

Request for Proposal: 1000 Friends of Oregon website redesign

1000 Friends of Oregon seeks a contractor or firm to support us in redesigning our organization's primary website, located at [friends.org](https://www.1000friends.org). The new website is intended to improve the clarity of our organizational narrative, increase digital accessibility, and facilitate successful storytelling and collaboration with diverse audiences.

About 1000 Friends

1000 Friends is a 52-year-old 501(c)(3) nonprofit organization that defends and strengthens Oregon's statewide land use system, which is centered on [19 land use planning goals](#). We work to protect Oregon's one-of-a-kind farmland, ecosystems, and watersheds while ensuring our cities and towns can thrive through smart-growth housing development, long-term economic sustainability, and statewide planning. We do this through grassroots advocacy, organizing, policy-making, and—when necessary—litigation. Our key focus areas are: [For our democracy, for our prosperity, for our communities, for our lands, and for our humanity](#). These five focus areas add up to a comprehensive definition of livability for all Oregonians.

About the project

As a statewide organization working across multiple broad areas, our goal is to have a comprehensive site that clearly communicates what we do, how our mission relates to all Oregonians, and where users can easily find information that is relevant to them and take specific actions. Our website is the main platform where users sign up for emails, take action on legislation we are involved in (including responding to action alerts and submitting testimony), engage in research, and find resources (both static and downloadable) about land use and our program focuses.

Our current website was built in 2017 on Drupal. The current structure poses functionality and aesthetic issues when incorporating multimedia elements. Our navigation menus are also severely limited, resulting in a complex nesting of program and informational pages that bury essential information. We also need increased functionality on the backend to improve workflows for staff.

We are seeking a complete rebuild of our organization's website on Wordpress, Drupal, or a similar platform that will be managed internally by our communications team after publication.

The project scope includes:

- Public-facing pages detailing our programming areas (estimated 50 pages).
- Blog migration: Migrate posts as far back as 2022, with archive links for older posts.
- Donations: Ability to integrate with Stripe and Salesforce so users can easily donate.
- Events: Ability to display and update an events list and/or calendar.
- Newsletter/email integration: Ability for users to easily sign up for our Mailchimp newsletter.
- Forms/inquiries integration: Ability to integrate with Soapbox for users to fill our inquiry forms, advocacy forms, and action alerts.
- Intuitive navigation: Design clear pathways for users to quickly find information they need and spend less time searching.
- Multimedia support and responsiveness: Ability to support high-quality photos, illustrations, maps, video or video embedding across the site.
- Searchable: Ability for users to search for specific topics or content pages.

Copy and multimedia content for this website will be produced by our in-house communications team, and is not included in this RFP.

Timeline and deliverables

The new website will be built during summer and fall 2026, launching, at the latest, October 30, 2026. Leading up to launch, the contractor will work with 1000 Friends' communications staff and other involved parties on the development of a project calendar, site map, design templates, sandbox website, website organization, and potentially other deliverables agreed upon before the project begins.

Desired characteristics of the new website

The new website will incorporate our current brand identity and style guide while encompassing digital accessibility, digital security and ethics, dynamic content, format/platform, a user-friendly interface for both front-end and back-end users, and multimedia storytelling. Maintaining the website as cleanly and easily as possible is a top priority for our staff. We want to minimize maintenance or updates that would require custom coding or heavy tech lifts, or that require institutional knowledge to incorporate (make it easy to train new staff on website updates and maintenance).

Digital accessibility

We want to stay ahead of new web accessibility requirements to ensure legal compliance, but also, more critically, a core value of our organization is "For our democracy." This involves

empowering all Oregonians to take part in creating a better future, which absolutely has to include people with disabilities and speakers of languages other than English in a meaningful way.

This means we would like the following:

- Conforming to WCAG 2.1 and WCAG 2.2 standards.
- Functionality for multilingual accessibility (staff will build out at a later time).

Digital security & ethics

Working in political advocacy and legal spheres means that information security is of crucial importance to our organization. We also want to minimize the use of generative AI at our organization, given [our stance on data center reform](#).

This means we would like the following:

- Security audit with targeted recommendations, support for implementation, and staff training.
- Guidance on platform selection to ensure digital security.
- Minimize or avoid gen-AI use in website building and maintenance (this will also factor into website platform selection).

Dynamic content

Our work is highly interdisciplinary and spans the entire landscape of Oregon. All of our public-facing communications need to reflect the breadth and depth of our work while also showing a unity of purpose. This means organizing digital content around clear themes and incorporating fresh news stories, current multimedia content, and newly-published reports into static program pages so that our audiences can easily see the connection between recent updates and the bigger picture of our work.

