

Request for Proposal: Small DC Nonprofit Seeking Freelance Web Designer to Modernize Website

Contact: communications@dchealthpolicy.org

Who we are: Founded in 2006, the [Society of Health Policy Young Professionals](#) (“The Society”) is a registered 501(c)3 non-profit, non-partisan, volunteer-led organization designed to meet the diverse needs of D.C.-area young professionals interested in the health, health care, and health policy fields. The Society seeks to help young professionals forge meaningful and long-term professional relationships, offer a wealth of career-related information and tools, and provide regularly scheduled social and career-development events. Our mission is to bring together professionals in health policy. Our organization seeks to provide opportunities for networking and professional development to create D.C.’s next generation of health policy leaders.

The Society is a unique organization aimed at:

- Fostering new relationships among young professionals in the health, health care, and health policy fields;
- Providing a forum for networking and socializing;
- Organizing professional development, educational, skill-building, and community service events; and
- Connecting young professionals to relevant career and networking opportunities, including access to senior-level health policy professionals.

Project Overview:

- Four-month project ideally to begin by 08/01/21 and completed no later than 12/01/21; option for future ad hoc projects and/or a longer term relationship;
- The redesign of our website will use Wordpress, which the website currently uses
- The redesign may include switching to a new website hosting platform
- The redesign will need to account for integration with MembershipWorks
- Budget is around \$2,000.00

We would like the website to maintain its easy-to-use back-end, such that day-to-day a volunteer with limited web-experience can manage small updates. The architecture of the website should leave open the opportunity for future medium and large builds.

We are looking to hire someone who will:

- Acquire the proper SSL certificate(s) and integrate other critical website security updates
- Ensure our site and its features are mobile-friendly and capable of providing analytics
- Update our design to help the site look clean, professional, and modern - updating photos, content, and user experience

- Build in user experiences that facilitate additional methods of demonstrating interest and touch points, such as subscriptions and a newsroom feature
- Assist with embedding photos, video content, and other event and member-focused content on our website. This will include determining the most appropriate platforms to use for embedding multimedia such as videos and photos.
- Familiarity with Google tagging, SEO optimization, MembershipWorks, and WordPress plug-ins a plus

Overarching Goals:

Ensure our [website](#) meets best practices, standards, and the following critical functions:

- To inform and provide value to current members
- To make the case for joining and becoming a member
- To improve our professional reputation among the broader health policy and adjacent communities
- To help attract potential financial and in-kind sponsorships, donations, and other organizational partnerships

Please send portfolio, proposals, and any questions to communications@dchealthpolicy.org by **July 31.**