Request for Proposals for Keystone Community Services Website Redesign

Introduction

Keystone Community Services, located in St. Paul, MN is searching for a vendor to lead a redesign of our current website. For more than 80 years, Keystone has supported and strengthened our community through access to food support, youth enrichment, and services to allow seniors to live independently.

Through this redesign we hope to enhance the user experience through streamlined navigation, increased accessibility, and impactful story telling through design.

You can view our website here: https://keystoneservices.org/

You have been selected as a vendor to respond to this request and would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives.

ABOUT KEYSTONE COMMUNITY SERVICES

Founded in 1939, Keystone began as a small neighborhood community center. Today, Keystone reaches more than 50,000 people, primarily in the Ramsey County area, through a variety of programming and human services.

We provide vital, community-based services aimed at strengthening our community, with a commitment to serving people with the greatest needs. Our services are designed with community input to meet the aspirations and respond to the changing needs of those we serve, including young people, seniors, and those needing food services or crisis support. We deliver high-quality, evidence-based services in neighborhood gathering places that make our community stronger.

Our team:

Name	Title	Email
Jess Jellings	*Marketing and Communications Manager*	jjellings@keystoneservices.org
Maureen McGinn	*Vice President of Advancement*	Mmcginn@keystoneservices.org

Our website is currently hosted on Pantheon (Go Daddy for DNS) with WordPress as our CMS. The current website is 60 pages, and we anticipate eliminating 10-15 pages during the redesign process.

TIMELINE

RFP Release Date: 11/1/26
Response Deadline: 11/15/26
Vendor Selection: 12/1/26
Project Kickoff: 1/4/27
Please note: If a new hosting platform is recommended, we must transfer to the new host site by December 18, 2026 and the redesign can follow.
Desired Launch Goal Date: 3/1/27

CHALLENGES

While Keystone's current website highlights our community members and services, it does not meet our current needs. Examples include:

-Improved navigation: Our current site is menu-heavy; we would like vendors to support us in simplifying the navigation process and create a clear track to find information.

-CMS editing functions: The redesign should allow for upgraded CMS functionality, allowing Keystone to make edits and updates as needed (no locked content).

-Dynamic homepage: Create a landing page that draws in users and follows a "give help or get help" track to navigate the services they need. This could include video or survey components, as recommended.

-Highlight Community Resources: Keystone offers resources and support for community members of all ages. Highlighting these resources and impact will be a key part of the redesign.

GOALS

-Improved appearance and design.

-Increase awareness of Keystone's missions and programs.

-Increase user engagement; convert user to donors, volunteers, or participants.

-Enhanced user experience with added accessibility.

AUDIENCE

Keystone has two main audiences: users that are looking for resources, and users that want to provide resources. Our current website mimics Keystone's internal structure which may not resonate with users. They want to find resources and information quickly, without a lot of scrolling or clicks. This update should make their user experience easier and quicker.

REQUIREMENTS

- Web Hosting: The site is currently hosted by Pantheon. We would like the selected vendor to recommend a hosting site that better fits Keystone's needs and budget. This move will need to take place before the redesign launch.
- Site architecture: We are looking for a streamlined menu that allows users to follow two tracks – how to get help (food support, senior services, etc.) and how to give help (volunteer, donate).
- Analytics Integrations: We currently use Google Analytics, please include any recommended updates.
- Blog: Our current site has two options, "posts" and "spotlights". These should be combined into a single page offering photos and excerpts in an easy to view configuration that automatically updates when new stories are published.
- Events: Keystone offers events nearly every day and some days have multiple events. We would like to improve the search function and include images. Most of our events are free, we do not need to link to Eventbrite or similar platforms.
- Volunteer Portal (Volgistics): Lives within the volunteer page and menu, must remain accessible.
- Integrated Giving Platform: Donor Perfect for recurring gifts and crowdfunding portal.
- Standard Drag and Drop Options: Photo Gallery, Slideshow, Video, Downloadable Documents/files, Buttons, text/image content blocks, pop-ups, forms
- Redirect links for select pages (approx. 15)
- SSL Certificate
- Website maintenance: Please include recommendations and pricing.

COMMUNITY EXAMPLES

Merrick Community Services

Nourish Minnesota

Neighborhood House

VEAP

SUBMISSIONS

Please send completed proposals to: Jess Jellings, Marketing and Communications Manager at jjellings@keystoneservices.org