

# REQUEST FOR PROPOSAL

Website Design & Development



RFP Issued: March 4, 2026

Responses Due: March 19, 2026

*Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision.*

## **Contact Information**

Please direct questions and your proposal to Amideast's Website Design & Development Project Manager:

Jennifer Nevin Anderson, Director of Strategic Communications

Email: [jnevinanderson@amideast.org](mailto:jnevinanderson@amideast.org)

## **Organization Background**

Founded in 1951, Amideast® is a leading American nonprofit organization engaged in international education, training, and development activities in the Middle East and North Africa (MENA).

Amideast is headquartered in Washington, DC and has offices in 11 countries in the MENA region. The current website is <https://www.amideast.org/> and was last designed in 2019 and rebranded in 2021.

## **Project Overview**

**What:** The goal of the website design project is to elevate our brand, better highlight our services (testing and training) and areas of expertise (workforce development, English language training, scholarship and exchange), and position the organization as a leading American nonprofit provider of these services in the MENA region.

The website should have improved search engine optimization and AI search optimization.

**Why and why now:** The foreign aid landscape dramatically changed over the past year and impacted Amideast's traditional budget sources and programming. The organization must

pivot to emphasize and increase revenue from its services and reposition our messaging to match this change.

**Core audiences** for the website include test takers (parents and students), English language and other skills course participants, scholarship and exchange program participants. At the same time Amideast seeks to engage with potential funding partners including foreign governments, private businesses, foundations, and donors.

Pain points/problems with current site

- Poor information architecture/organization
- Main services are not available from the main navigation menu
- Fails to meet accessibility requirements
- Too many content types, no taxonomy structure
- It is difficult to find a program (or service) and search function is limited
- News content is not date stamped
- Imagery often doesn't fit the space
- Duplicate content in multiple places
- Multiple layers of menus and tabbed pages
- Separate sites that need to be incorporated ([Home - Amideast Education Abroad](#))
- Old, outdated content needs to be archived/deleted

Core Web Vitals Report: While our report is positive in most categories, we are scoring the lowest on Performance for both Desktop and Mobile and we would like insights as to what activities we can take on to improve these Performance scores.

## **Project Goals**

- Modernize the website design to better support organization's strategic goals.
- Improve site organization, search engine optimization, and AI search optimization.
- Improve ease and efficiency for users to find programs and sign up for services, especially mobile users.

## **Other Requirements**

**CMS:** The current site is on Drupal 9, the new website should be created on Drupal 11 or 12 (unless a compelling case can be made for switching to WordPress). The new website should enable non-technical staff to easily and efficiently publish and edit content.

**Multi-language content:** Certain content on the website must be available in Arabic and French (in addition to the English)

**Accessibility:** The new website should be designed to be accessible to people with disabilities by adopting the Web Content Accessibility Guidelines 2.1 Level AA.

**Mobile Responsive Design:** The new website must be optimized for mobile users. Over 60% of our traffic last year was from mobile and tablet users.

**Training:** Please include time to train key staff in using the website, uploading content, creating new pages, etc.

**External links/functions:** The site will continue to use external links to key functions for donations, HR/job applications, and program applications. We will need to embed forms from other applications. We also have a temporary e-shop and are exploring options for an e-commerce platform.

**SEO and analytics:** The website should have improved search engine optimization and AI search optimization and be set up with Google GA4 analytics.

*We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.*

## **Other Notes:**

**Content:** Amideast staff will lead on copy writing, content review and migration (with the website vendor's support to automate content migration where possible). A significant volume of content is expected to be archived and not migrated to the new website.

**Visual assets:** Amideast has a robust library of images, stock imagery, videos, and a relatively recent branding guide to provide the vendor with logos, colors, fonts etc.

Amideast is not expecting the vendor to produce a new style or procure visual assets for the site.

**Hosting:** Amideast will be responsible for hosting and maintaining the website's platform.

## **Schedule**

We need to launch the new website by November 1, 2026 to coincide with the celebration of Amideast's 75<sup>th</sup> anniversary.

Rough guess timeline

- March – Kick off
- April – Discovery and site map
- May – June – Wireframe/prototype and initial page development (Content inventory/audit)
- July – August – Site build on staging site
- Sept – Add/migrate content
- Oct – Testing, QA
- Nov – soft launch, hard launch

## **Budget Constraints**

Our expected budget for this project is approximately \$50,000 - \$65,000.

## **Evaluation Metrics**

We will evaluate proposals based on the following criteria (in order of importance):

- Proposed approach and process
- Experience and technical expertise
- Design ability
- Cost effectiveness and ability to deliver in the timeline
- Examples of similar work
- References

## Submission Requirements

Please submit your proposal by 5pm EST on March 19, 2026 to Jennifer Nevin Anderson, [jnevinanderson@amideast.org](mailto:jnevinanderson@amideast.org)

You are welcome to use whatever proposal format your agency prefers, but at a minimum, we'd like to see the following in your proposal.

- Description of your organization and your capacities. Include bios of key team members who will work on our project and the role of any subcontractors you will use.
- Proposed approach and process: The proposal clearly describes the approach and key team proposed to meet the Project Goals according to the estimated schedule. The proposed CMS; accessible and mobile responsive design; approach to integrating external links, applications and embedded forms; SEO and analytics proposition; and multi-language content presentation must be detailed explicitly. Proposals should also discuss the project management approach.
- Detailed budget and budget assumptions.
- Examples of similar work which demonstrate the bidder's ability to deliver a website redesign, in English with additional language content, optimized for mobile users both in the US and in other markets. Please include implementation timelines for each example. Similar work for educational and non-profit clients preferred.
- Three references that can speak to their satisfaction with the website product and the redesign process.

## Eligibility Requirements

In order to comply with sanctions laws and U.S. executive orders/exclusions such as those managed by OFAC/US. Department of Treasury OFAC and SAM.gov, Amideast must screen all Vendors responding to this RFP. Vendors will therefore provide Amideast with:

- the full legal name of their company (as well as any other "doing business as" legal names).

- the names, nationalities, and countries and city of residence of any relevant individual personnel materially involved in any potential transaction with Amideast, such as the signatory on any potential contract with Amideast.
- the name(s) of the bank(s) used for payment transactions prior to contract signature
- the names of any other potential intermediaries in any transaction with Amideast.

Thank you for your potential interest in working with Amideast on this important project.