



Website Design Request for Proposals Colorado Farmers Market Association

The Colorado Farmers Market Association (CFMA) is seeking a web designer to create a new website that will provide resources for farmers market managers, direct-marketing farmers and farmers market visitors around Colorado.

Website vision:

- Highlight Colorado's farmers markets, while providing resources for farmers markets and direct-marketing farmers, both public-facing resources and member-only resources.
- Membership login where CFMA members can access and update membership information and make payments.
- Responsive and functional across multiple device types and sizes
- A translator will be translating at least a portion of the website content into Spanish (translation does not need to be included in the design budget).
- **Budget:** \$5000
- **Timeline:**
 - Basic functionality of the membership portal completed by December 15th, 2021.
 - Full website ready by the end of February 2022.
- **Proposal deadline:**
Thursday, October 28th, 2021 (send to cofarmersmarketassociation@gmail.com)
- We will prioritize a Colorado-based website designer

The Colorado Farmers Market Association provides resources, networking opportunities, info-sharing and technical assistance to farmers markets and direct-marketing farmers around Colorado. We are a membership-based, 501(c) 6 organization. <https://cofarmersmarkets.org/>

Website audience (in order of priority)

1. Farmers market managers
2. Farmers market vendors and direct-marketing farmers

3. General public interested in fresh, local food and community

Three key website objectives:

1. Education and resources (public-facing, member-only and for farmers market shoppers)
2. Member resources and support
3. Highlight CFMA member markets

New website functionality requirements

1. Membership portal: easy to use, automatic membership renewals, payments, and ability to send auto-replies with membership confirmation.
2. Desktop and mobile functionality
3. Organized tabs with easy-to-find resources.
4. Map of member markets (could use existing map on website).
5. Ability to accept donations through the website
6. Google analytics installed
7. Search engine friendly features, Site Map and SEO prepared pages
8. Social network integration (Facebook, Instagram, YouTube, etc.)
9. Backup strategy implemented
10. Optional: ability to add an e-commerce platform in the future.

Optional designer opportunities:

We would be open to discussions of future potential partnerships supporting CFMA member markets statewide.

Project budget: \$5000

Partial payments will be made upon completion of specific deliverables, with final payment at the end of the contract when work is completed. Payment schedule and deliverables will be discussed and agreed upon with the designer.

Proposal Requirements

1. How will you convey the mission and vision of CFMA while providing organized resources for the farmers market community?
2. Include any experience working with local food systems/agriculture and how/if your work is grounded in equity.
3. Basic outline of design ideas for this project
4. Examples of recent website design work
5. Project budget and timeline
6. Plan to train one or two CFMA staff to maintain the web site
7. Describe your availability for troubleshooting after completion of the website

Proposal and Project timeline:

Proposal due: Thursday, October 28th, 2021 (send to cofarmersmarketassociation@gmail.com)

We will be in touch with prospective designers the week of November 1st.

Membership portal ready by December 15th, 2021.

Website completed by late February 2022.

Website launch at our Annual Conference, in early March 2022.