Request for Proposals
Website Development Partner

Organization: Kitsap Community Foundation
URL: KitsapFoundation.org

Issue Date: March 12, 2026
Proposal Deadline: April 15, 2026

Primary Contact: Gretchen Ritter-Lopatowski
Email: gretchen@kitsapfoundation.org

Organizational Overview

Kitsap Community Foundation (KCF) connects generosity with community needs, the power of partnership, and the impact of collective philanthropy. Founded to serve donors, nonprofits, and residents throughout Kitsap County, KCF stewards charitable giving and provides education, capacity building, and funding for local organizations.

Project Overview

KCF is redesigning its organizational website to better serve donors, nonprofits, advisors, and community partners. The Foundation has engaged a creative team to lead the visual design and user experience strategy and is now seeking a **website development partner** to build and implement the new site in close collaboration with the creative team.

The new Kitsap Community Foundation website will reflect the organization's brand values of stewardship, collaboration, and excellence, while offering a streamlined, accessible, and user-friendly experience. The design phase will be led by KCF's creative partner, who will provide development-ready XD files, brand assets, and clear specifications for layout, functionality, and responsive behavior.

The selected development firm will collaborate with the design team to implement these designs, provide best-practice guidance on navigation and user experience, and ensure a technically sound, sustainable website build.

Project Goals

- Deliver a modern, accessible, and user-friendly website experience
- Support donors and fundholders with clear giving pathways
- Provide nonprofits with intuitive access to grants and resources
- Showcase community impact through flexible content structures
- Create a sustainable platform manageable by internal staff

Scope of Work

Development Responsibilities

The selected developer will be responsible for:
- Building a fully functional, responsive website based on Adobe XD design files.
- Collaborating with the creative team to maintain fidelity to approved layouts and UX decisions
- Providing technical and UX best-practice guidance during implementation
- Developing within WordPress (either using a customizable template such as Avada or a fully custom theme—KCF will compare costs for both options).
- Implementing key functionality including:
  - Contact and custom forms
  - Event and program calendars
  - Blog (with import of existing content, if feasible)
  - Integration with third-party platforms such as *C-Suite* (donations, fundholder access) and event/auction tools
- Ensuring compliance with WCAG accessibility standards, SEO best practices, and performance optimization
- Conducting thorough testing and quality assurance across devices and browsers.
- Providing hosting, security monitoring, and annual maintenance support.
- Delivering CMS documentation and staff training prior to launch.

Excluded from Scope

- Visual design and branding
- Content strategy, copywriting, or content creation

Collaboration & Communication

The developer will collaborate closely with the creative team and KCF's staff throughout the project. KCF currently uses Asana for project management and welcomes collaborative workflows that support transparency, shared timelines, and milestone tracking.

There should be:
- Regular progress meetings (biweekly or as needed)
- Staged reviews aligned with development milestones
- Clear communication regarding technical constraints, functionality, and user experience

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Deliverables

- Fully functional WordPress website in a staging environment
- Migration to live hosting environment
- Accessibility and SEO verification
- Staff CMS training and documentation
- Minimum 60 days post-launch technical support

Technical Requirements

- WordPress platform (utilizing Avada template (as an example) or custom development, cost comparison is requested)
- Fully responsive design optimized for desktop, tablet, and mobile
- Secure hosting and SSL
- Compatibility with major browsers and assistive technologies
- Implement best practices for search visibility, including structured content and technical foundations that support emerging AI and generative search tools
- Integration with third-party donation, event, and CRM platforms
- WCAG 2.1 accessibility compliance – site colors will be tested by the creative team during the design phase
- Google Analytics 4 setup and search optimization

Design & Creative Alignment (Summary)

Detailed creative direction will be provided to the selected development partner after selection. The developer should anticipate implementing a design that is:

- Warm, welcoming, and community-centered
- Photography-driven with strong local identity
- Simple and intuitive in navigation structure
- Professional yet approachable in tone
- Focused on accessibility and clarity of action

Project Timeline

Milestone	Timeline
Development Vendor Selection	May 2026
Design Phase	April–July 2026
Development Begins	June–September 2026
Stakeholder Review & Feedback	Early-July–Mid-July 2026
Testing & QA	End of July–Early August 2026
Final Revisions	Mid-July–Mid-August 2026
Soft Launch & Staff Training	Mid-August–Early September 2026
Official Website Launch	Mid-November 2026

Proposal Requirements

Proposals should include:
- Company overview and experience with nonprofit clients
- Examples of relevant website projects
- Brief bios for the team members who will be assigned to the project
- Examples of collaboration with design teams

- Description of your development and project management approach
- Recommended build approach within WordPress (e.g., Avada vs. custom theme)
- Proposed budget with itemized costs for:
  - Development
  - Hosting
  - Annual maintenance and security
  - Accessibility and SEO review
- Proposed timeline aligned with the project schedule
- Three client references

Evaluation Criteria

Proposals will be evaluated based on:
- Understanding of the Kitsap community and its unique regional context, or demonstrated experience working with organizations serving the Kitsap Peninsula
- Demonstrated experience developing websites for nonprofit organizations
- Technical expertise and understanding of project scope
- Proven ability to collaborate effectively with design teams
- Cost, timeline, and overall value
- Commitment to accessibility, performance, and long-term sustainability

Submission Instructions

Please submit your proposal in PDF format by **April 15, 2026** to:

Kitsap Community Foundation
Attn: **Gretchen Ritter-Lopatowski**
Email: **gretchen@kitsapfoundation.org**

Questions may be directed to the same contact. The full creative brief is available upon request. All applicants will be notified of the selection outcome by May 15, 2026.

KCF reserves the right to reject any proposal deemed incomplete or inconsistent with the project requirements.