



REQUEST FOR PROPOSAL

Website Rebuild – Design, Development & Content Management

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM/ACSF) invites you to submit a proposal in accordance with the requirements of the following solicitation. Proposals must be received by CAM/ACSF no later than the due date indicated in the table below:

Issue Date:	April 10, 2026
Proposal Due Date:	May 8, 2026
Written questions and proposals should be submitted via email to:	Dave Musonge, Procurement Admin. Assistant Email: dmusonge@canadianmidwives.org Subject: Questions: Website Rebuild – Design, Development & Content Management



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SECTION I – BACKGROUND AND PURPOSE

The Canadian Association of Midwives/Association canadienne des sages-femmes (CAM/ACSF) is the national professional association representing registered midwives across Canada. CAM/ACSF advocates for midwifery as a regulated health profession, supports member professional development, and works to advance equitable access to midwifery care for all people in Canada, including Indigenous, rural, and remote communities. Our programming is funded by Government of Canada departments and agencies (e.g., Health Canada, Global Affairs Canada), private donors, UN agencies, and operational funding.

CAM/ACSF currently operates a bilingual (English/French) website at canadianmidwives.org, built on WordPress with CiviCRM integration. The site has grown organically over time, resulting in a need to update information architecture, align bilingual content, and create a user experience that reflects the organization's evolving strategic priorities and updated brand identity.

CAM/ACSF has recently completed a brand refresh and is undertaking a website rebuild to better serve its audiences, meet current accessibility and bilingual requirements, and provide a modern, flexible digital platform that non-technical staff can manage independently. The rebuild encompasses three digital properties: the main public-facing website (canadianmidwives.org), a member portal (members.canadianmidwives.org), and a staff portal (staff.canadianmidwives.org).

SECTION II – OBJECTIVES & SCOPE OF WORK

A. OBJECTIVE

CAM/ACSF seeks a qualified vendor to deliver a comprehensive rebuild of its digital presence within the existing WordPress and CiviCRM infrastructure. The engagement will result in a fully bilingual (EN/FR), WCAG 2.1 AA-compliant website and two associated portals that are modern, intuitive, and manageable by non-technical internal staff.

The rebuilt platform will serve three primary user groups: (1) the general public, funders and prospective members seeking information about midwifery and CAM/ACSF programs; (2) registered members accessing exclusive resources and professional development tools; and (3) CAM/ACSF staff requiring internal operational tools and documentation.

B. SCOPE OF WORK

The scope of work includes, but is not limited to, the following:

- A. **Theme Implementation & Brand Integration:** Design/adapt and implement a new WordPress theme fully aligned with CAM/ACSF's updated brand guidelines. Responsive design and WCAG 2.1 AA compliance must be integrated from the outset, not retrofitted.
- B. **Main Website Rebuild (canadianmidwives.org):** Redesign and develop the main public-facing website with updated information architecture and bilingual content. Vendor supports content migration; CAM/ACSF provides finalized content. News and dynamic content must be manageable via CMS without developer intervention.
- C. **Member Portal (members.canadianmidwives.org):** Build a bilingual member-only portal with a searchable knowledge base and resource centre. Member portal must integrate with CiviCRM for member authentication and role-based access.
- D. **Staff Portal (staff.canadianmidwives.org):** Optimize the existing staff portal for usability and internal engagement, with role-based content management permissions.

- E. **Analytics Strategy & Implementation:** Implement a GA4 strategy across all three properties including event conversion tracking, conversion tracking for funding partnerships, and reporting guidance for non-technical staff.
- F. **SEO & Partnership Visibility:** Develop and implement an SEO strategy targeting national and global funding partners, including KPI definition and GA4 conversion tracking.
- G. **Bilingual Content Management:** Implement a full EN/FR framework supporting language toggling with page-level equivalency, independent per-language editing, identification of untranslated content, and linked translation management.
- H. **Accessibility Compliance:** Ensure WCAG 2.1 AA compliance throughout — not retrofitted. Provide a compliance summary at handover including automated and manual testing results.
- I. **Performance & Security:** CAM/ACSF's existing hosting is managed under a separate contract with Symbiotic and is out of scope for this RFP. The selected vendor must work within the current hosting environment. Propose optimizations for fast load times via caching, image optimization, and CDN configuration within the existing infrastructure.
- J. **Integrations:** Integrations for permission management between the database, WordPress, and the learning platform are already in place and must be maintained. The selected vendor will work within the existing integration architecture for event registration and access management. Describe the proposed approach to working with these existing integrations. All API assumptions must be documented.
- K. **Documentation, Training & Handover:** Provide written and/or recorded CMS training materials for non-technical staff. Clearly scope post-launch support and propose a plan and budget for such support, including regular maintenance, updates, and improvements as needed. CAM foresees a need for both short and long-term support for technical issues. Post-launch maintenance costs are separate from the project fee and will be funded under CAM's operational budget. Vendors must propose: (a) an hourly rate for ongoing maintenance and technical support, (b) estimated monthly availability (hours per month), and (c) a brief description of services included (e.g., bug fixes, security updates, minor enhancements, content support). CAM/ACSF retains full ownership of codebase, design assets, content, domain, and hosting accounts.

