

REQUEST FOR PROPOSAL
Website Rebuild – Design, Development & Content Management
ADDENDUM NO. 1

Addendum Issue Date:	May 7, 2026
RFP Issue Date:	April 10, 2026
Revised Proposal Due Date:	May 29, 2026 at 5:00 PM EST
Revised Questions Deadline:	May 12, 2026 at 5:00 PM EST
Issued by:	Dave Musonge, Procurement Admin. Assistant

1. Purpose of This Addendum

This Addendum No. 1 is issued to all prospective offerors in connection with the RFP for Website Rebuild – Design, Development & Content Management, issued April 10, 2026. This Addendum:

- Extends the proposal submission and questions deadlines;
- Amends specific RFP sections to incorporate scope clarifications;
- Adds a new Sub-Contract section regarding hosting, database management, and specific tools for staff
- Adds a new Service Contract (SLA) section;
- Removes the virtual information session (Section II.C);
- Adds mandatory Montreal office attendance and communication requirements;
- Updates the evaluation criteria and financial evaluation structure to reflect two distinct projects (Website Rebuild and Sub-Contract) plus an ongoing Service Contract;
- Introduces mandatory compliance criteria (pass/fail screening before scored evaluation);
- Updates the project timeline to include Sub-Contract milestones;
- Corrects typographical and formatting errors;
- Provides official responses to vendor questions; and
- Issues a Revised RFP as Schedule 1 to this Addendum, incorporating all amendments.

This Addendum forms an integral part of the RFP. In the event of conflict, this Addendum prevails. Schedule 1 — Revised RFP: A Revised RFP is attached as Schedule 1 to this Addendum. Schedule 1 incorporates all amendments described in Section 2 below and is provided for vendor convenience. In the event of any discrepancy between this Addendum and Schedule 1, the terms of this Addendum shall prevail. Offerors should read their proposals against Schedule 1 (Revised RFP) as the current statement of requirements.

2. Amendments to the RFP



Amendment 1 – Cover Table: Proposal Due Date

Formatting Legend:

~~Strikethrough text on grey background~~ = Text to be DELETED from the original RFP. This exact text will no longer appear in the RFP once this Addendum is issued.

Bold text on grey background = New or replacement text to be INSERTED into the RFP in place of the deleted text, or added at the location specified in the instruction.

Where no DELETE is shown, the INSERT text is to be added at the end of the existing section as specified in the instruction.

Instruction: Delete and replace:

DELETE:

~~May 8, 2026~~

INSERT:

May 29, 2026

Amendment 2 – Section III.B: Questions Deadline

Instruction: Delete and replace:

DELETE:

~~no later than April 28, 2026 at 5:00 PM EST~~

INSERT:

no later than May 12, 2026 at 5:00 PM EST

Amendment 3 – Section III.B, Item 1: Submission Deadline

Instruction: Delete and replace:

DELETE:

~~no later than May 8, 2026 at 5:00 PM EST~~

INSERT:

no later than May 29, 2026 at 5:00 PM EST

Amendment 4 – Section II. (Items B, C, D): Architecture Clarification

Instruction: Add the following clarification at the end of Section II.B(B). This clarification applies to items B, C, and D.

INSERT:



The content volume and migration approach will be discussed in detail during the discovery phase with the selected vendor.

Clarification for items B, C & D:

This is not a multi-site configuration.

Although CAM/ACSF are looking for three (3) different environments (main, members and staff), we are not looking for a multi-site setup (heavy and hard to manage). Rather, CAM/ACSF is looking for one (1) site with role-based access management and conditional menus (a much more efficient and easily managed set up that leverages WordPress's natural structure.).

Subdomain URLs are redirects to login pages. Main use of subdomains is marketing. Promoting the existence of these portals is cleaner and stronger with a dedicated URL (subdomain).

- a) Main site: canadianmidwives.org
- b) Member portal: members.canadianmidwives.org
- c) Staff portal: staff.canadianmidwives.org

The key deliverables are:

1. Content strategy for the: main site, member portal, and staff portal
2. A responsive design that supports that strategy
3. Google Analytics that tracks success

Priority: strategy, design and analytics must be in place for all three environments at launch.

Content for the main site must be complete and live in both English and French.

Content for members portal and staff portal will be managed internally by CAM staff.

Additionally, in Section II.B(B), delete:

~~Vendor supports content migration; CAM/ACSF provides finalized content.~~

And insert:

CAM/ACSF will provide fresh, finalized content. There is no content migration.

In Section II.B(C), delete:

~~Member portal must integrate with CiviCRM for member authentication and role-based access.~~

Amendment 5 – Section II.B(G): Bilingual Content Management



Instruction: Add the following at the end of the existing paragraph:

INSERT:

CAM/ACSF currently uses WPML for bilingual content management. All content on the main site must be available in both official languages (EN/FR) at launch. Content for the member and staff portals will be managed internally by CAM/ACSF staff.

Amendment 6 – Sections I, II.A, and III.A: CiviCRM Removal

Instruction: Throughout the RFP, all references to CiviCRM are to be deleted and replaced as follows:

In Section I, delete:

~~built on WordPress with CiviCRM integration~~

And insert:

built on WordPress

In Section II.A, delete:

~~within the existing WordPress and CiviCRM infrastructure~~

And insert:

within WordPress, utilizing Paid Memberships Pro for membership management

In Section III.A(1)(3), delete references to:

~~CiviCRM integration~~

And insert:

Paid Memberships Pro configuration

In Section III.A(1)(3), delete:

~~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~~

And insert:

detailed narrative covering content strategy for all three environments, UX/UI methodology, WordPress architecture for a single-site role-based configuration with conditional menus, bilingual EN/FR implementation (WPML), CMS configuration, Paid Memberships Pro integration, performance strategy, WCAG 2.1 AA testing methodology, and proposed approach to Sub-Contract deliverables (Amendment 15) and Service Contract (Amendment 16)

Amendment 7 – Section IV.B: Evaluation Criteria – Comprehensive Update

Instruction: *This amendment covers all evaluation criteria changes required by the scope revisions in this Addendum. It is organized in four parts: (A) Portfolio assessment criteria, (B) Technical Approach sub-criteria, (C) an additional Team Qualifications criterion, and (D) the Evaluation Summary table update. Point allocations remain unchanged.*

Part A – Section IV.B(A)(i): Portfolio Quality

Delete:

~~Complexity and scope comparable to a multi-portal WordPress/CiviCRM rebuild~~

Insert:

Complexity and scope comparable to a role-based WordPress rebuild with membership plugin integration

Part A – Section IV.B(A)(ii): Team Qualifications

Delete:

~~Demonstrated expertise in WordPress theme development and CiviCRM integration~~

Insert:

Demonstrated expertise in WordPress theme development and membership management plugin integration (e.g., Paid Memberships Pro)

Part B – Section IV.B(A)(ii): Additional Assessment Criterion

INSERT:

- Demonstrated experience developing content strategies for multi-audience websites (e.g., public, members, staff)

Part C – Section IV.B(B): Technical Approach – Full Sub-Section Replacement

Instruction: Replace the full text of Section IV.B(B) sub-criteria (i through iv) with the following. Point allocations remain unchanged at 30 points total (8 + 8 + 7 + 7).

