



## Request for Proposals

### Website Redesign for FPRA Capital Chapter

#### Overview

**The FPRA Capital Chapter is seeking proposals from qualified website designers or agencies to redesign [fpra-capital.org](http://fpra-capital.org).**

The goals are to:

- Update the website with a modern, professional design
- Improve functionality and usability for members
- Add features that increase the value of membership and support revenue-generating opportunities for the chapter

FPRA Capital Chapter is a nonprofit organization and part of the Florida Public Relations Association (FPRA). The FPRA Capital Chapter is the second largest chapter in the state, with more than 100 members from across the Big Bend and surrounding areas. More information is available at [fpra.org](http://fpra.org) and [fpra-capital.org](http://fpra-capital.org).

**FPRA members and Florida-based businesses are strongly encouraged to apply.**

#### Current Website Setup

- Website: [fpra-capital.org](http://fpra-capital.org)
- Domain Registrar: GoDaddy
- Hosting: WP Engine
- Analytics: Google Analytics 4
- Plugins/Integration: Gravity Forms, PayPal, Advanced Ads
- Existing Challenges:
  - Outdated custom theme and code
  - Limited functionality for members and revenue-generating opportunities
  - Limited flexibility to design dynamic, new pages to promote programs or adapt to Chapter growth.



## Platform and Technical Requirements

- WordPress Platform (preferably using Elementor or Divi Builders)
- Easily editable content blocks and page templates.
- Compatible with WP Engine hosting or other recommended hosting platforms.

## Content Development

The FPRA Capital Chapter board will provide content for the new website. The following sections will likely be part of the new website sitemap, which will be finalized with the selected vendor:

- Home Page – Featuring highlighted members, news posts, upcoming events, etc.
- About/Leadership
- Membership – Membership applications are processed on [fpra.org](http://fpra.org).
- Event Calendar
- Programs (ER for PR, Accreditation, Awards, etc.)
- Job Board
- Sponsorships
- News
- Contact Forms

## Budget

The estimated budget for this project is between **\$2,000-\$3,000**. Additional hosting or plugin fees may apply.

FPRA Capital Chapter welcomes vendors who are able to support the project through **in-kind contributions or discounted services**. This may include, but is not limited to:

- Nonprofit pricing on design or development services
- Donated plugin licenses or hosting setup
- Any other professional services that support the chapter's website goals

Vendors providing in-kind support will be acknowledged as chapter sponsors and may receive benefits such as:

- Logo placement on the website or at chapter events.
- Recognition in chapter communications and newsletters.
- Opportunities to be featured in FPRA Capital Chapter media or marketing.



## Proposal Requirements

### 1. Firm Profile

Organization overview including background information on the business or individual submitting the proposal, as well as any affiliation with FPRA. Firm profile should include a company overview, key personnel who may work on the project and any relevant experience working with nonprofits, associations or membership-based organizations.

### 2. Description of Services and Process

Description of services and process must include a description of your approach to designing, developing and launching the website; any recommended tools and platforms; and confirmation of proposed timeline.

### 3. Price Estimate and Considerations

Price range and considerations including any factors that may affect pricing should be included in this section. Final price will be established with the selected vendor before the project starts. Vendors wishing to include in-kind support should clearly indicate in their submission:

- The type of in-kind contribution or discounted service offered
- Estimated value of the contribution
- Any limitations or conditions associated with the contribution

Vendors may include in-kind contributions **in addition to or in place of monetary pricing**, but all proposals should still provide a clear price range for services.

### 4. Sample Work

Vendors should provide at least three examples of prior projects, particularly for nonprofits, associations or membership-based organizations.

### 5. References

Vendors should provide at least two references for clients, along with contact information.



## Project Timeline

- **Vendor Selection:** January 30, 2026
- **Project Kickoff Call:** Week of February 5, 2026
- **Launch Deadline:** April 1, 2026

Questions may be submitted in writing to [goodnews@fpra-capital.org](mailto:goodnews@fpra-capital.org) by **January 9, 2026, at 5 p.m. EST**. Answers will be publicly available at [fpra-capital.org](http://fpra-capital.org) on **Monday, January 12, 2026**.

## Submission Instructions

Submit proposals to [goodnews@fpra-capital.org](mailto:goodnews@fpra-capital.org) by **January 16, 2026, 5 p.m. EST**. Submissions should be in PDF format. Late submissions will not be considered.

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- **Launch Deadline:** April 1, 2026

***The FPRA Capital Chapter reserves the right to reject any or all proposals, negotiate with one or more respondents, or modify the scope prior to contract award.***

## For More Information

**Ruthann Campbell, APR, CPRC**

*Director of Communications*

FPRA Capital Chapter

[goodnews@fpra-capital.org](mailto:goodnews@fpra-capital.org)

## Terms and Conditions

1. The FPRA Capital Chapter is not responsible for any costs incurred by firms in preparing or submitting proposals.
2. All submitted materials become property of the FPRA Capital Chapter.
3. Confidentiality: Firms interviewed will be required to sign a nondisclosure agreement given potential access to internal documents and systems.
4. Contract: A separate professional services agreement will be executed with the selected vendor, outlining scope, terms, deliverables, payment schedule, and project governance.