Note: If the full scope cannot be delivered within the \$45,000 CAD budget, the proposal must clearly identify out-of-scope elements and present a recommended phased delivery approach.

C. INFORMATION MEETINGS

CAM/ACSF will host one (1) virtual information session for registered vendors following issuance of this RFP. Attendance is optional but recommended. Details will be circulated to all registered parties. Questions may also be submitted in writing by the questions deadline indicated in the cover table. Official written responses will be circulated to all registered parties.

D. DATES OF SERVICE

This project is scheduled to start in June 2026. The anticipated project schedule is as follows: Contract Award (June 1, 2026); Kickoff & Discovery (June 2026); Discovery Complete (July 2026); Design & Development (August–December 2026); Testing & QA (November 2026); Website Launch & Handover (February 2027); Post-Launch Support (minimum 30 days, as proposed). Exact milestone dates to be confirmed with the selected vendor following contract award.

SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

A. PROPOSAL CONTENT REQUIREMENTS

Offerors' Proposal shall include the following:

1. **Narrative:** Offerors are required to submit a complete proposal including all of the following components. Proposals that do not address all required elements may be deemed non-compliant. Proposals may be submitted in English or French. The submission must include: (1) Organizational Profile & Team Qualifications — brief introduction including key personnel (lead PM, UX/UI designer, WordPress developer) with bios or CVs; (2) Portfolio & Relevant Experience — minimum three (3) comparable website projects from the past five (5) years with client name, description, role, technologies, value, and live URL where available; (3) Technical Approach & Proposed Solution — detailed narrative covering UX/UI methodology, WordPress architecture, bilingual EN/FR implementation, CMS configuration, CiviCRM integration, performance strategy, and WCAG 2.1 AA testing methodology; (4) Project Management & Timeline — proposed schedule aligned to Section II.D milestones, project methodology, communication cadence, and risk/scope management approach; (5) References — minimum two (2) client references from comparable engagements within the past two (2) years (contact name, title, organization, email, phone, project description, value, and one work sample or URL); (6) Conflict of Interest Declaration; (7) Joint Proposals — joint or consortium proposals are permitted, provided all parties are jointly and severally accountable for the full scope of work, a lead entity is identified as the primary contact and contract holder, and the proposal clearly describes the roles, responsibilities, and qualifications of each party; (8) Financial Proposal — clear fee breakdown by phase and deliverable, with any costs outside the fixed fee identified and non-profit discounts applied.
2. **Cost Proposal:** The cost proposal should provide a clear breakdown of what is included under the contract, along with any services that would incur additional costs.
If applicable, please:
 - a. Specify any discounts offered or non-profit discounts. Post-Launch Maintenance Pricing (separate from project fee): provide (a) proposed hourly rate for ongoing maintenance and technical support (CAD), (b) estimated monthly availability in hours, and (c) scope of maintenance services included. Post-launch maintenance will be funded separately under CAM's operational budget and is not included in the \$45,000 project envelope.
 - b. Attach a detailed pricing chart.

3. OTHER

Language of Proposals: The technical and cost proposals may be in English or French languages. However, the consultant must be able to hold meetings, present information, and produce documents and reports in English.

