



Request for Proposals

Website Redesign for the Ohio Domestic Violence Network (ODVN)

Issue Date: January 30, 2026

Proposal Due Date: February 13, 2026 by 5 p.m. EST

Primary Contact: Rodney Nussbaum (rodneyn@odvn.org)



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About ODVN

The Ohio Domestic Violence Network (ODVN) is a 501(c)(3) organization whose purpose is to support and strengthen Ohio's response to domestic violence through training, public awareness, and technical assistance, and to promote social change through the implementation of public policy.

Project Summary

Our current website was last redesigned in 2019. ODVN seeks a modern, accessible, mobile-responsive WordPress site that enables staff to easily update content. The new site must serve three primary audiences: Survivors of domestic violence, Advocates, and the Policy & Press community, and prioritize accessibility, security, and clear audience-based navigation.



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SECTION 1—About the Project

ODVN Branding and Style Guide

The Creative and Graphic Design Manager at ODVN will provide the Vendor with ODVN's comprehensive Brand and Style Guide, including colors, typography, imagery, and logo usage to ensure visual consistency and alignment with ODVN's identity and mission. The Creative and Graphic Design Manager will serve as a primary point of contact, reviewing and approving creative deliverables at key checkpoints: wireframes, high-fidelity mockups, and final design sign-off, and ensuring the website meets aesthetic, functional, and accessibility standards. Image licensing, alternative text, and accessible media practices must be followed. Vendor must adhere to ODVN's accessibility and branding standards throughout design and development.

Core Objectives

The new website will follow ODVN's Branding and Style Guide as well as meet Web Content Accessibility Guidelines (WCAG) 2.1 AA compliance, which includes screen reader compatibility, keyboard navigation, and compliant color contrast. It will feature clear, audience-based navigation for Survivors, Advocates, and Policy & Press, using these as primary menu buckets with logical submenus. The site must be mobile-responsive and include translation and/or localization features to support language accessibility. It should be developed using an easy-to-use content management system (e.g., WordPress) to enable ODVN staff to update content quickly and efficiently without specialized technical expertise. Survivor safety patterns, such as a quick exit button, are required.



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Project Timeline

- **RFP Release:** January 30, 2026
- **Proposal Submission Deadline:** February 13, 2026, by 5:00 p.m. EST
- **Interviews:** Week of March 2, 2026
- **Vendor Selection and Project Start:** Week of March 9, 2026
- **Target Website Go-Live:** September 30, 2026
- **Closeout of Project:** December 31, 2026

Additional funds may be available in the next grant period, which starts immediately after the current period ends.

Project Scope and Deliverables

Project Management: The Vendor will manage the full lifecycle: planning, execution, and closeout, and providing regular status updates, risk tracking, and milestone management in coordination with ODVN.

User Experience and User Interface (UX/UI) Planning: Create an intuitive, accessible information architecture and interface tailored to the three primary audiences, including wireframes and clickable prototypes.

Graphic Design: Apply ODVN's branding to page layouts, components, and imagery. ODVN may supply additional graphics or imagery as needed.

Frontend and Backend Development: Build responsive, cross-browser user interfaces and develop the supporting technical architecture (e.g., WordPress configuration, database setup, plugin selection and hardening, secure hosting integration). Implement secure coding practices, SSL, and privacy compliance.



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On-site Search Engine Optimization (SEO): Implement best practices for metadata, headings, URLs, site structure, and schema where appropriate.

Content Strategy: Collaborate with ODVN to organize and structure content for clarity, accessibility, and engagement, with recommendations for plain language.

Quality Assurance and Testing: Provide a staging site and conduct functional, performance, cross-browser, and accessibility testing prior to launch; remediate defects.

Content Migration: Migrate agreed-upon content and files from the current site to the new platform; ensure accurate formatting, working links, and appropriate redirects. ODVN will guide what to retain, revise, or retire.

CMS Training: Provide training for ODVN staff (e.g., editors and admins), along with quick-start documentation and recorded sessions.

Vendor Hosting and Yearly Maintenance: Provide secure hosting and ongoing maintenance, including updates, backups, uptime monitoring, and technical support.