News posts, reports, and related content:

- Newly-published pieces auto-populate on the home page.
- News posts that are related to key program areas will automatically populate on those program pages.
- Related articles, reports, and program pages get automatically listed at the end of relevant news articles, so the audience can keep diving deeper into the topic.
- Staff's latest articles and reports automatically populate on their profiles when their pieces are published.

Program pages:

- News posts related to key program areas will automatically populate on those program pages, so the latest information is readily available to our audience.
- Content blocks describing reports and other semi-static program work can be applied to multiple locations/pages without having to be rebuilt each time.

Format/platform

Our current site is based in Drupal, which has some useful features but is not user-friendly for the staff that maintain the website.

We are open to a variety of platforms: WordPress, Squarespace, or another platform could be acceptable. Our primary goal is to improve the user experience on both the front and back ends of the website, while improving workflows for staff ([see next section](#)).

The website also needs to be integrated with Salesforce and Soapbox, which are already in regular use by staff.

User-friendly interface

This website will be maintained and updated in-house after the initial build. It needs to be user-friendly for communications staff (who are not programmers), and there need to be some user-friendly site areas that we will share exclusively with partner organizations. Of course, the site also needs to be easy to navigate for all external audiences.

For general audiences (front end):

- Easy navigation and a robust search feature for the website.
- Preferred: Support in developing an organizational structure for the website so that content is intuitively arranged and easy to locate.
- Preferred: Support in developing a strong throughline/narrative for the website that makes our organization's mission, key work areas, and story clear to a general audience.

For staff (backend):

- We need to be able to easily apply styles to content—especially easily creating links that open in a new tab (right now, we have to code them by hand each time, and we cite a lot of external resources).

For staff (front end):

- We need a robust search feature so that staff can easily find reports and other documents while conducting research.

For partners:

- We need some basic, secure pages to share files and information with partner organizations. These need to be highly user-friendly and easy to navigate regardless of technology expertise.

Multimedia functionality

A crucial and growing element of our work is multimedia storytelling, particularly video, which needs to be showcased across the website. We also want to leverage more interactive content—such as maps and timelines—to help tell the story of our interdisciplinary work.

Video/photo:

- Functionality for embedding video files or YouTube/social media content.
- Robust functionality for laying out and showcasing photos and other graphical elements.
- Storage for large files and a strong search feature for backend users.

Interactive:

- Functionality for building or embedding maps (could be an integration with ArcGIS; other options acceptable).
- Functionality for, and basic buildout of, a timeline of land use history. This needs to be editable so that staff can update when new developments occur.

Content migration:

- Pages (approx. 100 currently): Page content will be either transferred directly or re-written and condensed into fewer pages by our communications team. We will handle new content development and prefer to do so in Google Docs, but are open to other systems if necessary.
- Blog posts (250): We would like all blog posts from 2022 onward migrated as-is. Posts older than 2022 should redirect to a category archive.
- Resources (approx. 50): We have PDF and other downloadable resources that will need to be migrated, with some of that content hosted in a media library.

Post-launch support

The finished website will be maintained and updated by our in-house communications team, but we do not have an IT team. We would like to see options in your response that include the following:

- Bug fixes: 90 days of post-launch support to fix bugs or defects in delivered work.
- Documentation: Guide that covers routine maintenance procedures, functionality, configurations, and other must-knows about website upkeep.
- Training: A one-time on-site or virtual training session with our communications and support staff covering site editing, updating content, customizing pages, troubleshooting, and other necessities for website maintenance.
- Ongoing support (optional): While our internal team will be maintaining the website after launch, we are exploring options for retaining the website design vendor for ongoing updates. If you or your firm provides monthly, quarterly, or other ongoing support options, please provide a separate quote. Please also detail any options for one-time, infrequent

update requests we may take advantage of due to staff turnover or issues we cannot resolve internally.

Evaluation criteria

Both individual design contractors and firms with design teams are encouraged to respond to this RFP. Each proposal will be evaluated by the following criteria:

- Demonstrated understanding of our organization and project goals.
- Portfolio of similar projects (websites for nonprofit or mission-driven organizations that work in a broad scope with multiple programmatic areas).
- Technical and collaborative approach strategies.

Applications will be reviewed on a rolling basis. We will plan to conduct vendor interviews for our top three candidates starting August 26, 2026.

How to submit a proposal

- **Budget:** \$15,000.
- **Application deadline:** Monday, August 10, 2026 (reviewed on a rolling basis thereafter)
- **Project timeline:** September 1 – December 18, 2026 (open to adjustment on a case-by-case basis).
- **Objective:** 1000 Friends of Oregon seeks a contractor or firm to support us in redesigning our organization's primary website, located at [friends.org](https://www.friends.org). The new website is intended to improve the clarity of our organizational narrative, increase digital accessibility, and facilitate successful storytelling and collaboration with diverse audiences.
- **How to send:** Please submit proposals and relevant work samples to rfp@friends.org with Website Design Proposal as the subject line.