B. OPERATIONAL AND DOCUMENTATION REQUIREMENTS

Questions:

Questions regarding the current RFP may be submitted in writing via e-mail no later than **April 28, 2026 at 5:00 PM EST**, to Dave Musonge, Procurement Administrative Assistant, at: dmusonge@canadianmidwives.org

Instructions for Submission of Proposals:

1. Proposals must be received no later than **May 8, 2026 at 5:00 PM EST**, by Dave Musonge, Procurement Administrative Assistant, at dmusonge@canadianmidwives.org

2. To be considered, please submit an electronic copy of your proposal (preferably in a non-editable format, as PDF format) with the subject line Website Rebuild – Design, Development & Content Management and “OfferorName_WebsiteRebuild_RFP_YYYYMMDD.
3. Please follow the format provided in Attachment A for the cover sheet.
4. Please provide a minimum of two (2) client references from the past two years for activities like the current RFP’s Scope of Work. Include contact information for each reference. This document must be signed by the offeror.
Please follow the format provided in Attachment B.

Note: Any proposal received after the above date and time will not be considered.

SECTION IV – EVALUATION CRITERIA

A. GENERAL INFORMATION

CAM/ACSF intends to evaluate proposals in accordance with the following criteria and select the offeror whose proposal best fits the evaluation criteria.

B. EVALUATION CRITERIA AND PROCESS

Offers will be evaluated and scored out of 100 points based on the following criteria. All compliant proposals will be assessed by an evaluation panel. CAM/ACSF reserves the right to request clarifications from any proponent during the evaluation process.

A. Portfolio & Relevant Experience (30 points)

This is the most heavily weighted technical criterion. Evaluators will assess the depth and relevance of the vendor’s prior work in website design, development, and digital strategy — with particular attention to non-profit, bilingual, and accessibility-focused engagements.

i) Portfolio Quality (15 points)

Evaluators will review a minimum of three (3) comparable website projects submitted as part of the proposal. Each project should include the client name, project description, technologies used, contract value, and a live URL or work sample. Assessment criteria:

- Complexity and scope comparable to a multi-portal WordPress/CiviCRM rebuild
- Evidence of bilingual (EN/FR) implementation
- WCAG 2.1 AA compliance or accessibility-forward design
- Non-profit or public sector client experience
- Quality and professionalism of visual and UX design

ii) Organizational/Team Qualifications & Experience (15 points)

Evaluators will review the qualifications of the proposed project team. The following will be assessed:

- Years of experience delivering comparable web development projects
- Demonstrated expertise in WordPress theme development and CiviCRM integration
- UX/UI design capability with evidence of human-centred design practice
- Bilingual (EN/FR) content management and translation framework experience
- Experience supporting non-technical staff with CMS training and handover

B. Technical Approach & Proposed Solution (30 points)

Evaluators will assess how well the vendor understands the project requirements and the quality of their proposed technical solution. The narrative must clearly address all components of the Scope of Work (Section II.B).



i) UX/UI Methodology & Information Architecture (8 points)

Proposed approach to discovery, user research, wireframing, and design iteration; clarity of information architecture for main site, member portal, and staff portal.

ii) WordPress Architecture & CiviCRM Integration (8 points)

Technical soundness of the proposed WordPress theme architecture; quality of the CiviCRM integration approach including member authentication, role-based access, and API documentation assumptions.

iii) Accessibility, Bilingualism & Performance (7 points)

Detail and credibility of the WCAG 2.1 AA compliance methodology; EN/FR framework implementation approach; proposed performance, security, and hosting strategy meeting Canadian data privacy requirements.

iv) Analytics, SEO & Integrations (7 points)

Proposed GA4 strategy and event conversion tracking approach; SEO methodology; approach to third-party integrations with assumptions clearly documented.

C. Project Management & Timeline (15 points)

Evaluators will assess the vendor's project management approach and the credibility of the proposed schedule.

i) Project Methodology & Schedule (8 points)

Proposed schedule aligned to Section II.D milestones (contract award June 1, 2026; launch February 2027); realistic phasing of deliverables; use of structured project management methodology.

ii) Communication, Risk & Scope Management (7 points)

Communication cadence and stakeholder reporting approach; identification of project risks and proposed mitigations; clarity of change order and scope management process.

D. Past Performance Evaluation — References (10 points)

Applicants must provide a minimum of two (2) professional references from comparable engagements completed within the past three (3) years. CAM/ACSF may contact references for shortlisted vendors only.

Each reference must include the following:

- Contact Name and Title
- Organization/Company Name
- Email Address and Phone Number
- Project Name and Brief Description
- Project Dates (start and end) and Contract Value
- Vendor's Role in the Project
- Work Sample or Live URL (where available)

References will be evaluated on:

- Relevance of the engagement to this RFP's scope (multi-portal web rebuild, non-profit or bilingual context preferred)
- Quality and completeness of reference information provided
- Client feedback (if references are contacted)

E. Financial Evaluation (15 points)

i) Cost Proposal (8 points)



Financial proposals will be evaluated using a relative pricing formula. The lowest compliant bid receives the maximum score; other bids are scored proportionally.