INSERT:

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

Proposed approach to content strategy development for all three environments (main site, member portal, staff portal) as the primary deliverable. Quality of discovery, user research, wireframing, and design iteration methodology. Clarity of information architecture for a single-site, role-based WordPress configuration with conditional menus. Evidence that design is anchored in content strategy and agreed KPIs.

ii) WordPress Architecture & Membership Management (8 points)

Technical soundness of the proposed WordPress theme architecture for a single-site, role-based configuration (not multi-site). Quality of the proposed approach to Paid Memberships Pro

configuration, member authentication, role-based access with conditional menus, and subdomain redirect strategy. Approach to Sub-Contract deliverables (Amendment 15): hosting migration (Cloudways/DigitalOcean, Canadian hosting), Paid Memberships Pro setup and data import, MailChimp integration, Booking Calendar/Zoom integration, and SMTP configuration. Maintenance of existing miniOrange SSO integration between WordPress and Absorb LMS.

iii) Accessibility, Bilingualism & Performance (7 points)

Detail and credibility of the WCAG 2.1 AA compliance methodology, including approach to establishing the accessibility baseline (no prior audit exists). EN/FR framework implementation approach using WPML or equivalent, with main site bilingual at launch and portal content managed by CAM staff. Proposed performance and security strategy within the new hosting environment (Cloudways/DigitalOcean, Canadian-hosted), including caching, image optimization, and CDN configuration.

iv) Analytics, SEO & Integrations (7 points)

Proposed GA4 strategy including reset of existing implementation, event conversion tracking across all three environments, and reporting guidance for non-technical staff. SEO methodology (currently no SEO is in place). Approach to third-party integrations with assumptions clearly documented, including maintenance of existing miniOrange SSO between WordPress and Absorb LMS. Proposed approach to the Service Contract (Amendment 16): 6-monthly analytics deep dive, quarterly plugin/security maintenance, and ad hoc support model.

Part D – Evaluation Summary Table Update

In the Evaluation Summary table, replace the row “ii. WordPress Architecture & CiviCRM Integration” with “ii. WordPress Architecture & Membership Management” (8 points). Replace the row “i. UX/UI Methodology & Information Architecture” with “i. Content Strategy, UX/UI Methodology & Information Architecture” (8 points). All other rows and point allocations remain unchanged.

Amendment 8 – Section II.B Note: Phasing Priorities

Instruction: Add the following after the existing Note in Section II.B.:

INSERT:

If phased delivery is proposed, the CAM main website is the Phase 1 priority, with full site structure and content live at launch. For the member and staff portals, site structure and all plugins should be configured in Phase 1; content for those portals will be handled by CAM/ACSF staff. The key deliverables described in Amendment 4 apply to all phases.

Amendment 9 – Section III.A: Typo Correction

Instruction: Delete and replace:

DELETE:

~~PROPOSAL CONTENT R REQUIREMENTS~~

INSERT:

PROPOSAL CONTENT REQUIREMENTS

Amendment 10 – Header/Footer (All Pages)

Instruction: Delete and replace:

DELETE:

~~CAM/ACSF RFP – Subject / Date 2025~~

INSERT:

CAM/ACSF RFP – Website Rebuild – Design, Development & Content Management / 2026/04/10

Amendment 11 – Section IV.C: Re-lettering

Instruction: Delete and replace:

DELETE:

~~I. AWARD AND GENERAL DISCLAIMER~~

INSERT:

C. AWARD AND GENERAL DISCLAIMER

Amendment 12 – Section II.B(B): URL Redirect Strategy – Not Applicable

Instruction: There is no content migration for this project. CAM/ACSF will provide fresh, finalized content (see Amendment 4). Accordingly, 301 redirects are not required. Vendors should not include a URL redirect strategy in their proposals.

Amendment 13 – Section II.B: Plugin and Infrastructure Costs

Instruction: Add the following as a new note after the existing budget Note in Section II.B:

INSERT:

The \$45,000 CAD project budget covers the vendor's professional services (strategy, design, development, configuration, reporting and training). Plugin licensing, third-party tool subscriptions, and hosting infrastructure costs are managed separately by CAM/ACSF. CAM/ACSF purchases all plugins; the vendor provides technical support for setup. If the vendor recommends new paid tools or plugins, these must be identified separately in the financial proposal with estimated costs.

Amendment 14 – Section II.B(G): Bilingual Scope Clarification

Instruction: Add the following at the end of Section II.B(G):

INSERT:

The bilingual (EN/FR) requirement applies to the main public-facing website. The staff portal interface does not require bilingual functionality at this time. There is no requirement for additional languages beyond English and French.

Amendment 15: NEW Section – Sub-Contract (Workstream B)

Instruction: Add the following as a new section after Section II.B(K) of the RFP:

The decision has been made to update CAM/ACSF's hosting and to move our database from CiviCRM to WordPress. Please include the items below in your proposal. You may quote these five (5) items separately as an additional project (or Sub-Contract). This work is funded from CAM/ACSF's operations budget (estimated at \$5,000 CAD) and is outside the \$45,000 project envelope.

Sub-Contract Items:

1. Set up new hosting (Cloudways - Digital Ocean) - hosting in Canada. Other options may be presented but they must be independent and not agency specific.
2. Set up Paid Memberships Pro and support import membership list.*



3. Integrate to MailChimp.
4. Set up Booking Calendar and connect to Zoom.
5. Set up SMTP. Recommendations welcome.

CAM/ACSF purchases all plugins; the vendor provides technical support for setup.

For timeline, there are two (2) options:

Option 1 (Preferred): Complete the set up of these five (5) items immediately, concurrent with the discovery phase of the new site. This is the preferred option as it (a) allows **CAM/ACSF** to move to new hosting and new database management promptly and avoid an 8-month wait. (b) allows our staff to acclimate to the new tools before the launch of the new site.

Option 2: Complete the set up of these five (5) items as part of the February 2027 launch.

Include recommendations for timeline. If other options are available, please include them.

* Notes on membership:

- Our membership is not opt in. There is no subscription form or transaction. Our membership lists are sent to us from each province and manually uploaded quarterly. There are 3 types of CAM membership but all have the same access permission. They are valid for a year and have a 6-month grace period.
- Our membership list is quite simple: Name, address, email, and membership for 3,000 records, plus approximately 30 CAM Staff.
- Once Membership Pro is configured, CAM Staff will be able to assist with data import.

Amendment 16: NEW Section: Service Contract /SLA (Workstream C)

Instruction: Add the following as a new section alongside the Sub-Contract. This work is funded from CAM/ACSF's operations budget and is outside the \$45,000 project envelope.

There are three (3) elements to the service contract

1. Every six (6) months: Conduct a deep dive into the Analytics reports (for main, members and staff) and work with CAM to update the web content and strategy in response.
2. Every quarter: Work with CAM IT to update all plugins and perform any security or maintenance checks required.
3. As needed: Be available for updates and fixes as needed (ticketing or bank of hours)

The initial Service Contract term is [TO BE CONFIRMED] year(s), renewable annually by mutual agreement. Vendors should price Workstream C based on an initial term of one (1) year.

Amendment 17 – Section II.C: Information Session – REMOVED

Instruction: Delete Section II.C (Information Meetings) in its entirety.

