REQUEST FOR PRICE QUOTATION and BID
For Website Redesign and Landing pages creation Services

Purpose:
This Request for Bids (RFB) is designed to solicit price quotations and bids from qualified digital strategy and marketing technology providers (specific to online channels and web) who specialize in Web redesign that can provide UX strategy and implementation for the Recreational Boating & Fishing Foundation (RBFF) in its new marketing campaign for multicultural consumers.

RBFF Contact Person:
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Date of Issuance:  February 14, 2020
Closing Date and Time:  March 16, 2020, 5:00 PM ET

Background:

About the Recreational Boating & Fishing Foundation (RBFF)
RBFF is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring the nation's aquatic natural resources. RBFF's 60-in-60 effort strives to attract 60 million anglers to the sport by the end of 2021. To help recruit, retain and reactivate participants, RBFF developed the award-winning Take Me Fishing™ and Vamos A Pescar™ campaigns creating awareness about boating, fishing and conservation, and educating people about the benefits of participation. These campaigns help boaters and anglers of all ages and experience levels learn, plan and equip for a day on the water. The campaign websites, TakeMeFishing.org and TakeMeFishing.org/es, feature how-to videos, information on how to get a fishing license and boat registration, and an interactive state-by-state map that allows visitors to find local boating and fishing spots.
Our Mission & Funding
RBFF is an independent, not-for-profit organization whose mission is to increase participation in recreational fishing and boating and thereby increase public awareness and appreciation of the need for protecting, conserving, and restoring this nation's aquatic natural resources.

In recent years a shared concern has emerged in the boating, fishing and conservation communities. Participation in recreational boating and fishing is changing, and in some cases declining. Projections of demographic trends indicate that in the next 25 years significant population growth will only be occurring among groups who have not traditionally been as involved with boating and fishing. Furthermore, current fishing and boating participant demographics reflect a population most likely to age out of the sport within the next few years. This signifies obvious economic impacts in both private and public sectors, with additional considerations in the areas of aquatic resource stewardship.

RBFF’s challenge is to maintain and increase participation in fishing and boating, while diversifying to include a wider representation of its target audience including youth, young families, newcomers and beginners, Hispanic/Latino and outdoor enthusiasts not currently active in boating and fishing.

RBFF’s funding is administered through the U.S. Fish and Wildlife Service (USFWS). The original source of the funds, the Sport Fish Restoration and Boating Trust Fund, is comprised of excise taxes paid by manufacturers of fishing tackle and a consumer tax on motorboat fuel.

Our Audiences
RBFF’s mission can best - and arguably only - be accomplished through successful collaboration and partnership with stakeholders. In doing so, RBFF intends to build ownership of its efforts, and outcomes, among a broad array of key stakeholder groups.

- RBFF is currently pursuing the Multicultural Family Outdoors target which consists of Multicultural Families with young children, primarily aged 6-17, who are new to boating and fishing and/or are already active in the outdoors. Specific segments of the audience we will be focusing on in 2020 include Hispanics, Grandparents, and Women.

- Over the course of the next year, RBFF will be shifting its target to Active Social Families who want to learn and try new things, prioritize spending time with the family and have participated in one outdoor activity in the last 12 months. This is a younger and more diverse audience, which is very active on mobile devices and social media channels.

- Secondary audiences include:
  - Outdoor Enthusiasts that may be new to boating and fishing, Avid boaters and anglers.
  - Occasional and Lapsed boaters and anglers.

Resources:
Fishing & Boating Marketing Segmentation Study
Multicultural Audience Research
Scope of Services:
The shift that is occurring with online user behavior on RBFF’s consumer-facing websites consequently requires a shift in its current web strategy. Thus, the following research is to be conducted on Takemefishing.org to provide a better understanding of this shift and to adequately address the audiences’ changing needs. RBFF is looking for qualified digital strategy and marketing technology providers (specific to online channels and web) who specializes in Web redesign that can provide UX strategy and implement for the new marketing campaign.

1. Demonstrated leader in a full range of experience and interactive design specific to digital channels and web, including visual design, strategy, HTML/CSS/JS web development on the Kentico CMS platform, QA testing, and deployment into Microsoft Azure cloud environment.

2. Experienced user-experience practice with demonstrated expertise mapping experiences and providing recommendations informed by research, testing, and analytics for both English and Spanish audiences that encourage engagement with websites and online properties.

3. Experience integrating websites with other critical marketing systems, technologies, databases and tools (Salesforce CRM, Pardot EMS, Google Custom Search, Google Analytics, third party widgets, etc.)

4. Modern software engineering practices including but not limited to DevOps, cloud-native application development on Microsoft Azure platform, performance engineering, and responsive web development.

5. Significant project management experience, preferably with established practices.

6. Experience working collaboratively with a multi-disciplinary team and partner/stakeholder organizations ensuring quality delivery in a timely manner.

7. Ability to meet tight deadlines and produce deliverables according to timeline.

8. Demonstrated knowledge and experience working with related industries: boating and fishing preferred; conservation, leisure, family and outdoors recreation is desired.

Deadline for submission of bid:

All bids must be received by March 16, 2020 5:00 PM ET

- Please include detailed pricing plus any variations for different levels of service.
- Provide a summary of experience and work samples or links to an electronic portfolio.
- Include at least three references.

Email bids to Johana Reyes at jreyes@rbff.org. Please direct all questions and clarifications before the deadline by email.