Formula: Financial Score = (Lowest Compliant Bid ÷ Proponent’s Bid) × 10

Important Notes:

- The lowest compliant bid automatically receives maximum points (8)
- Higher bids receive proportionally fewer points
- Only compliant proposals meeting all mandatory requirements are included in the calculation
- Unreasonably low bids may be deemed non-compliant if they cannot sustainably deliver the required quality

ii) Budget Transparency (4 points)

Evaluators will assess the financial proposal on the following sub-criteria (manually scored):

- 0–1.5 pts: Clear, itemized cost breakdown by phase and deliverable (discovery, design, development, testing, launch, post-launch support)
- 0–1.5 pts: Out-of-scope items and optional services clearly identified with separate pricing
- 0–1.0 pt: Non-profit discount applied or rationale provided if not applicable
- 0–1.0 pt: Flexible invoicing options (e.g., milestone-based payments)

iii) Post-Launch Maintenance Pricing (3 points)

Evaluators will assess the proposed post-launch maintenance terms on: competitiveness of proposed hourly rate (0–1 pt), reasonableness of monthly availability relative to CAM’s needs (0–1 pt), clarity and completeness of maintenance scope description (0–1 pt).

Notes:

- CAM/ACSF will always consider the best value for money.
- CAM/ACSF is a non-profit organization. Offerors should provide all discounts available based on its non-profit status.
- CAM/ACSF may during the evaluation process contact any proponent to clarify responses or request revised or additional information.
- Following the review of proposals, shortlisted vendors may be invited to participate in a virtual presentation or interview. If held, this may contribute to final scoring.

Evaluation Summary

Evaluation Category	Sub-Criteria	Points
A. Portfolio & Relevant Experience	i. Portfolio Quality	15
	ii. Team Qualifications & Experience	15
B. Technical Approach & Proposed Solution	i. UX/UI Methodology & Information Architecture	8
	ii. WordPress Architecture & CiviCRM Integration	8
	iii. Accessibility, Bilingualism & Performance	7
	iv. Analytics, SEO & Integrations	7

C. Project Management & Timeline	i. Project Methodology & Schedule	8
	ii. Communication, Risk & Scope Management	7
D. Past Performance — References	Reference Quality & Relevance	10
E. Financial Evaluation	i. Cost Proposal (relative formula)	8
	ii. Budget Transparency (manual)	4
	iii. Post-Launch Maintenance Pricing (manual)	3
TOTAL		100

C. AWARD AND GENERAL DISCLAIMER

The successful bidder will be awarded a contract for the provision of Website Rebuild – Design, Development & Content Management.

Issuance of this request for proposals does not constitute an award commitment on the part of CAM/ACSF nor does it commit CAM/ACSF to pay for costs incurred by the bidders for the preparation and submission of a proposal.

CAM/ACSF reserves the right to select a proposal in whole or in part, or not to select a proposal, in accordance with the best interests of CAM/ACSF.



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Midwives for everyone, everywhere
Des sages-femmes pour tous, partout

ATTACHMENT A: PROPOSAL COVER SHEET

Company Name:

Name of Person to be Contacted in Case of Questions Regarding this Proposal:

Telephone of Contact Person Named Above:

Email of Contact Person Named Above:

Name of Individual Authorized to Sign Contracts on Behalf of Company Named Above:

Title of Authorized Individual:

Certification:

By signing below, I certify that the information provided is true and correct, that it shall remain valid for a minimum of 90 days, and that I am authorized to respond to this solicitation on behalf of the Company named above. I further understand that CAM / ACSF retains the right to reject, in whole or in part, all bids for any reason.

Signature of Authorized Individual

Date



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ATTACHMENT B – REFERENCES/PAST PERFORMANCE

Complete the table below providing information for at least 2 past/current customers for whom your company provided services like the ones for which you are submitting a proposal. Past customers listed below must be available to speak with a CAM/ACSF staff member during the evaluation process.

Offeror Signature (Mandatory): _____

Past/ Current customer's company name	Past / Current Customer Contact Person	Phone & Email Information for Contact Person	Language of Preference for Contact Person	Company Address	Description of Services Provided	Dates of Work Performed