DELETE:

~~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.~~

All clarifications are addressed through this Addendum and the Q&A responses herein.

Amendment 18 – NEW: Montreal Office & Communication Requirements (MANDATORY)

Instruction: Add the following as a mandatory compliance requirement to Section III (Instructions, Conditions, and Notices to Offerors). Proposals that do not confirm compliance with these requirements may be deemed non-compliant.

INSERT:

Mandatory Requirement: Vendors must be able to attend meetings at CAM/ACSF's Montreal office, located at 2330 Notre-Dame Ouest, Suite 300, Montreal, Quebec, H3J 1N4, Canada, with a minimum of five (5) business days' notice. Vendors must be able to respond to CAM/ACSF communications within one (1) hour during Eastern Time business hours (9:00 AM – 5:00 PM EST, Monday through Friday). Vendors must confirm compliance with these requirements in their proposal. Failure to confirm may result in the proposal being deemed non-compliant.

Amendment 19 – Section II.B(I): Performance & Security – Hosting Update

Instruction: Delete and replace:

DELETE:

~~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.~~

INSERT:

CAM/ACSF is transitioning its hosting as described in Amendment 15 (Sub-Contract). The selected vendor must work within the hosting environment as configured. Propose optimizations for fast load times via caching, image optimization, and CDN configuration.

Amendment 20 – Section II.B(J): Integrations – CiviCRM Removal

Instruction: In Section II.B(J), delete references to “the database” (CiviCRM) and replace with “Paid Memberships Pro.” The integration architecture between WordPress and the learning platform (Absorb LMS via miniOrange SSO) must be maintained. The LMS is out of scope.

Amendment 21 – Section III.A(2): Cost Proposal – Three-Workstream Pricing Structure

Instruction: Add the following to Section III.A(2) (Cost Proposal). This engagement comprises two distinct projects plus an ongoing service contract. Vendors must provide separate pricing for each:

INSERT:

This engagement comprises two distinct projects and an ongoing service contract. The financial proposal must include separate pricing for each:

Workstream A – Project 1: Website Rebuild (Main Project): The core project as described in Section II.B (items A through K). Budget envelope: \$45,000 CAD. Provide a clear fee breakdown by phase and deliverable (discovery, design, development, testing, launch, post-launch support).

Workstream B – Project 2: Sub-Contract (Hosting, Database & Tools): The five items described in Amendment 15. Funded from CAM/ACSF's operations budget (estimated at \$5,000 CAD), outside the \$45,000 project envelope. Quote separately with itemized pricing per deliverable. Include timeline recommendation (Option 1 or Option 2 per Amendment 15).

Workstream C – Post-Launch Service Contract (SLA): The three service elements described in Amendment 16. Quote as an annual rate or hourly rate with estimated effort for an initial one (1) year term. Include: (a) proposed rate for 6-monthly analytics deep dives, (b) proposed rate for quarterly plugin/security maintenance, and (c) proposed hourly rate and/or bank-of-hours pricing for ad hoc updates and fixes.



Each project and the service contract must be clearly separated in the financial proposal. CAM/ACSF reserves the right to award workstreams independently or together; however, preference will be given to proposals from a single vendor covering all three workstreams. The \$45,000 budget applies only to Project 1 (Workstream A). Project 2 (Workstream B) and the Service Contract (Workstream C) are funded under CAM/ACSF's operational budget.

Amendment 22 – Section IV.B(E): Financial Evaluation – Updated Scoring

Instruction: Replace Section IV.B(E) (Financial Evaluation – 15 points) with the following:

INSERT:

E. Financial Evaluation (15 points)

i) Main Project Cost Proposal – Workstream A (6 points)

Evaluated using relative pricing formula: Financial Score = (Lowest Compliant Bid ÷ Proponent's Bid) × 6. Only Workstream A pricing is used in this formula. The \$45,000 CAD budget envelope applies.

ii) Budget Transparency (3 points)

Clear, itemized cost breakdown across all three workstreams. Each workstream must be separately identifiable. Out-of-scope items and optional services clearly identified with separate pricing. Non-profit discount applied or rationale provided. Flexible invoicing options (e.g., milestone-based payments).

iii) Sub-Contract Pricing – Workstream B (3 points)

Reasonableness and transparency of pricing for the five Sub-Contract items (Amendment 15). Itemized per deliverable. Timeline recommendation included. Estimated budget: \$5,000 CAD.

iv) Post-Launch Service Contract Pricing – Workstream C (3 points)

Competitiveness and clarity of pricing for the three SLA elements (Amendment 16): 6-monthly analytics review, quarterly maintenance, and ad hoc support. Reasonableness of availability relative to CAM's needs. Clarity and completeness of service scope description. Priced for an initial one (1) year term.

Note: The overall evaluation total remains 100 points. All other evaluation categories and point allocations remain unchanged.

Amendment 23 – Section II.D: Dates of Service – Sub-Contract Timeline

Instruction: Add the following at the end of Section II.D:

INSERT:

Sub-Contract Timeline (Workstream B):

If Option 1 (preferred) is selected, the Sub-Contract deliverables are expected to be completed according to the following indicative milestones:

- Hosting migration (Cloudways/DigitalOcean): Complete by end of June 2026
- Paid Memberships Pro setup and membership import: Complete by end of July 2026
- MailChimp integration: Complete by end of July 2026
- Booking Calendar and Zoom integration: Complete by end of July 2026
- SMTP setup: Complete by end of July 2026

If Option 2 is selected, Sub-Contract deliverables are included in the February 2027 launch timeline. Vendors should confirm their recommended timeline in their proposal.

Amendment 24 – Section IV.A: Mandatory Compliance Criteria (Pass/Fail)



Instruction: Add the following mandatory compliance screening to Section IV.A (General Information). These requirements are pass/fail and must be met before proposals proceed to scored evaluation. Proposals that fail any mandatory criterion will be deemed non-compliant and will not be evaluated.

INSERT:

Mandatory Compliance Criteria (Pass/Fail)

Prior to scored evaluation, all proposals will be screened against the following mandatory requirements. Offerors must complete and submit Attachment C (Mandatory Compliance Declaration) confirming compliance with each criterion. A proposal that fails any mandatory criterion will be deemed non-compliant and will not proceed to scored evaluation.

M1. Proposal received by the closing deadline: May 29, 2026 at 5:00 PM EST.

M2. Proposal submitted electronically in PDF format via email to dmusonge@canadianmidwives.org.

M3. Completed and signed Proposal Cover Sheet (Attachment A) and Mandatory Compliance Declaration (Attachment C) included.

M4. Minimum two (2) client references provided with signed Attachment B.

M5. Written acknowledgment of Addendum No. 1 included in the proposal.

M6. Confirmation that the vendor can hold meetings and produce documents and reports in English.

M7. Confirmation of ability to attend meetings at CAM/ACSF's Montreal office (2330 Notre-Dame Ouest, Suite 300, Montreal, QC, H3J 1N4, Canada) with a minimum of five (5) business days' notice (Amendment 18).

M8. Confirmation of ability to respond to CAM/ACSF communications within one (1) hour during Eastern Time business hours (9:00 AM – 5:00 PM EST, Monday–Friday) (Amendment 18).

