

# Request for Information

## *Website Assessment, Design and Administration*



### **Our Mission:**

We partner with leaders in building capacity at every level to address emerging needs and opportunities in Human Services.

### **Our Vision:**

To be the key partner in creating transformational, positive, and lasting change in Human Services.

### **Our Values:**

Inclusivity & Collaboration  
Accountability  
Responsiveness &  
Adaptability  
Lived & Professional  
Expertise  
Learning & Growth

**CFPIC is a 22-year-old Sacramento-based private nonprofit organization that over the years has developed an increasingly sophisticated internet presence but due to recent unprecedented growth is seeking to gain a better understanding of its current website and to plan for its immediate and long-term future.**

CFPIC intends to hire a web support specialist based on a successful response to this RFI. To achieve our objectives, we are soliciting website consultation over the three following dimensions:

- 1 Assessment of our current website, including possible consultation costs
- 2 Recommended improvements to our current design, including possible costs
- 3 Recommended maintenance services for on-going website support, including possible salary projection

Our ultimate goal is to hire a part-time employee who can organize, maintain and continually improve our website, including creating and refining pages within established templates and brand guidelines, and keeping the site current, accessible, and easy to navigate.

This is a hands-on role for someone who is proactive, detail-oriented, organized, and comfortable working independently while communicating regularly with staff across the organization.

## **RFI COMPONENTS:**

### ***Assessment***

CFPIC's current website is built on Wordpress and Beaver Builder; some documents linked to the website reside in CFPIC google drives and others on an AWS server. In addition, the website has a primary domain and a number of subdomains. While we are generally satisfied with the public-facing look of the website, we face challenges for staff in adding to and deleting materials from the website and in addition have recently become aware of suspicious activity that has resulted in our site showing up on irrelevant searches.

We believe that an independent assessment of our website would help inform us about possible changes to its look and structure. A successful response to this RFI will address the strengths and challenges of our current site.

### ***Improvements***

Based on the assessment, the successful RFI will provide specific recommendations for improvements to the website or provide confirmation that the look and structure form a sound basis for future growth and development.

If there are recommendations it would be helpful to estimate the number of hours and approximate cost for carrying out those improvements. It is assumed that the respondent to the RFI will be the person responsible for carrying out the improvements.

### ***On-going Design and Maintenance***

The successful respondent to the RFI will be skilled in providing all on-going website design and maintenance activities, including building and updating landing pages, service pages, templates, and promotional layouts, performing routine theme, and plugin updates and maintaining website functionality, backups, and overall site health.

Additional responsibilities include content & resource management, troubleshooting & quality assurance, accessibility, performance & SEO, website security & technical support.

Currently, various CFPIC staff are responsible for entering and updating website content; it is expected that the individual hired for website support will be able to carry out these activities with guidance from program staff but without requiring program staff to be skilled in in website postings.

Successful respondents to this RFI will provide an estimate of the approximate number of hours required for routinely carrying out these responsibilities.

## LOCATION / SCHEDULE / PAY:

Part-time, remote position with occasional visits to the Sacramento office required; residence within easy driving distance of our office in Sacramento is preferred.

Flexible schedule, with the expectation of being available and responsive to staff during regular business hours.

Compensation: To be determined based on proposal submitted by candidate in response to this RFI.

## RFI PROCESS AND SUBMISSION

Interested parties are encouraged to visit our website at [cfpic.org](https://cfpic.org) to initiate the process of understanding the scope of this request.

CFPIC leadership will be available to answer any questions and provide more guidance to interested parties who will be providing a response to this RFI.

RFI responses must include cost estimates for each phase of the process (assessment, improvements and maintenance) as outlined above.

Once RFIs are submitted and reviewed by CFPIC follow-up interviews will be held with successful candidates to determine suitability for carrying out the phases of the process (assessment, improvements and maintenance).

RFI responses must include a comprehensive list of qualifications, experience, and education of the respondent.

RFI responses must include a minimum of three references from organizations that the respondent has served in the capacity of website design and maintenance.

## QUESTIONS AND RESPONSES:

Please direct any questions regarding this Request for Information (RFI) to Director Emeritus Stuart Oppenheim at [stuart.oppenheim@cfpic.org](mailto:stuart.oppenheim@cfpic.org). All responses to this RFI should also be submitted to Stuart Oppenheim by close of business on **November 19, 2026**.