# REQUEST FOR PROPOSAL

*The Greater Washington DC Chapter of the International Special Events Society*

# Overview

The Greater Washington DC Chapter of the International Special Events Society (ISES DC), a 501(c)6 professional association, currently has two separate websites that they are operating, a main organizational website (<http://www.dcises.org>) and a separate blog website (<http://www.isesdc.com>). These websites are disconnected in their appearance, are managed totally separately, and have overlapping and redundant functionality. ISES DC would like the two sites to be consolidated into a single updated site that presents a cohesive look-and-feel and that can be more readily managed.

Specifically, we are looking for a developer who will:

* Upgrade the current corporate website to a Drupal content management system that has increased functionality and features;
* Integrate the blogging website into the main corporate website;

# Requirements

The following are basic requirements to be addressed under the website content management system upgrade:

* Updated Graphic Design - Provide graphic design services to apply this template to the new, consolidated website.
* Implement a Solution Center, whereby members can:
  + Post a Problem – this would be a Listserv-style forum where members can ask other members for assistance with small issues.
* Implement a Resource Center, which features:
  + Yellow Pages – Vendors to Industry/Profession
  + Frequently Asked Questions
  + Related Organizations
  + Other Info Sites
  + Key Statistics for Industry/Profession
* Implement a News & Events section, featuring:
  + General Industry/Profession News – This would be a member-filtered feed from Google or similar.
  + Blog – provide an online blog that includes RSS output feeds
  + Newsletter – section for subscribing to the Newsletter and viewing archived Newsletters
  + Video/Audio Section – accessible only to members to allow them to stream video and audio content
  + Client Event Calendar – this will show a calendar of events with details and will allow a member to register and pay online for it.
  + Other Related Events
* Maintain the Photo Gallery sections
* Migrate the Job & Resume Board, which features functionality to:
  + Post a Job
  + Browse Jobs
  + Post a Resume
  + Browse Resumes
* Implement a Membership Section featuring:
  + Online Application – link to ISES online application
  + Member Directory – provide an online members directory
  + Volunteer Opportunities – allow members to sign-up to volunteer for different opportunities
* Implement an About Us section featuring:
  + Vision/Mission/Plans/By-Laws/History
  + Board of Directors
  + Teams/Committees – featuring links to Volunteer Opportunities
* Contact Us – allow individuals to submit a request for information or follow-up
* Advertising – allow the site to feature sponsored ads
  + Allow advertisers to pay to sponsor an ad
* Security – implement multiple user-permission levels including:
  + Administrator
  + Editor
  + Member
  + Non-Member
* Provide for the following functionality related to users:
  + For Members:
    - Allow to search members in the member directory
  + For Non-Members:
    - Allow to create a profile
    - Allow to join the site
  + For all registered users:
    - Forgotten password feature
    - Search for supplier in vendor directory
    - Register for an event
    - Request Information
    - Allow to participate in forums and wikis
    - Allow commenting on blogs
    - Purchase Products including:
      * Sponsorship
      * Ad Banner
      * Classified Ad
      * Donation

# Approach

ISES DC is requesting the developer to implement a Drupal solution.

Additionally, ISES DC currently uses Event Rebels for online event registration. This request for proposal requires bringing event registration and payment in-house. This will allow visitors to pay for events without having to leave the ISES DC site.

Also, the current site leverages the national ISES website to allow visitors to pay for membership. This request for proposal assumes that ISES DC wishes to continue this practice.

# Work Statement

The following is the actual work to be performed under this proposal:

## Graphic Template Development

Developer will use the graphic design for the current blog website as the basis for implementing a new graphical layout and look-and-feel for the new website. The design will include 1 draft and 1 round of revisions, followed by conversion of the graphic design files into an HTML-based Drupal template.

## Development Environment Setup

Developer shall set up a development environment that will mirror the production environment, along with associated project setup including version control and the documentation repository.

## Basic Drupal Setup

Developer will install and configure the basic Drupal core as well as recommended modules, including the following, to meet the specified requirements herein:

* Modules to Meet the Requirements
  + CCK and Views – these two modules and various supporting modules will be installed and configured to provide for some of the requirements, including Member Directory, Yellow Pages, Related Organizations, Other Info Sites, Board of Directors, Video/Audio, and Teams/Committees.
  + Frequently Asked Questions – module to handle FAQs.
  + Ubercart – E-Commerce module to handle shopping cart and online purchase functionality.
  + Advertising – module to facilitate online ads.
  + Gallery – online photo gallery.
  + SimpleNews – handles online newsletter functionality.
  + Webform – used to create online forms.
  + Events – module for facilitating events.
  + Signup – module for allowing people to sign-up for an event.
* Reporting and Administrative
  + Google Analytics – website statistics and reporting.
  + Drupal Administration Menu – module that simplifies the administration of Drupal.
  + WYSIWYG API and TinyMCE – provides for a WYSIWYG text editor to simplify maintaining content for non-technical users.
  + IMCE and IMCE WYSIWYG Bridge – modules that provide for image and multimedia upload and integration with the WYSIWYG editor.
  + CAPTCHA – prevents SPAM-bots from submitting forms.
* SEO Modules – the following modules facilitate automated SEO
  + Meta Tags
  + XML Sitemap
  + Pathauto
  + Node Title
  + External Links
  + Global Redirect
  + Path Redirect

## SEO Setup

Developer will configure the initial site for Search Engine Optimization, designed to target high placement in organic searches on Google, Microsoft Live/Bing, Ask!, and Yahoo! Note: this does not cover ongoing monthly SEO maintenance.

## Project Management

Developer shall provide project management services associated with the implementation of this project, such services to include regular meetings, phone calls, and efforts associated with keeping the project in-scope, on-budget, and delivered on-time.

# Contact

Please submit proposal and sample association sites (if applicable) via email by February 9 to:

ISES DC  
c/o Peter Houstle, Mariner Management & Marketing  
[phoustle@marinermanagement.com](mailto:phoustle@marinermanagement.com)

***Thank you!***