M9. Financial proposal includes separate pricing for all three workstreams: Project 1 (Workstream A – Website Rebuild), Project 2 (Workstream B – Sub-Contract), and Service Contract (Workstream C – SLA) as described in Amendment 21.

M10. Conflict of Interest Declaration included.

Rectification Period:

Following the mandatory compliance screening, CAM/ACSF may, at its sole discretion, provide offerors with a rectification period of seventy-two (72) hours to address any identified deficiencies. CAM/ACSF is under no obligation to offer a rectification opportunity and reserves the right to deem a proposal non-compliant without recourse to rectification.

Amendment 25 – NEW: Attachment C – Mandatory Compliance Declaration

Instruction: Add the following as a new attachment to the RFP after Attachment B.

INSERT:

Attachment C – Mandatory Compliance Declaration

Offerors must complete and submit the Mandatory Compliance Declaration (Attachment C) as part of their proposal. This form requires offerors to confirm compliance with each of the ten (10) mandatory criteria listed in Section IV.A. For each criterion, offerors must indicate whether they are compliant and provide a reference to the relevant section of their proposal where applicable.



Attachment C must be signed by an authorized representative of the offeror. Failure to submit a completed Attachment C may result in the proposal being deemed non-compliant, subject to the rectification period described in Section IV.A.

3. Official Responses to Vendor Questions

The following questions were received from prospective vendors. All questions are anonymized. Where a response references an Amendment, it refers to Section 2 of this Addendum.

Questions & Responses

#	Question	Response
1	The RFP specifies electronic PDF submission by email. For international vendors, will email submission alone be acceptable, or are any physical copies required?	Electronic submission by email in PDF format is the only required submission method. No physical copies are required. Please refer to Section III.B for full submission instructions.
2	The RFP notes a \$45,000 CAD envelope. If the full scope cannot be achieved within this budget, will CAM/ACSF consider phased implementation proposals?	Yes. As stated in Section II.B 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." See also Amendment 8 in this Addendum for phasing priorities.
3	Since hosting is managed separately by Symbiotic, should vendors propose optimizations only, or may hosting alternatives also be suggested?	Please see Amendment 15 (Sub-Contract) regarding updates to hosting and WordPress tools. Hosting is being transitioned.
4	Will CAM/ACSF provide all translated content, or should vendors include translation support in their proposals?	CAM/ACSF will provide finalized bilingual (EN/FR) content. Vendors are responsible for implementing the bilingual content management framework as described in Section II.B(G). Vendors should not include translation services in their proposals.
5	Beyond WCAG 2.1 AA compliance, are additional accessibility benchmarks expected?	WCAG 2.1 AA is the required accessibility standard. No additional benchmarks are required at this time. No previous accessibility audit has been conducted; the vendor will establish the baseline.
6	For post-launch maintenance, does CAM/ACSF prefer SLA-based support or a flexible hourly/monthly arrangement?	CAM/ACSF is open to vendor-proposed support models per Section II.B(K). CAM/ACSF anticipates: analytics review every 6 months; quarterly plugin/security maintenance; ticketing as needed. See Amendment 16 (Service Contract) for full SLA structure.
7	Will the virtual information session be recorded and shared with vendors who cannot attend live?	The virtual information session has been cancelled. All clarifications are addressed through this Addendum and the Q&A responses herein. Section II.C of the RFP is deleted. See Amendment 17.
8	Is participation restricted to registered vendors, or are unregistered organizations eligible to submit?	This RFP is open to all qualified vendors. "Registered vendors" refers to those who expressed interest. To register, email dmusonge@canadianmidwives.org . All proposals received by May 29, 2026 at 5:00 PM EST will be considered.
9	Would it be possible to get access to the member and staff portals to assess functionality?	The member portal does not currently exist and will be created as part of this project. A screen capture of the staff portal is available upon request. Content strategy and KPIs for the member and staff portals are key deliverables.
10	Will there be dedicated staff available to provide guidance throughout the project?	Yes, CAM/ACSF will have a team of approximately three (3) staff members dedicated to this project.
11	Would you engage stakeholders in the discovery process via interviews, focus groups, or surveys?	CAM/ACSF has access to midwifery technical experts, a Board with sub-committees, and engaged midwives that can be mobilized for discovery sessions.

#	Question	Response
12	Would you engage stakeholders in testing of website prototypes?	Yes, CAM/ACSF can mobilize a portion of its membership for a testing phase.
13	Can companies from outside Canada apply (e.g., from India or USA)?	This RFP is open to all qualified vendors regardless of location. The consultant must hold meetings and produce documents in English (Section III.A(3)). All meetings are virtual. Non-Canadian vendors should confirm PIPEDA compliance and ability to invoice in CAD. A Canadian Business Number is not required.
14	Do we need to travel to Canada for meetings?	Vendors must be able to attend meetings at CAM's Montreal office (2330 Notre-Dame Ouest, Suite 300, Montreal, QC, H3J 1N4) with a minimum of five (5) business days' notice. See Amendment 18.
15	Can tasks be performed outside Canada?	See Q13.
16	Can we submit proposals via email?	See Q1.
17	Has the date been set for the virtual information session?	The virtual information session has been cancelled. See Q7 and Amendment 17.
18	The scope appears broad relative to the \$45K budget. Is there flexibility?	See Q2 and Amendment 8. The \$45K budget is firm for the main project (Workstream A). The Sub-Contract (Amendment 15) and Service Contract (Amendment 16) are budgeted separately under CAM/ACSF's operational budget.
19	Could you share CiviCRM integration documentation? Are there custom modules/APIs to preserve?	CiviCRM is being replaced by Paid Memberships Pro (WordPress plugin). See Amendments 6 and 15 (Sub-Contract) for full details.
20	Bilingual Content Management: (a) Existing tool? (b) Both languages at launch? (c) Content available?	See Q4 and Amendment 5. CAM/ACSF currently uses WPML for bilingual content management.
21	Content volume estimates? Migration approach (restructuring or lift-and-shift)?	There is no content migration. Fresh content will be provided by CAM/ACSF. Content volume and approach will be discussed during discovery. See Amendment 4.
22	Has a previous accessibility audit been conducted? Preferred validation tools?	See Q5. No previous audit has been conducted; the vendor will establish the baseline.
23	Design & Branding: (a) Brand guidelines finalized? (b) Reference websites?	<p>(a) Brand guidelines will be finalized before the project begins.</p> <p>(b)) Design inspirations will be discussed during discovery.</p> <p>Content strategy for the three environments is the first and most important conversation. The design must support that strategy.</p>

