



Request for Proposal

Website Redesign and Development

Project	Action Canada for Sexual Health and Rights is seeking a qualified digital agency to redesign and develop a consolidated WordPress website
Budget	\$80,000-90,000 CAD
Project Timeline	May 2026-March 2027
Deadline for Quote Submission	April 17, 2026, 12pm EST
Notification of Successful Bid	May 12, 2026
Purchaser	<u>Action Canada for Sexual Health & Rights</u> 302-275 Bank Street Ottawa, Ontario K2P 2L6
Contact	Jill Oba-McGrath, Director of Communications and Fund Development Email: jill@actioncanadashr.org



Project Overview

Action Canada for Sexual Health and Rights is seeking a qualified digital agency to redesign and develop a consolidated WordPress website that brings together Action Canada's primary site and multiple program-specific websites into a single WordPress instance. The purpose of this project is to improve clarity, accessibility, usability, and long-term sustainability of Action Canada's digital presence, while clearly communicating the scope, diversity, and national impact of its programs. The new website must present a unified Action Canada brand experience while allowing individual programs and campaigns to maintain distinct identities, support bilingual content and WCAG 2.2 Level AA accessibility standards, enable robust analytics, enable CIVICRM and NewMode integrations, and be easily managed internally by Action Canada staff following launch.

Background

About Action Canada

Action Canada for Sexual Health & Rights is a progressive, pro-choice charitable organization committed to advancing and upholding sexual and reproductive health and rights in Canada and globally. Our current website is currently not meeting the needs to quickly campaign, raise funds, and mobilize the public. Action Canada has a bold vision for the future, and is looking to increase brand awareness, impact and centre storytelling.

Current Context of Needs

Action Canada's current website (actioncanadashr.org) is built on Drupal, and we are seeking proposals for the design and development of a new WordPress website that improves the supporter's user experience, communicates our impact effectively, and is accessible for constituents looking for abortion care support.

Other high-level needs:

- Action Canada has 3 audiences that come to our site: Supporters who want to mobilize/sign petitions, Donors, Clients looking for care services
- Comprehensive content audit that provides recommendation for a new site map
- Design and implement landing page templates that the team can launch internally
- Support the integration of CiviCRM donation forms to enhance overall donor experience
- Showcase or catalogue external campaign microsites (e.g., demandbettertoday.ca)
- Our current site currently houses an information hub, public directory, and a catalogue of policy briefs, resources, and announcements. We are looking for recommendations of what can be migrated, or what can stay on the old site
- Recommendations to archive old content pages the new website must present a unified Action Canada brand experience while clearly communicating the distinct programs and campaigns. The site must be easy to manage internally by Action Canada staff following launch



Mandatory Requirements

Proposals must address, at a minimum, the following requirements:

- Create a modern, user-friendly, bilingual (EN/FR) and mobile responsive WordPress-based website optimized for conversions (donations, resource use, campaign actions)
- Use of built in Gutenberg visual builder or framework that enables Action Canada staff to easily manage, update, and expand the site internally post-launch (we request no third-party builders)
- Compliance with WCAG 2.2 Level AA accessibility standards
- Fully bilingual (English and French)
- Google Analytics 4 (GA4) configuration and implementation.
- CiviCRM integration to support email marketing, newsletter subscriptions, webform event registration, and donation form needs
- NewMode integration
- A proposed innovative approach to consolidating and communicating Action Canada's national and global impact, including the ability to highlight coalitions and movements we lead or are part of, frontline programs, campaigns, and announcements/news/blog posts
- Experience with both WordPress and Drupal web development
- Migration of the Sexual Health Hub: <https://www.actioncanadashr.org/resources/sexual-health-hub>

Scope of Work

Discovery and Planning

- Collaborate closely with Action Canada staff to define project goals, objectives, timelines, success metrics, and key performance indicators.
- Conduct a content audit of the Action Canada main site, including structure, content, functionality, and user experience.
- Assess CiviCRM integration to determine the most effective approach for supporting Action Canada's marketing and development requirements. Action Canada currently uses CiviCRM as a CRM, email marketing tool, and donation forms
- Define the overall site architecture, including key pages and sections, and develop a content migration and consolidation plan if needed.

Design and Theme Development

- Design a modern, accessible, and visually engaging WordPress website.
- Develop wireframes and/or prototypes for key pages with a strong emphasis on user experience, navigation, and flow.
- Integrate program-level branding within individual programmatic pages, while maintaining a cohesive Action Canada brand look and feel across the site.



Development and Implementation

- Build the website using the approved design and visual builder/theme. Ensure set up is optimized for best page load performance.
- Ensure full compliance with WCAG 2.2 Level AA accessibility standards.
- Implement bilingual functionality using the WPML plugin. All French translations will be supplied by Action Canada.
- Configure Google Analytics 4 (GA4), including event and conversion tracking to measure key user interactions, and compliance with Google AdWords requirements.
- Develop the site so it can be fully managed internally by Action Canada staff, including clear content structures and templates to support future growth.

