: May/June

Evaluation Criteria

Proposals will be evaluated using a point-based system based on the following considerations:

- Demonstrated understanding of the Foundation's mission, vision, and strategic direction
- Relevant experience and quality of past work
- Clarity of proposed approach
- Attention given to accessibility, usability, and best practices
- Overall value and alignment with the Foundation's needs
- Proposed Budget and details given to pricing breakout

Submission Instructions

Proposals should be submitted electronically to:

Erin Kreeger
Duluth Library Foundation
erin@duluthlibraryfoundation.org

Questions related to this RFP may be submitted to the same contact.

The Duluth Library Foundation appreciates your interest and looks forward to learning more about potential partners who can help us tell our story, engage our community, and strengthen the future of our public library.