#	Question	Response
24	Analytics & Reporting: (a) KPIs defined? (b) Custom dashboards or GA4 standard?	KPI setting will be defined collaboratively during discovery with the selected vendor. GA4 is currently in place but no conversion tracking exists. A reset with updated reporting is a key outcome of this project.
25	Will the vendor have access to hosting for CDN/caching/performance optimizations?	See Q3 and Amendment 6. See Amendment 15 (Sub-Contract).
26	Does CAM/ACSF have priority modules for Phase 1?	See Q2 and Amendment 8.
27	Preferred SLA expectations for post-launch maintenance?	See Q6. See Amendment 16 (Service Contract)
28	Will shortlisted vendors provide a live presentation or demo?	The key deliverables are content strategy, a design that supports that strategy, and analytics that track success. You are free to present your approach to this brief in the way you think is best.
29	Are international vendors eligible? Preferences on location, time zone, data residency?	See Q13 and Amendment 18.
30	Would CAM be able to provide specifics on which WP plugins, database applications, and learning platform connections are currently in use?	A detailed inventory of WordPress plugins, database configurations, and learning platform integrations will be shared with the selected vendor during the discovery phase. The learning platform (CAM Learns) operates on a separate LMS (absorb)and integrates with the main website for permission management and access control, via miniOrange SSO as described in Section II.B(J). The LMS is out of scope. See Amendment 15 (Sub-Contract).
31	Can CAM provide their updated brand kit/guidelines ahead of the submission deadline?	See Q23.
32	Does CAM have any references to preferred or liked website design?	Discussion of design must be anchored in how it supports the content strategy and agreed KPIs. Design inspirations and reference sites will be discussed during the discovery phase with the selected vendor. Vendors are welcome to include design references in their proposals that they believe align with the scope described in Section II.B.
33	What is the current workflow for non-technical staff to adjust news and dynamic content via CMS?	CAM/ACSF currently uses WordPress for content management. The current workflow and any pain points will be discussed in detail during the discovery phase. Vendors should propose a CMS configuration that enables non-technical staff to manage news and dynamic content independently, as outlined in Section II.B(B).
34	What type/extent of search functions are needed for the knowledge base and resource centre for the member portal?	Specific search functionality requirements will be defined during the discovery phase. Vendors should propose their recommended approach to building a searchable knowledge base and resource centre as part of their technical proposal. Inspiration for the knowledge base is Heroic KB
35	Does CAM have any immediate service items to share for optimizing the existing staff portal? What are the current needs, and how is the portal not satisfying those needs?	The staff portal will be integrated into the main site (not a separate installation). Content strategy is a key deliverable and will be discussed during the discovery phase. Required elements include: links to work

#	Question	Response
		order requests, a library of recordings, links to useful documents on Sharepoint. The desired outcome for the Staff Portal is that it feels like homebase for CAM Staff, that it is their go-to for work at CAM.
36	What is the expected number of member-portal users on launch?	There are currently 3000 members plus approximately 30 CAM staff. The expected number of member portal users at launch will be discussed during the discovery phase. Vendors should design for scalability in their proposed architecture.
37	Will the existing staff portal remain structurally unchanged, or will it need to be replatformed?	See Amendment 4. The staff portal will be integrated into the single WordPress site with role-based access.
38	If the staff portal is being rebuilt/replatformed, what are the expected features?	See Q35 and Q37. Content strategy is a key deliverable and will be discussed during the discovery phase. Required elements include: links to work order requests, a library of recordings, links to useful documents on Sharepoint. The desired outcome for the Staff Portal is that it feels like homebase for CAM Staff, that it is their go-to for work at CAM.
39	Is there an expected volume of content requiring bilingual equivalence that can be disclosed prior to the Discovery phase?	See Q4, Q20, and Amendment 5.
40	Are there any Symbiotic hosting constraints that we should be aware of?	See Q3 and Amendment 15 (Sub-Contract). Hosting is being transitioned away from Symbiotic.
41	What are the expected features of the member-only portal? Is it simply access to different content?	Role-base access management with conditional menus. The Knowledge Base is a key item to be included in the portal. Inspiration for the knowledge base: Heroic KB
42	Is there an opportunity to amend the \$45,000 operational budget given the breadth of scope and deliverables?	See Q2 and Q18. The \$45K budget is firm for Workstream A. The Sub-Contract (Amendment 15) is budgeted separately (estimated at \$5,000 CAD from Ops budget).
43	Could you explain the professional development tools and internal operational tools mentioned in the rebuild platform objective?	Professional development tools refer to member-facing resources such as the searchable knowledge base, resource centre,. Internal operational tools: see Q35. See also Amendment 15 (Sub-Contract).
44	Do you currently use GA4? If yes, is conversion tracking already set up?	See Q24. No conversion tracking is in place. A reset with updated reporting is a key outcome.
45	Specify the targeted regions for national and global funding partners for SEO strategy.	SEO targeting regions and funding partner priorities will be defined collaboratively during the discovery phase as part of the content and SEO strategy described in Section II.B(F). Currently no SEO is in place.
46	Provide relevant keywords in both English and French for SEO targeting.	See Q45.

#	Question	Response
47	What level of documentation is expected at handover?	As outlined in Section II.B(K), vendors must provide written and/or recorded CMS training materials for non-technical staff. Documentation should cover content management workflows, user roles, plugin configurations, any custom functionality, and Google Analytics reporting. The expected format and depth will be confirmed during discovery.
48	What is the current information architecture for canadianmidwives.org?	The current information architecture will be shared with the selected vendor during the discovery phase. The current site is publicly accessible at canadianmidwives.org for vendors to review.
49	Please share details of the current learning platform. What is the existing integration architecture for event registration and access management?	CAM Learns operates on absorbLMS. Integration architecture details, including event registration and access management workflows, will be shared with the selected vendor during discovery. See also Section II.B(J) and Amendment 7. See Amendment 15 (Sub-Contract). SSO is configured between WP and Absorb LMS using miniOrange. The LMS is outside the scope of this project.
50	How many distinct member roles or permission levels currently exist in CiviCRM, and are new roles expected to be added?	CiviCRM is being replaced by Paid Memberships Pro. There are 3 membership types, all with the same access permission. See Q19 and Amendment 15 (Sub-Contract).
51	The project timeline shows overlapping Design/Development and Testing/QA phases. Can CAM confirm whether QA is intended to run concurrently with late-stage development? Will a staging environment be available?	Yes, QA testing is expected to overlap with late-stage development as part of an iterative delivery approach. A staging environment will be available. Detailed phasing will be confirmed with the selected vendor during project planning.
52	How many staff members will require CMS training, and what is their current familiarity with WordPress?	Approximately 3 to 5 staff members will require training. Current familiarity with WordPress varies across the team. Vendors should propose training materials suitable for non-technical users as outlined in Section II.B(K).
53	The live environment includes a job board, ESW Instructor Portal, WooCommerce layers, and CAM Learns. Can CAM confirm which are in scope for rebuild/re-theming, which will be maintained as-is, and which may be deprecated?	The job board and newsfeed are to be kept. ESW will be migrated to the LMS and is not part of this project (managed by CAM Staff). WooCommerce will be discontinued. (managed by CAM Staff). CAM Learns is a separate platform and not in scope. See Amendment 4 for key elements to preserve.
54	Should the rebuild account for migrating the podcast and historical archive content, or is the focus on finalized new content only?	CAM/ACSF will provide finalized content for the rebuild. The treatment of legacy and archive content (including podcasts and historical materials) will be discussed during the discovery phase.
55	Is the ESW Instructor Portal intended to be carried over, folded into the new member portal, or rebuilt as a separate entity?	All ESW content will be migrated to the LMS. Management of the ESW content lies outside of this project.

