



RFP for new website

What - One Montgomery Green, Inc (OMG) a Maryland nonprofit located in Montgomery County Maryland is looking to revitalize its website. Our current website has served and will continue to let people know about events happening in our environmental community but its does not tell our story. Its our story that will engage our community and help us raise funds to continue our programs and efforts.

Who We Are - One Montgomery Green, Inc (OMG) is a nonprofit organization, 501 (c) (3), located in Montgomery County MD dedicated to engaging the community in education and outreach that promotes sustainable communities with a “visibly green” and healthy environmental footprint. OMG leads numerous community events including stream cleanups, native plantings, invasive plant removal, paper shredding and electronic recycling events, webinars and more.

Audience - OMG gets about 1000 to 2500 visitors to the website per month. We are looking to increase our visitors and turn those visitors into volunteers, partners, and funders.

Website Objectives - The primary objective is to raise funds while promoting a sustainable community and acting as a model for the community.

Current Website - The current website does not tell the story of who we are in the community, our accomplishments and successes, or goals to make Montgomery County “Green”.

New Website - OMG will be responsible for the content and want to make sure users can easily update the website content as needed. Must incorporate

- Wordpress
- SEO
- Security (SSL)
- Measurements of success ***
- Existing OMG Branding (Samples available on demand)
- OMG Programs
- OMG Partner links
- Calendar of Events
- Spanish Language option

Budget - OMG is a small nonprofit with a limited budget but understands the importance of creating a quality proposal.

Timeline - OMG expects to choose a website designer around the first of the year. All proposals must be received by **Tuesday Jan 4, 2022**. New website should be available to coincide with **OMG’s 5th anniversary Feb 15, 2022**.

***Wendy Howard; OMG executive Director; is available to discuss its mission and needs. Please contact BrendaA@onemontgomerygreen.org to schedule a time to meet.

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Questions: Info@onemontgomerygreen.org

Criteria

- Research – Understanding OMG
- Design – Implementation of OMG Brand
- Wordpress Integration – User Friendly
- Training of users
- Development Timeline
- Support/Maintenance

Please Include with your proposals

- Background-Qualifications-Certifications
- Work Samples/Examples
- Work outline- timeline, work process, milestones, etc.
- Fees - cost estimate, hours, additional expenses, etc.
- 2-3 Work References

Submit your proposal **by Jan 4, 2022**, to info@onemontgomerygreen.org titled WEBSITE RFP. Any questions please feel free to connect with Wendy Howard, OMG executive Director. Please contact BrendaA@onemontgomerygreen.org to schedule a time.