



Request for Proposal (RFP) for Website Design

TruPartner Credit Union

Submission Deadline: Monday, September. 30, 2024, 5:00 PM EST

Project Overview:

TruPartner Credit Union is seeking proposals from qualified web design firms to redesign our website. The selected firm will have demonstrated experience in the financial services sector and will be responsible for both website design and content creation to ensure our online presence is engaging, informative, and user-friendly.

Scope of Work (SOW):

Website Redesign:

- Develop a modern, responsive website design compatible with various devices and browsers.
- Reflect TruPartner Credit Union's brand identity and values.
- Integrate online banking features, loan applications, and other financial tools.
- Enhance user experience with innate navigation, clear calls to action, and an accessible interface.

Content Creation:

- Create compelling and informative content communicating our services, values, and commitment to our members.
- Optimize content for search engines (SEO) to increase visibility and traffic.
- Include blog posts, articles, and other content formats to engage and inform our audience.

Technical Requirements:

- Implement robust security measures to protect member data.
- Ensure the website complies with ADA accessibility standards.
- Provide a content management system (CMS) for easy updates and maintenance by our internal team.

Training and Support:

- Offer training for our staff on using and updating the CMS.
- Provide ongoing technical support and maintenance options.



Proposal Requirements:

Company Information:

- Provide an overview of your company, including history, mission, and values.
- Highlight your experience in the financial services sector.

Project Approach:

- Describe your approach to website design and content creation.
- Detail the steps you will take to ensure the project is completed on time and within budget.

Portfolio and References:

- Include examples of previous work, particularly for financial institutions.
- Provide at least three references from past clients with contact information.

Pricing:

Outline your pricing structure, including a breakdown of costs for design, content creation, and ongoing support.

Submission Instructions:

- Proposals must be submitted by Monday, September 30, 2024, at 5:00 PM EST.
- Send all proposal documents to LEaly@TruPartnerCU.org
- For any questions or additional information, contact LaKeisa Ealy at 513-362-4014

We look forward to reviewing your proposals and partnering with a firm to help TruPartner Credit Union enhance its online presence and better serve our members.