#	Question	Response
56	Is the Canadian Journal of Midwifery Research and Practice (CJMRP) part of this engagement or entirely out of scope?	. CJMRP is managed by a 3 rd party and lies outside the scope of this project.
57	For the rebuilt platform, is the goal to have single sign-on (SSO) across the main site, member portal, staff portal, and CAM Learns?	SSO is configured between WP and Absorb LMS using miniOrange. Management of the LMS falls outside the scope of this RFP. See Amendment 15 (Sub-Contract).
58	Should CiviCRM act as the primary OAuth/SSO identity provider, or is there a preference for a different approach?	CiviCRM is being replaced. See Q57. See Amendment 15 (Sub-Contract).
59	Can CAM provide details on the underlying platform for CAM Learns and confirm if API documentation is available?	See Q49 SSO is configured between WP and the LMS by minOrange. The management of the LMS falls outside the scope of this project.
60	What are the current platforms for donation processing and forms, and is CAM open to consolidating these during the rebuild?	CAM is not a charity and does not collect donations. There is no transaction management needed for the new build.
61	Can CAM confirm the hosting package level, supported PHP/database versions, and whether object caching (Redis/Memcached) is available?	See Q3 and Amendment 15 (Sub-Contract). Hosting is being transitioned..
62	Will the vendor have direct SSH/SFTP and Git access, or will Symbiotic manage deployments via a ticketing system?	See Amendment 15 (Sub-Contract). New hosting setup will be discussed with the selected vendor.
63	Which service currently handles transactional emails, and will this remain in place for the new portals?	See Amendment 15 (Sub-Contract), item 5: SMTP setup.
64	Are there plans for content in languages other than English and French (e.g., Indigenous languages)?	See Amendment 14. No additional languages beyond EN/FR are required.
65	Does CAM currently own the GA4 property, or will a new property be provisioned?	See Q24 and Q44. GA4 is currently in place. A reset with updated reporting is a key outcome of this project.
66	What is CAM's standard UAT process, and how many review rounds should be assumed?	CAM/ACSF's UAT process and expected review rounds will be defined collaboratively during project planning with the selected vendor.
67	For CMS training, does CAM prefer written documentation, recorded video walkthroughs, live sessions, or a combination?	See Q52.

#	Question	Response
68	What are the top 3 measurable outcomes this redesign must achieve?	Measurable outcomes and success metrics will be defined collaboratively during the discovery phase with the selected vendor. Vendors are encouraged to describe their approach to defining and measuring project success in their technical proposal. The key deliverables are: (1) Content strategy for main site, member portal, and staff portal; (2) A design that supports that strategy; (3) Analytics tracking that measures success. Success metrics will be defined during discovery. See Amendment 8.
69	Which audiences are highest priority: public, members, funders, or staff?	All three user groups described in Section II.A are important. Partners, funders and the general public are the primary audience for the main website; registered members for the member portal; and staff for the staff portal. Relative prioritization will be discussed during discovery.
70	What parts of the current website are working well and must be preserved?	Elements to be kept: the jobs board, the news feed, Midwifery Across Canada, What is a Midwife, How to Become a Midwife. A full assessment of current site strengths and weaknesses will be part of the discovery phase. The current site is publicly accessible at canadianmidwives.org for vendors to review.
71	Is content clean, structured, and up to date, or does it require rewriting/editing?	See Q4 and Q54. Fresh content will be provided by CAM/ACSF.
72	Are there content types beyond pages/posts (e.g., PDFs, toolkits, databases, media libraries)?	See Q21 and Amendment 4.
73	Is this a full UX research and redesign project or a design refresh within the brand system?	See Amendments 8, 15 (Sub-Contract) & 16 (Service Contract). This is a comprehensive rebuild, not a simple design refresh. Vendors should propose a full UX/UI methodology including discovery, user research, wireframing, and design iteration as described in Section IV.B(i). The design must align with CAM/ACSF's updated brand guidelines.
74	Is bilingual content always 1:1 equivalent, or can pages diverge by language?	See Q39 and Amendment 5.
75	Is SEO a one-time setup or an ongoing optimization expectation?	Vendors should propose an SEO strategy and implementation as part of the project scope (Section II.B(F)). Ongoing SEO optimization beyond the project period would fall under post-launch maintenance as described in Section II.B(K). See Amendment 16 (Service Contract):: 6-monthly check-in
76	Are current site resilience and performance stats satisfactory?	Current performance metrics will be shared with the selected vendor during the discovery phase. Vendors should propose performance optimization strategies as described in Section II.B(I).
77	What is driving the February 2027 launch date? Is it fixed or flexible? Are there external deadlines?	The February 2027 launch date is FIXED. Vendors should indicate in their proposal if they foresee any risks to this timeline.
78	Will CAM/ACSF require a Canadian Business Number for contract eligibility, or would a US EIN or Indian registration be sufficient?	See Q13. A Canadian Business Number is not required.

#	Question	Response
79	Should legacy URLs be preserved with 301 redirects for SEO continuity?	Yes, SEO continuity is important. Vendors should include a URL redirect strategy in their technical proposal to ensure existing search rankings are preserved during the migration. See also Amendment 12.
80	A vendor has recommended a headless WordPress architecture (WordPress CMS + Next.js frontend + Redis Cache + CDN). Is CAM comfortable with this proposed technology stack?	CAM/ACSF is open to vendor-recommended architectures provided they meet the requirements outlined in the RFP, including CMS manageability by non-technical staff, flexibility and bilingual content management, and WCAG 2.1 AA compliance. Vendors should justify their proposed architecture in their technical proposal. See Amendment 15 Sub Contract
81	Does CAM require a standard mobile responsive website, or would a Progressive Web App (PWA) be preferred?	A PWA is not desirable. The core requirement is a fully responsive, mobile-friendly website per Section II.B(A).
82	Does CAM require a chatbot to be implemented on the website?	A chatbot is not desirable and is not included in the current scope of work. Vendors may propose this as an optional enhancement with separate pricing if they believe it would add value to the platform.
83	Is membership to the member portal free or paid? Who is eligible?	See Q41 and Amendment 15 (Sub-Contract). Membership is not opt-in; lists are provided by provinces and uploaded quarterly.
84	Which transaction types currently run through the checkout flow? Which payment gateways are active?	See Q60 CAM is not a charity. No transactions or donations are processed.
85	A vendor proposes milestone-based billing tied to monthly deliverables. Is CAM open to this invoicing approach?	CAM/ACSF is open to flexible invoicing arrangements including milestone-based payments. See Amendment 22, vendors should propose their preferred invoicing approach in their financial proposal. See also Section IV.B(E)(ii).
86	How many internal stakeholders will be involved in approvals, and what is the expected turnaround time for each approval stage?	See Q10 and Q52.
87	Would CAM be open to proposals that use an alternate CMS (e.g., Craft CMS) instead of WordPress?	CAM/ACSF is open but reluctant regarding alternative CMS platforms. See Q80.
88	Do you have an overall budget for this project?	See Q2 and Amendment 21 for the three-workstream pricing structure.
89	Can you provide access to the current WordPress and CiviCRM setup for assessment prior to proposal submission?	See Q9.
90	Can we confirm that plugin, infrastructure, and third-party licensing costs are out of scope for this RFP?	The \$45,000 CAD project budget covers the vendor's professional services (strategy, design, development, configuration, reporting and training). Plugin licensing, third-party tool subscriptions, and hosting infrastructure costs are managed separately by CAM/ACSF and are not expected to be included in the vendor's proposal unless the vendor is recommending new paid tools, in which case these should be identified separately. See also Amendment 13.

