RFP Template

Cover Page: Sample RFP for the Made Up Association of Online Community Platforms.

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**About Your Association**

*In this section provide a brief overview of your Association. Where are you headquartered, who do you serve, how big is your membership, what is your purpose?*

The Association for Online Community Platforms was created in 2016 in support of online community management companies and their employees. Our mission is to improve online communication through the successful implementation of online communities. We have approximately 50 member companies and are headquartered in New Orleans, LA.

**RFP Overview**

*What are you looking for? What do you hope to achieve with the implementation of an online community? What are some of the main capabilities you require of a service provider?*

The Association for Online Community Platforms (AOCP) is soliciting proposals from Qualified Online Community Management service providers interested in delivering and supporting a web-based community platform. The system will provide an environment in which like-minded professionals or members can network, learn, exchange information and ask questions. Our members are professionals in the Online Community Platform industry.

The goal of the implementation of this platform is to increase member engagement and provide a forum for learning opportunities.

At a minimum, desired functionality will include:

Discussion boards

Content generation tools

Integration with AMS and website COS

Reporting Dashboards

Service provider will have references who attest to their emphasis on service, ability to deliver on time and within budget, and customer support.

RFP Applications should provide the following information:

Background Information

* + History of your company including years of experience and how you position yourself in the market.
  + Resources: Key Personnel; primary contact and liaison. How will we interact with key personnel?
  + Description of Services
  + Can you provide references from comparable clients?

The proposal should be submitted by **close of business on August 15, 2016**. Implementation for the AOCP Community must be completed by October 31, 2016.

**RFP Guidelines**

*Outline any legal language required by your organization in this section as well as any expectations of Bidder behavior.*

1. AOCP is not liable for any expenses incurred in connection with preparation of a response to this RFP or in connection with participation in this RFP process
2. Prior to the final selection, bidders may be required to submit additional information that may be deemed necessary to further evaluate the Bidder’s qualifications
3. Bidders shall not offer any gratuities, favors, or anything of monetary value to an associate at/of AOCP or to any AOCP Vendors with respect to this RFP process.
4. A proposal may be withdrawn at any time.
5. AOCP is issuing this RFP for evaluation purposes and to solicit proposals and reserves the right to abandon and terminate this project without obligation at any time.
6. All information contained within this RFP is confidential. Bidders are required to respect the confidentiality of this information. Likewise, all bidder responses to the RFP will be treated in a confidential manner.
7. AOCP reserves the right to negotiate the exact terms and conditions for a contract with the selected vendor.

**Selection Criteria**

*Outline all of the features and functionality required and processes that need to be followed in order for a service provider to be considered. How will the decision be made?*

The following are the minimum expectations that AOCP requires from an Online Community Platform service provider:

1. Experience with associations or membership organizations similar in size to AOCP
2. Quality Customer Service and designated representative
3. Easy-to-use interface
4. Integration capabilities with current AOCP systems and tools:
   1. Aptify
   2. Website CMS/COS
   3. Hubspot
5. Demonstrated commitment to ongoing development and enhancement of the community users’ experience
6. Specific plans for implementation mirror deadline expectations
7. Proposals follow directions as specified and answer all questions and completes all forms provided in the RFP.
8. Provide 3 client references of similar size and similar integrations. Include an overview of the implementation process, ability to meet deadlines, and description of any obstacles met and how they were overcome.

Decision Process

1. A team of representatives of the AOCP staff will comprise the decision panel for the award of this business.
2. This team will review proposals submitted according to their ability to address the individual requirements, quality of the response to each section and overall presentation of the proposal submitted.
3. Bidders will be notified of a decision no later than September 15, 2016.

**RFP Timeline**

*Provide all necessary deadlines for bidders as well as milestones for the decision process.*

|  |  |
| --- | --- |
| Request for Proposal Sent | July 15, 2016 |
| Letter of Intent due from candidate | August 1, 2016 |
| Questions and Clarification submitted | August 5, 2016 |
| Answers to questions and requests for clarification | August 10, 2016 |
| Proposals due by | August 15, 2016 |
| Vendor Chosen; contracting process begins | September 15, 2016 |

**General Requirements**

*Get into the nitty gritty details. What functionality and features do you require, or do you want to know if your service provider offers? This should be a comprehensive list of requirements for your online community. Often a spreadsheet is the best way to represent this functionality and you may be able to implement a scoring system based on the service providers’ capabilities.*

Please fill out the accompanied features and functionality spreadsheet.

Additional Questions:

1. Provide links to or case studies of successful community launches that included integrations with Aptify.
2. Provide sample reporting drafts or describe the specific metrics tracked with your platform.
3. What are the mechanisms in place to ensure appropriate behavior within the community?
4. Are there additional modules or functionalities not requested that should be considered? What value do these bring to the community?
5. Explain how you will provide support for the launch of the community as well as ongoing technical support.

**Cost Proposal**

*Include any details in how you need the cost broken down for the proposal.*

Provide the cost associated with implementation as well as ongoing subscription fees and support including estimated customizations to develop and host the platform and management system as described in this RFP. Please outline the standard services that fall within the proposed contract price and any exclusions. Provide an hourly rate for Additional Services requested that are outside of your Standard Service level.