Acceptance Criteria (at minimum): WCAG 2.1 AA conformance verified; zero critical accessibility issues; zero broken internal links; analytics configured; 301 redirects implemented; performance optimized for mobile; staging approved; administrator/editor training completed.



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Sitemap

Our current website is www.odvn.org. The new site should organize content around Survivors, Advocates, and Policy & Press. A sample main navigation structure includes:

- **Survivor Assistance**
 - Immediate Assistance (interactive map and hotline numbers)
 - Survivor Resources
 - ODVN Program Information (Legal, Relocation, Hotel, Health Access, Caucuses, Prevention)
- **Advocate Corner**
 - Resource Center
 - Training
 - Membership Information
- **Policy & Press**
 - Systems Advocacy
 - Media
 - Croucher Family Award / Domestic Violence Awareness Month (DVAM) / Other Events
- **Additional ODVN Information**
 - About Us
 - Work with Us / Careers
 - Contact Hub (including a Facebook newsfeed at minimum)

Functional and Technical Requirements

The website must maintain the existing quick exit button and incorporate survivor-safe patterns such as discreet design and safe browsing tips where feasible. It must fully comply with WCAG 2.1 AA, supporting screen readers, keyboard navigation, and compliant color contrast. Information architecture should be optimized and streamlined so high-demand content is reachable



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in minimal clicks, with ODVN collaborating closely on content organization. All external links must be validated, and access to the Coalition Manager portal should be easy and prominent. The site must include robust search, be fully mobile-responsive, and offer translation/localization features. SEO best practices are required. Security and privacy must include SSL, secure hosting, and compliance with applicable privacy standards. Integrate Google Analytics (or similar) for reporting. The Contact Hub must include a social newsfeed (at minimum, Facebook). Vendor must validate all external links and ensure redirects for retired content.

Value-Added Features

Vendors may propose enhancements beyond these requirements and must itemize any additional costs. Vendors should include a fully loaded Time and Materials rate card for out-of-scope work.

SECTION 2—About the Vendor

Vendor Financial Information

Vendors must provide financial information demonstrating organizational stability and capacity to perform under the contract. At a minimum, submissions should include organization details such as date of incorporation and ownership, the number of employees and staffing capacity, revenue for the most recent fiscal year, audited financial statements for the past three years if available, and a current Dun and Bradstreet report if available. Vendors must also disclose any judgments, pending litigation, or potential financial reversals that could materially affect stability, or certify that none exist.

ODVN reserves the right to request independent financial rating reports and to contact any customer for verification. Misrepresentation of status,



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experience, or capability may result in disqualification. Vendor must provide proof of insurance prior to contract execution.

Vendor Experience

Vendors should describe their experience developing and implementing accessible, CMS-based websites similar in scope to this project, including years of experience, platform expertise (especially WordPress), and any relevant nonprofit or survivor-focused work. Highlight any accessibility certifications (such as IAAP) and experience with press or policy-related sites.

Provide at least three references from current or former clients who can attest to your capabilities. For each reference, include the client's name and address, contact name and title, phone number, email address, dates of service, and a brief description of the services provided.

Insurance Coverage

The Vendor will be required to carry cyber liability insurance that is sufficiently broad to cover all duties and obligations under this engagement, including claims involving privacy violations, information theft, data destruction, release or alteration of private information, extortion, and network security. Coverage must include breach response, regulatory fines and penalties, and credit monitoring expenses. Minimum limits are \$2,000,000 per occurrence and \$2,000,000 aggregate. Higher limits may be required based on risk. All policies, except workers' compensation and unemployment compensation, must include a waiver of subrogation against ODVN and its agents and employees.



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SECTION 3—Submissions for Project

Budget

The website redesign budget is \$15,000 – \$20,000. The annual recurring budget for support and maintenance is \$3,500 to \$5,500. Proposals must clearly indicate what is included (design, development, migration, training, hosting, maintenance, support) and provide pricing by phase and for optional value-added features.

Proposal Criteria

ODVN will evaluate proposals based on timeline, experience and accessibility expertise, portfolio of similar projects, cost and value, and references.

ODVN may weigh proposals approximately as follows: Accessibility & Safety Approach (25%), Technical Solution & Architecture (20%), UX/UI & Content Strategy (15%), Timeline & Capacity (15%), Price & Value (20%), References & Relevant Experience (5%).