#	Question	Response
91	What version of CiviCRM is currently running?	CiviCRM is being replaced by Paid Memberships Pro. See Q19 and Amendment 15 (Sub-Contract).
92	Do we need to handle bilingual media or learning content in addition to website content? Is multilingual support required in the staff portal interface?	See Q4 and Amendment 14. The staff portal does not require bilingual functionality at this time.
93	Are there any existing security plugins in use that must be maintained?	See Q30. Details will be shared during discovery.
94	Do you anticipate requiring content writing as part of this project?	See Q4. CAM/ACSF provides all content. No content writing is required from the vendor.
95	Do you have an ideal timeline to get this work done by?	Yes. The February 2027 launch date is fixed. See Section II.D, Amendment 23, and Q77.
96	Is the association is accepting proposals from a well established organization in India.	See Q13 and Amendment 18.
97	Are there specific pain points or constraints within the current ecosystem (public site, member portal, staff portal) that are most critical to address, including challenges related to content governance, user journeys, member/staff workflows, or limitations in the existing information architecture?	See Q33, Q35, Q48, and Q70.
98	Could you provide additional context on the current CiviCRM setup, particularly around authentication flows, role-based permissions, and any customizations or APIs currently in use?	CiviCRM is being replaced. See Q19, Q50, and Amendment 15 (Sub-Contract).
99	Which learning platform is currently in use, and are any enhancements to that experience anticipated as part of this project?	See Q49 and Q53. CAM Learns operates on Absorb LMS. No LMS enhancements are in scope.
100	For both the member and staff portals, are there specific high-priority user tasks or workflows that are currently underperforming or especially important to improve?	See Q34, Q35, Q37, and Q41.



4. Confirmation of Unchanged Terms

Except as amended herein, all terms, conditions, specifications, evaluation criteria, and requirements of the original RFP dated April 10, 2026 remain unchanged and in full force and effect. The Revised RFP (Schedule 1) reflects the RFP as amended and should be used as the current statement of requirements.

5. Acknowledgment of Receipt

Offerors must acknowledge receipt of this Addendum and Schedule 1 (Revised RFP) in their proposal. Failure to acknowledge may result in a proposal being deemed non-compliant.

6. Contact Information

Dave Musonge, Procurement Administrative Assistant

Canadian Association of Midwives / Association canadienne des sages-femmes

dmusonge@canadianmidwives.org

Subject: Questions: Website Rebuild – Design, Development & Content Management

END OF ADDENDUM NO. 1



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

SCHEDULE 1 — REVISED RFP



REQUEST FOR PROPOSAL

Revised: 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:	May 7, 2026
Proposal Due Date:	May 29, 2026 at 5:00 PM Eastern Time
Written questions and proposals should be submitted via email to:	May 12, 2026 at 5:00 PM Eastern Time 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. 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

OBJECTIVE

CAM/ACSF seeks a qualified vendor to deliver a comprehensive rebuild of its digital presence within WordPress, using role-based access management and conditional menus.,. 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.

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. CAM/ACSF will provide fresh, 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 center.
- D. **Staff Portal (staff.canadianmidwives.org):** Optimize the existing staff portal for usability and internal engagement.

Clarification for Items B, C & D:

This is not a multi-site configuration. Although CAM/ACSF is looking for 3 different environments (main, members, and staff), this is not a multi-site setup. Rather, CAM/ACSF is looking for one site with role-based access management and conditional menus — a more efficient and easily managed setup that leverages WordPress's natural structure.

Subdomain URLs are redirected to login pages. The main use of subdomains is marketing — promoting the existence of these portals is cleaner and stronger with a dedicated URL (subdomain). Main site: canadianmidwives.org | Member portal: members.canadianmidwives.org | Staff portal: staff.canadianmidwives.org

The key deliverables are: (1) Content strategy for the main site, member portal, and staff portal; (2) A responsive design that supports that strategy; (3) Google Analytics that tracks success.

Priority: strategy, design, and analytics must be in place for all three environments at launch. Content for the main site must be complete and live in both English and French. Content for the member portal and staff portal will be managed internally by CAM staff.

- 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.

CAM/ACSF currently uses WPML for bilingual content management. All content on the main site must be available in both official languages (EN/FR) at launch. Content for the member and staff portals will be managed internally by CAM/ACSF staff.

The bilingual (EN/FR) requirement applies to the main public-facing website and member-portal. The staff portal interface does not require bilingual functionality at this time. There is no requirement for additional languages beyond English and French.

- 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** Propose optimizations for fast load times via caching, image optimization, and CDN configuration. See the details in the Sub-Contract for more information regarding the planned improvements to hosting and membership management. Functionality and design must consider areas with low internet bandwidth.
- J. **Integrations:** Integrations for permission management WordPress, and the learning platform are already in place and must be maintained.

SSO is configured between WordPress and Absorb LMS using mini-Orange. The LMS is outside the scope of this project.

- 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.

If phased delivery is proposed, the CAM main website is the Phase 1 priority, with full site structure and content live at launch. For the member and staff portals, site structure and all plugins should be configured in Phase 1; content for those portals will be handled by CAM/ACSF staff. The key deliverables described above (content strategy, responsive design, and analytics) apply to all phases.

The \$45,000 CAD project budget covers the vendor's professional services (strategy, design, development, configuration, reporting and training). Plugin licensing, third-party tool subscriptions, and hosting infrastructure costs are managed separately by CAM/ACSF. CAM/ACSF purchases all plugins; the vendor provides technical support for setup. If the vendor recommends new paid tools or plugins, these must be identified separately in the financial proposal with estimated costs.

SUB-CONTRACT (Workstream B — Outside \$45,000 Project Budget)

CAM/ACSF has a proposed plan to improve its hosting, membership management and additional staff tools. We are looking for additional technical support to finalize and implement this plan. There is an additional \$5,000 budget to support this sub-contract. Details of the proposed improvements will be sent to all prospective vendors upon request.



SERVICE CONTRACT / SLA (Workstream C — Outside \$45,000 Project Budget)

There are 3 elements to the Service Contract: (1) Every 6 months: Conduct a deep dive into the Analytics reports (for main site, member portal, and staff portal) and work with CAM to update web content and strategy in response. (2) Every quarter: Work with CAM IT to update all plugins and perform any security or maintenance checks required. (3) As needed: Be available for updates and fixes (ticketing or bank of hours).

The initial Service Contract term is 1 year(s), renewable annually by mutual agreement. Vendors should price Workstream C based on an initial term of one (1) year.

INFORMATION MEETINGS

[SECTION DELETED — The virtual information session has been cancelled. All clarifications are addressed through Addendum No. 1.]

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. Sub-Contract Timeline (Workstream B) is to be determined.

SECTION III – INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

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 content strategy for all three environments, UX/UI methodology, WordPress architecture for a single-site role-based configuration with conditional menus, bilingual EN/FR implementation (WPML), CMS configuration, performance strategy, WCAG 2.1 AA testing methodology, and proposed approach to Sub-Contract deliverables and Service Contract;
 - (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.
 - (9) Mandatory Compliance Declaration — completed and signed Attachment C confirming compliance with all mandatory criteria in Section IV.A.
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.