Content Enhancement and Functionality

- Support the simplification and optimization of existing content for web use, where required. Migrate content from program sites as needed.
- Improve overall navigation, information architecture, and user interface to enhance usability.
- Integrate a section for monthly impact stories and op-eds.
- Ensure continuity of access to legacy content through appropriate URL redirects from existing sites.

Testing and Quality Assurance

- Conduct thorough testing across devices, screen sizes, and major browsers.
- Identify, document, and resolve all bugs or issues prior to launch.
- Validate accessibility, multilingual functionality, and analytics tracking.

Launch and Post-Launch Support

- Coordinate and support the launch of the new website.
- Provide staff training and handover documentation.
- Ensure Action Canada ownership of all themes, plugins and configurations.
- Provide 2-week post-launch support to address any issues that arise immediately following launch.
- Outline options and pricing for ongoing maintenance and support on an as-needed basis.

Out of Scope

- Copywriting and content development for website
- *Important note: if your team is able to roll-up copywriting for the homepage within the budget, please explicitly name that in your proposal*



Proposal Requirements

Corporate Information and Relevant Experience

Please provide an overview of your organization, including its size, core services, and experience working with nonprofit, advocacy, or mission-driven organizations. Highlight projects that are similar in scope, complexity, and audience focus to this website redevelopment. Include a brief description of at least two prior website or digital projects that demonstrate your capacity to deliver within the proposed timeframe and budget.

Understanding of Action Canada's Mission

A clear demonstration of your understanding of the Action Canada brand and its mission, including any initial thoughts on how this could be reflected in the design and functionality of the new website.

Qualifications of Team Members

Outline the proposed project team, including key roles and the primary contact for the engagement. Provide brief bios for each core team member, emphasizing relevant experience, technical skills, and any familiarity with Drupal to WordPress migrations or similar platform transitions. Indicate the expected availability and time commitments of each team member throughout the project.

Recommended Process to Achieve Objectives

Describe the process you recommend for achieving the stated project objectives, including discovery, strategy, design, build, testing, and launch phases. For each phase, indicate key activities, decision points, and how stakeholder feedback will be incorporated. Provide a high-level timeline or roadmap that shows how you will move from current state to fully launched website without disrupting core operations.

Project Management and Client Relations

Explain your project management methodology, including tools, meeting cadence, reporting, and change management processes. Clarify how you will manage communication with our internal team, escalation paths, and how you will support knowledge transfer and documentation. Describe your approach to maintaining a collaborative, responsive, and transparent working relationship throughout the project lifecycle.

Commitment to Diversity and Equity

Describe how your organization integrates diversity, equity, inclusion, and accessibility (DEIA) into your projects and team practices. Provide an example of how you have worked with organizations that serve marginalized communities or have adopted anti-oppressive and gender-affirming approaches in your work. Indicate any specific practices you plan to use on this project to center equity, representation, and accessibility in both design and content.

Client References and Example Website Projects

List at least three client references relevant to this type of work, including organization names, contact information, and types of projects delivered. For each reference, briefly describe the nature of the engagement, your role, and the outcome. One of these examples **must be bilingual**. Please include links to at least three live example websites you have built or redesigned so we can evaluate design quality, usability, and technical maturity.



Preparation of Response

How to Respond

Proposals must be submitted electronically by e-mail to Libby Schofield at libby@actioncanadashr.org. **Proposals must be received no later than Friday April 17th, at 12:00 p.m ET.** Any proposals received after will be disqualified.

All proposals will be reviewed by a review committee to determine compliance with the administrative requirements and instructions specified in this RFP. Only proposals that meet the minimum requirements will be forwarded to the evaluation team for further review. Proposals will be evaluated in accordance with the specifications stated below. Award will be made to the bidder that provides the best overall value to Action Canada.

Evaluation Criteria	
Corporate Information and Relevant Experience	15%
Understanding of Action Canada's Mission	10%
Qualifications of Team Members	10%
Recommended Process to Achieve Objectives	25%
Project Management and Client Relations	15%
Commitment To Diversity and Equity	10%
Client References and Example Website Projects	15%

Costs to Quote

The Action Canada team will not be liable for any costs incurred by the bidder in preparing a quote submitted in response to this RFP or in performing any other activities related to responding to this RFP.

No Obligation

Action Canada reserves the right at its sole discretion, and without penalty, to reject any and all proposals received and not to issue a contract as a result of this RFP.

Estimated Schedule of Procurement Activities

Below is an approximate schedule for our RFP process. Action Canada reserves the right to amend as required.



Issue RFP: Friday, March 27, 2026

Proposals Due: 12:00pm ET, Friday April 17, 2026,

Interviews with shortlisted bidders: 2 weeks week after closing – May 5-8, 2026

Notification to successful bidder: May 12, 2026

Contract approval: May 18, 2026

Kick-Off: May 21, 2026

If you have any follow up questions, please send your inquiries to Jill at jill@actioncanadashr.org no later than **April 9, 2026**. The top candidates will be invited to a 90-minute interview presentation. We thank everyone for taking the time to prepare a proposal for Action Canada.

All proposals must be submitted to Libby, libby@actioncanadashr.org by Friday April 17th, at 12:00 p.m ET.