



UNIFOR

Canadian Freelance Union
Le syndicat canadien des pigistes

Request for proposal: Website design and development October 2016

Summary:

The Canadian Freelance Union (CFU) is seeking proposals to redesign and add enhanced features to the organization's bilingual website and certain related online activities including monthly membership dues processing. The design must be a custom NationBuilder theme.

As a union of independent media workers, including designers, illustrators, photographers and filmmakers, the CFU's online presence needs to be modern and slick—in short, worthy of its own members' high standard of work.

Proposals are due by end of day on Monday, November 21. They may be submitted via email to nora.loreto@gmail.com. Selection will occur the following week. Only the person or team behind the successful proposal will be contacted.

Website goals:

- Visually appealing, intuitive and clean interface enticing workers to sign up to become CFU members.
- Improve a directory of CFU members by type of work for people looking to hire a unionized media worker.
- Flexible dues processing.
- Fix a list of bugs that have been identified.

Background:

The CFU is poised to grow its ranks over the next few years, as the trend toward self-employed and freelance writing and media work maintains itself. To aid in recruitment efforts, the CFU's website needs to be brought into the 21st century to exemplify to potential members as well as to potential clients the quality of its members' work. The current website was meant to be a quick fix to transition us from one that had low usability to the one we hope will be realized through this process.

Technical requirements:

- Design must be for a NationBuilder platform

- Bilingual
- Mobile-optimized
- Quickly-loading (under 5 seconds)
- White labelled
- Search engine optimized out of the box
- A dues processing system that accepts monthly payments
- Members' only pages

Bonus features:

- Automatic e-mail notices to members when renewal of membership is due
- Calendar of events

Please include in your proposal: previous experience with NationBuilder, some examples of previous websites you have developed, price estimates and ideas you have for the CFU's website.