This engagement comprises two distinct projects and an ongoing service contract. The financial proposal must include separate pricing for each: Project 1 (Workstream A) – Website Rebuild (\$45,000 CAD budget envelope); Project 2 (Workstream B) – Sub-Contract: Hosting, Database & Tools (estimated \$5,000 CAD, separate ops budget); Workstream C – Post-Launch Service Contract / SLA (annual pricing for initial one-year term). Each project and the service contract must be clearly separated. CAM/ACSF reserves the right to award workstreams independently or together; however, preference will be given to proposals from a single vendor covering all three.

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.

OPERATIONAL AND DOCUMENTATION REQUIREMENTS

Questions:

Questions regarding the current RFP may be submitted in writing via e-mail no later than May 12, **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 29, 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.
5. Please include Attachment C.

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

SECTION IV – EVALUATION CRITERIA

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.

Mandatory Compliance Criteria (Pass/Fail)

Prior to scoring evaluation, all proposals will be screened against the following mandatory requirements. Offerors must complete and submit Attachment C (Mandatory Compliance Declaration) confirming compliance with each criterion. A proposal that fails any mandatory criterion will be deemed non-compliant and will not proceed to scored evaluation

M1. Proposal received by the closing deadline: May 29, 2026, at 5:00 PM EST.

M2. Proposal submitted electronically in PDF format via email to dmusonge@canadianmidwives.org.

M3. Completed and signed Proposal Cover Sheet (Attachment A) and Mandatory Compliance Declaration (Attachment C) included.

M4. Minimum two (2) client references provided with signed Attachment B.

M5. Written acknowledgment of Addendum No. 1 included in the proposal.

M6. Confirmation that the vendor can hold meetings and produce documents and reports in English.

M7. Confirmation of ability to attend meetings at CAM/ACSF's Montreal office (2330 Notre-Dame Ouest, Suite 300, Montreal, QC, H3J 1N4, Canada) with a minimum of five (5) business days' notice.

M8. Confirmation of ability to respond to CAM/ACSF communications within one (1) hour during Eastern Time business hours (9:00 AM – 5:00 PM EST, Monday–Friday).

M9. Financial proposal includes separate pricing for all three workstreams: Project 1 (Workstream A – Website Rebuild), Project 2 (Workstream B – Sub-Contract), and Service Contract (Workstream C – SLA).

M10. Conflict of Interest Declaration included.

Rectification Period: Following the mandatory compliance screening, CAM/ACSF may, at its sole discretion, provide offerors with a rectification period of seventy-two (72) hours to address any identified deficiencies. CAM/ACSF is under no obligation to offer a rectification opportunity and reserves the right to deem a proposal non-compliant without recourse to rectification.

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 role-based WordPress rebuild with membership plugin integration



- 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 membership management
- 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
- Demonstrated experience developing content strategies for multi-audience websites (e.g., public, members, staff)

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) Content Strategy, UX/UI Methodology & Information Architecture (8 points)

Proposed approach to content strategy development for all three environments (main site, member portal, staff portal) as the primary deliverable. Quality of discovery, user research, wireframing, and design iteration methodology. Clarity of information architecture for a single-site, role-based WordPress configuration with conditional menus. Evidence that design is anchored in content strategy and agreed KPIs.

ii) WordPress Architecture & Membership Management (8 points)

Technical soundness of the proposed WordPress theme architecture for a single-site, role-based configuration (not multi-site).

iii) Accessibility, Bilingualism & Performance (7 points)

Detail and credibility of the WCAG 2.1 AA compliance methodology, including an approach to establishing the accessibility baseline (no prior audit exists). EN/FR framework implementation approach using WPML or equivalent, with main site bilingual at launch and portal content managed by CAM staff. Proposed performance and security strategy within the new hosting environment, including caching, image optimization, and CDN configuration.

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) Main Project Cost Proposal – Workstream A (6 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) × 6

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 (3 points)

Clear, itemized cost breakdown across all three workstreams. Each workstream must be separately identifiable. Out-of-scope items and optional services clearly identified with separate pricing. Non-profit discount applied or rationale provided. Flexible invoicing options (e.g., milestone-based payments).

- 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) Sub-Contract Pricing – Workstream B (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. Content Strategy, UX/UI Methodology & Information Architecture	8
	ii. WordPress Architecture & Membership Management	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. Main Project Cost – Workstream A (relative formula)	8
	ii. Budget Transparency (manual)	4
	iii. Sub-Contract Pricing – Workstream B (manual)	3
	iv. Post-Launch SLA Pricing – Workstream C (manual)	3
Mandatory Compliance (Attachment C)	M1 – M10	Pass/Fail
TOTAL		100



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.



CAM ACSF

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

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

ATTACHMENT C – MANDATORY COMPLIANCE DECLARATION

INSTRUCTIONS

This form must be completed and submitted as part of your proposal. It will be used by the evaluation panel to confirm that your proposal meets all mandatory requirements before proceeding to scored evaluation.

How to complete this form:

1. Review each mandatory criterion in the table below.
2. For each criterion, indicate your compliance by typing **"Yes"** or **"No"** in the corresponding column. Do not leave any row blank.
3. In the "Proposal Reference / Notes" column, indicate the section or page number of your proposal where the criterion is addressed. If the criterion is self-evident from the submission itself (e.g., M1, M2), you may enter "N/A."
4. Sign and date the certification at the bottom of this form.
5. Include this completed form in your proposal submission.

A proposal that responds "No" to any criterion or that fails to submit this form may be deemed non-compliant and may not proceed to scored evaluation, subject to the rectification period described in Section IV.A of the RFP.

Company Name: _____

Contact Person: _____

Date: _____

#	Mandatory Criterion	Yes	No	Proposal Reference / Notes
M1	Proposal received by the closing deadline: May 29, 2026 at 5:00 PM EST.			
M2	Proposal submitted electronically in PDF format via email to dmusonge@canadianmidwives.org.			
M3	Completed and signed Proposal Cover Sheet (Attachment A) and Mandatory Compliance Declaration (Attachment C) included.			
M4	Minimum two (2) client references provided with signed Attachment B.			
M5	Written acknowledgment of Addendum No. 1 included in the proposal.			
M6	Confirmation that the vendor can hold			

#	Mandatory Criterion	Yes	No	Proposal Reference / Notes
	meetings and produce documents and reports in English.			
M7	Confirmation of ability to attend meetings at CAM/ACSF’s Montreal office (2330 Notre-Dame Ouest, Suite 300, Montreal, QC, H3J 1N4, Canada) with a minimum of five (5) business days’ notice.			
M8	Confirmation of ability to respond to CAM/ACSF communications within one (1) hour during Eastern Time business hours (9:00 AM – 5:00 PM EST, Monday–Friday).			
M9	Financial proposal includes separate pricing for all three workstreams: Project 1 (Workstream A – Website Rebuild), Project 2 (Workstream B – Sub-Contract), and Service Contract (Workstream C – SLA).			
M10	Conflict of Interest Declaration included.			

CERTIFICATION

By signing below, I certify that the information provided in this Mandatory Compliance Declaration is true and correct. I confirm that our proposal meets all mandatory requirements indicated above. I understand that providing false or misleading information may result in the proposal being deemed non-compliant and rejected.

Signature of Authorized Individual

Date

Printed Name

Title



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.



CAM ACSF

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



CAM ACSF

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

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