



DONATE A CAR Change a life!

221 ½ Hale Street
Charleston, WV 25301

REQUEST FOR PROPOSAL
WEB SITE DESIGN, DEVELOPMENT

MAY 13, 2010

Good News Mountaineer Garage, Charleston, WV, is accepting proposals to design, develop the agency's web site.

Good News Mountaineer Garage is a nonprofit 501(c) 3 agency. We solicit for donated cars to provide to families with low incomes. Our target audience is professionals between 35 years to 65 years with annual incomes above \$70,000.

Mission Statement: The Corporation is organized, and shall be operated, exclusively for the charitable and educational purposes of repairing and selling donated vehicles to persons moving from welfare to work and other low-income persons needing transportation for employment.

The purpose of this RFP is to provide a fair evaluation for all candidates.

The existing Good News Mountaineer Garage web site www.goodnewsmountaineergarage.com is somewhat outdated in appearance, structure and in the presentation of content. We want to create the site to better reflect the mission of the agency and incorporate the latest web technology. Upon completion of the development of the site, Good News Mountaineer will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the Good News Mountaineer Garage.

- Maximize web-based technologies
- Increase awareness of the Good News Mountaineer Garage mission and promote involvement
- Retain and strengthen current and gain new relationships with community partners, donors, volunteers, program participants.

Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver changing information to our target audience. In addition to developing a user friendly site, we must also develop a site that allows administration personnel to easily update content without directly accessing source code.

- Easy and intuitive
- Visually pleasing
- Informative
- Safe and secure
- Quick to load and operate
- Present comprehensive information and resources in an easy to use format
- Increase site promotion activities
- Deliver a consistent image
- Easy access and donor friendly online form for vehicle and cash donations.

Good News primary internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides.

Proposals received after June 10, 2010 will not be considered.

The name of the company who has been selected will be decided on or about June 30, 2010.

The price you quote should be inclusive.