Proposal Submission

Due Date and Time: February 13, 2026, at 5:00 p.m. EST

Submission Email: rodneyn@odvn.org

Subject Line: ODVN Website RFP – [Vendor Name]

Required Contents (in order):

- Company background, including prior website building experience
- Project approach and technical solution
- Project timeline and staffing capacity
- Detailed cost breakdown and rate card (including T&M rates)



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- Portfolio links (relevant examples)
- Three references with contact information
- Insurance and financial documents (as required in Section 3)
- Signed acknowledgment of RFP understanding and acceptance of terms

Format: Single, accessible PDF (tagged and searchable). Attachments for financials may be separate.

Late submissions will not be accepted.

SECTION 4—Additional RFP Information

Acknowledgement of Understanding of RFP

By submitting a proposal, the Vendor acknowledges that it has read and thoroughly examined the RFP; understands the requirements, specifications, and applicable Federal, state, and local laws, ordinances, rules, and regulations; and agrees to comply with the RFP instructions and be bound by all terms and conditions. Failure to review the RFP does not excuse noncompliance. Vendors must report any errors, omissions, or discrepancies and submit questions as outlined in the RFP. Proposals shall remain firm for 180 days after the response due date or until a contract is executed, whichever occurs first. Any modifications during negotiations may only be made in writing at ODVN's request, and changes to pricing or services are subject to ODVN's acceptance.

Risks and Liabilities

By submitting a proposal, the Vendor assumes all risks and liabilities associated with the information contained in the proposal and its release.



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Rejection of Proposals

ODVN reserves the right to reject any or all proposals, waive irregularities or informalities, and accept or reject any item or combination of items at any time prior to contract. Proposals that do not include all required elements or documentation may be deemed nonresponsive and rejected. Any proposal containing defects or material deviations from the RFP requirements, as determined at ODVN's sole discretion, may also be rejected.

No Commitment to Contract

Issuance of this RFP does not commit ODVN to award a contract.

ODVN's Right to Amend and/or Cancel the RFP

ODVN may amend or cancel this RFP at any time. By submitting a proposal, the Vendor is deemed to have accepted all terms and requirements, including any written amendments issued prior to the closing date and time, unless expressly stated otherwise in the proposal. Vendors are responsible for reviewing and incorporating any amendments and are encouraged to check ODVN's website for updates.

Request to Modify or Withdraw Proposal

Vendors may request in writing to modify or withdraw their proposal at any time prior to the proposal due date. No oral modifications will be accepted. Written requests must be clearly labeled as "Modification to" or "Withdrawal of" Proposal and submitted in the same manner as the original proposal. Only requests received by ODVN before the submission deadline will be honored.



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Cost

By submitting a proposal, the Vendor agrees that the total cost quoted will be the only cost charged to ODVN for all services required under the RFP, including development, implementation, and training or knowledge transfer. The quoted cost shall remain firm throughout the contract term unless otherwise noted in the proposal or contract or reduced by the Vendor during performance. Payments may be milestone-based, with final payment contingent upon ODVN's acceptance of the completed project. Vendors must provide a detailed cost breakdown for all services.

Liability and Indemnification

The Vendor shall indemnify, defend, and hold harmless the State of Ohio, ODVN, and their officers, agents, and employees from any and all claims, suits, liabilities, damages, costs, attorneys' fees, and expenses arising from the Vendor's failure to perform or negligent performance of its duties and obligations under this contract, including any claims resulting from the Vendor's negligence or other wrongful acts.

The Vendor shall not prejudice ODVN's right to recover against third parties for any loss or damage and, upon ODVN's request and at the Vendor's expense, shall provide reasonable assistance and cooperation, including in the prosecution of suits and execution of assignments necessary for recovery.

ODVN assumes no liability for the actions of the Vendor and will not indemnify or hold the Vendor harmless for any claims related to this contract or the Vendor's products or services.



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Intellectual Property and Licensing

Unless otherwise agreed in writing, ODVN shall own all website content, custom code, and design assets created under this engagement. Third-party themes and plugins shall be licensed to ODVN in accordance with their respective terms. Vendor may not reuse or resell custom assets developed for ODVN without written consent.