**REQUEST FOR PROPOSALS**
**WEBSITE REDESIGN**

The Partnership for the Delaware Estuary (PDE) invites proposals from qualified individuals or firms to guide the redesign and refresh of our website at [www.DelawareEstuary.org](www.DelawareEstuary.org).

This RFP contains details about our organization and describes the purpose of the redesign, key goals for the project, and specifics regarding proposal submissions, including the budget and timeline for this work. We understand that the ultimate details of this project may be subject to change upon vendor recommendation and/or research of more optimal solutions and welcome your creative and thoughtful suggestions of alternatives.

## OVERVIEW

The current PDE website is outdated, difficult to manage on the back end, and hard to navigate on the public-facing side. Last redesigned in 2017,the website's architecture has not kept pace with our development of significant amounts of new and interrelated materials, resulting in non-intuitive navigation and a lot of back-end patch jobs. The website serves as one of many ways in which we communicate and build relationships, but it does not integrate well with other, livelier formats like social media, nor does it invite much engagement from our audience. The website contains many pages that will not be transitioned to the new site.

As an environmental nonprofit organization that covers a 6,000 square mile area within portions of three states, PDE's focus is on actions to improve the Delaware River and Bay. We want our new website to serve as a resource for information on the estuary; a place where guests can learn about critical issues and engage with our events and volunteer opportunities; and a hub to feature the work that our dedicated team of scientists, outreach professionals, and educators are undertaking in support of our mission. We aim for the website to share the importance of protecting the quality of Delaware River and its tributaries, which serves as a drinking water source for over 6 million people.

Partnership for the Delaware Estuary
110 S. Poplar Street, Suite 202 Wilmington, DE  19801
www.DelawareEstuary.org

Our major goals for a redesigned site are as follows:
- Tell PDE's stories and communicate information clearly
- Be easy for our visitors to navigate and aesthetically pleasing
- Consolidate information into core focus areas
- Be a platform for visitors to become engaged and take action (i.e., sign up for our newsletter, volunteer, donate, sign up for events, and learn about issues affecting the estuary)
- Translate well to mobile devices and tablets
- Feature a library of resources (reports, documents, newsletters, etc.)
- Feature a climate hub, which will include job opportunities in the industry, funding opportunities, reports on climate, success stories, etc. This hub could be a site within a site or hosted separately.

Our website is built in WordPress, with one form linked externally to our cloud-based CRM database, and links to external donation processing, but we are open to other solutions that would provide better functionality and ease of use. We would like to keep the back end user-friendly in order to make regular in-house updates to content and the events calendar. We would also like to create a few new spaces, including a blog, newsroom, climate hub, and a library for documents and reports.

**ABOUT THE DELAWARE ESTUARY**

The Delaware Estuary stretches 134 miles from the falls at Trenton, NJ and Morrisville, PA to the mouth of the Delaware Bay between Cape May, NJ and Cape Henlopen, DE. Approximately 8 million people live within the Delaware Estuary's watershed, and over 13 million people depend on it for their drinking water.

The Delaware Estuary creates habitat for more than 130 species of finfish, as well as clams, oysters, and crabs. The second largest concentration of migrating shorebirds in the Western Hemisphere is found in the Estuary, along with habitat for 15 different species of waterfowl, which total more than half a million individuals who either migrate through or spend the winter here. Also found in the Delaware Estuary is the largest population of spawning horseshoe crabs in the world.

**ABOUT THE PARTNERSHIP FOR THE DELAWARE ESTUARY**

The Partnership for the Delaware Estuary, host of the Delaware Estuary Program, leads collaborative, science–based efforts to improve the Delaware River and Bay, which covers portions of Delaware, New Jersey, and Pennsylvania.

PDE is a non-profit organization established in 1996 and based in Wilmington, DE.

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**PROJECT DELIVERABLES**

The successful vendor for this project will work closely with a website team at PDE. The website team will support the vendor to ensure that the site meets as many of our needs as possible. If conflicting needs are identified, or if the vendor determines that the scope of identified needs is not feasible within the time and budget established by the project contract, the website team will work with the vendor to set priorities. Through that process, and in service of the goals above, deliverables for this project include the following:

**PROCESS & DEVELOPMENT**

- Work with the website team to prioritize implementation of needs identified
- Oversee staff-driven refresh of and additions to written content by providingdeadlines, reminders, and light editing
- Integrate with existing brand identity
- Coordinate 4 to 6 status/check-in meetings with website team during the contract period
- Train 2–6 staff to make back-end content edits to the new website (calendar items, adding or editing written content, uploading media, etc.)
- Provide ongoing support to ensure site functionality (e.g., software updates and domain/hosting in order, etc.)

**FUNCTIONS & DESIGN**

- Update site architecture and strategy to cleanly and accessibly integrate future content
- Improve homepage access to key visitor information (mission, issues, etc.)
- Create a cleaner/simpler homepage aesthetic with more vivid imagery and design
- Improve calendar function for scheduled programs
- Improve search function access, both for in-site searches and SEO
- Clearer sitewide calls-to-action for donations and newsletter signups
- Update access to annotated map of physical site
- Improve integration with social media feeds (@DElawareEstuary on Facebook, Instagram, and LinkedIn
- Improve platforms for integrating or hosting media, including but not limited to photos, videos, Storymaps, maps, Issuu publications, etc.

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- Optimize for mobile and tablet users
- Optimize for SEO to ensure high-ranking and current results
- Integrate with external cloud-based functions (donations, email signups, etc.)
- Accessible for users of varying abilities, learning styles, and languages (through the use of apps such as ReciteMe or similar).
- Include privacy policy
- Include seamless integration with Google Analytics for data collection
- Easy back-end site management

## BUDGET

Please present a budget for the above outlined elements, up to $35,000. PDE is a nonprofit organization and would appreciate any discounts to be shown in the budgets presented.

## TIMELINE

The website team will work with the vendor to develop and implement a detailed project schedule and to ensure timely responses, reviews, and input. However, our desired timeline is listed below for reference.

RFP Release Date: July 1, 2025
Response Deadline: July 21, 2025
Announcement of Vendor Selection: August 21, 2025
Project Kickoff: September 1, 2025
Desired Website Launch: December 2025

## OTHER NEEDS

We will eventually be changing our name and logo, so would like the website to be responsive to any future rebranding, which will not be undertaken through this process.

## SITES WE LIKE

Environmental Youth Alliance
St. Andrew & St. Joseph Bays Estuary Program
Glacier National Park Conservancy
The Conservation Fund
Rodale Institute
Fair Food Network
Climate Action

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**PROPOSAL SUBMISSION**

Please submit proposals to Elizabeth Horsey at [ehorsey@DelawareEstuary.org](mailto:ehorsey@DelawareEstuary.org) by COB on July 21, 2025, using subject line "Website Redesign." No phone calls or visits, please.

All proposals should include the following:
- A general description of the plan for accomplishing the deliverables listed above
- Professional resume for individual consultant(s) and background information on the firm
- A work plan and timetable
- A budget and outlined fee structure associated with the scope of work, including hourly rate(s)
- Examples of at least three (3) representative projects demonstrating the applicant's ability to successfully complete projects of a similar scope and nature. Please include the name and contact information for people associated with each project who might serve as a reference.

Proposals will be considered without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

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