



REQUEST FOR PROPOSAL

I. Preface

Today, Chairman Michael Steele sent out a request for proposals to rebuild the web presence for the Republican National Committee. This fits in to the Chairman's goal to redefine Republicanism in the tech sphere. This RFP and the ambitious goals behind it result from the help of the RNC Tech Summit and the 7,000 grassroots volunteers who participated both online and in-person. Chairman Steele made his tech priorities clear at the event: "...bottom line is if we haven't done it - let's do it. If we haven't thought of it - think about it. If it hasn't been tried - why not? If it's going to be 'outside the box' - then not only keep it outside the box, but take it to someplace the box hasn't even reached yet." Proposals should be returned to Todd Van Etten, Interim Director of Technology and New Media at webrfp@gop.com.

II. General Training Goals

The Republican National Committee will be redesigning GOP.com with the intention of making it easier to navigate, clearer to understand, and more user-driven. In addition, we intend to re-think our state hosting system with data management in mind, making it easier for us to share data back and forth with state parties. The sites should be as open as possible, adhering to web-standards that will allow for third parties to build applications to run seamlessly throughout the system.

III. Target Audiences

This RFP is for any web development firm that has worked on national-scale websites with high visibility. Preferably, they have also engineered sub-chapters of that site with a common CMS or backend system. While the sites would technically be autonomous, the ability to share content through the CMS is important.

IV. Objectives

- Complete a total redesign of GOP.com.
- Integrate outside products through common API's, widgets, or iframes (examples: Kimbia fundraising, Voter Vault, Widgetbox, Ning).
- Re-engineer MyGOP, our in-house social network, and the entire user process from signup to profile creation.
- Re-design custom or template-based websites for 30+ state parties, and provide training/support on the new backend tool to those parties.

- Formulate an easy sharing system that will allow select users of both the state party and the national organization to tap into collected data, as well as have it feed back to our in-house voter files.
- Create a donation platform for the RNC and state parties that maximizes fundraising potential, and allows for seamless data management.

V. Project Details

- An aesthetically pleasing site that is intuitive and fun to use should be the overall goal. To this end, we would like a designer with an intimate knowledge of successful campaign websites that is overly concerned with the user-experience.
- Experience in building social networks from the ground-up is a must, with the understanding that this will be a fluid process and elements will need to be added/subtracted frequently.
- Flash interfaces can often make mundane tasks exciting, and having Flash developers who understand user behavior will make the site more user-friendly.
- Many of the existing capabilities will have to be rebuilt including Phone from Home, Call/Write Your Elected Officials, and Write a Letter to the Editor. Experience importing this data from national databases will be key.
- An ideal client will have a CMS that is already built out and ready to plug into the system, so the only programming time will be building the outward facing presence.

VI. Constraints on Budget, Schedule, and Design

- Would like to begin building the site, after brainstorming, design, and analysis in less than one month.
- GOP.com will be rolled out within 45 days of completed contract.
- State party redesigns will immediately follow, with design and building taking no more than a further 45 days.
- No limitations on design; the RNC will be in on the entire process and will ensure everything is to our exact specifications.
- All costs of the project will be delivered with proposal.

VII. Resources Provided

The vendor will have access to RNC staff at any and all times for our input and guidance. Existing vendors for fundraising, hosting, and data management will be fully cooperative in ensuring the redesign process is as seamless as possible. Additionally, in-person meetings will be held weekly to assess progress.

VIII. Terms and Conditions

All RFP's will be due no later than 12pm on Wednesday, March 18 to webfrfp@gop.com.