



REQUEST FOR PROPOSALS

Website Redesign, Development & Ongoing Management

Introduction

The California Agricultural Leadership Foundation (CALF) invites qualified agencies to submit proposals for the design, development, and launch of a new organizational website at agleaders.org. This RFP outlines our organization, audiences, objectives, functional requirements, budget parameters, and proposal submission process.

Please direct all questions regarding this RFP to Jessica Lara, Marketing & Communications Manager, at jlara@agleaders.org. Completed proposals should be submitted electronically to the same address by the proposal deadline noted in the timeline below.

About the California Agricultural Leadership Foundation

The California Agricultural Leadership Foundation is dedicated to cultivating leaders who have the vision and capacity to advance, benefit, and promote California's agricultural community. Since its founding in 1970, more than 1,500 fellows of the California Agricultural Leadership Program have become lifelong leaders, serving as catalysts for a vibrant agricultural industry and making lasting contributions to their businesses, communities, and families.

CALF delivers a comprehensive and diverse leadership curriculum in collaboration with its five partner universities: UC Davis, Cal Poly Pomona, Fresno State, Cal Poly San Luis Obispo, and Chico State.

Our Audiences

Prospective Fellows & Applicants

Emerging leaders in California agriculture who work as growers, ranchers, producers, agribusiness professionals, ag lenders, commodity-group staff, and related industry roles. They are researching leadership development opportunities, reading about the fellowship experience, and evaluating whether to apply. They expect a modern, credible, mobile-friendly site that clearly communicates program value, time commitment, cost, outcomes, and the application process.

Program Alumni

More than 1,500 graduates of the California Agricultural Leadership Program who remain actively engaged with CALF. Alumni need a secure, members-only area to access the alumni directory, post and consume learning modules, share happenings and announcements, and connect with peers. This audience is the backbone of the CALF community and a critical source of referrals, volunteers, and philanthropic support.

Donors, Partners, Industry Stakeholders & the Public

Individual donors, foundations, corporate sponsors, partner universities, and members of the broader California agricultural and policy community. They visit the site to understand CALF's mission and impact, see how gifts are used, learn about events and news, and identify ways to get involved.

New Website Objectives

The new website must:

- Recruit qualified applicants to the California Agricultural Leadership Program by clearly presenting program value, curriculum, eligibility, cost, and the application pathway, with a strong, measurable path to conversion.
- Engage and serve alumni through a secure login area that houses a robust alumni directory, access to learning modules, and a space for alumni-to-alumni communication and announcements.
- Communicate mission and impact to donors, partner universities, and the public in a way that reinforces CALF's credibility and 50-plus-year legacy and supports fundraising and event participation.
- Establish a modern, flexible platform that CALF staff can easily update, extend, and maintain over time without reliance on a developer for routine changes.

Current Website

Our current website, agleaders.org, no longer meets our objectives. Specific limitations include:

- Dated visual design that does not reflect the quality, rigor, or modernity of the leadership program.
- Navigation and content architecture make it difficult for prospective applicants to find program information and move toward applications.
- Lack of clear user pathways for our three primary audiences: applicants, alumni, and supporters and no obvious primary calls to action (apply, give, learn).
- Limited alumni functionality the directory exists, but there is no dedicated, feature-rich alumni area with learning modules or peer-to-peer communication.
- Content management that is cumbersome for staff to update, slowing the pace of blog posts, news, and event updates.
- Inconsistent mobile responsiveness and performance.

Required Functionality

The new website must include:

- An easy-to-use content management system (CMS) that non-technical staff can operate confidently.
- Intuitive, user-tested navigation and information architecture.
- Clean, focused, brand-aligned design that is fully responsive across desktop, tablet, and mobile.
- All applicable content imported from the current site, including historical blog and news posts where relevant.

- SEO best practices implemented at the template and content level (metadata, schema, sitemap, accessible headings, image alt text, performance optimization).
- A clear, measurable path to conversion and lead generation for prospective applicants and donors.
- A blog and news section with categories, tags, and author support.
- Social media integration (share buttons on content, follow buttons in header and footer).
- Email newsletter sign-up form integrated with our email platform (Constant Contact) if possible.
- General contact form with spam protection and routing to appropriate staff.
- Accessibility compliance.
- A secure alumni login area that, at minimum, provides:
 - Access to the existing alumni directory (migrated or integrated from the current solution).
 - A robust alumni directory integrated with our CRM (Bloomerang) and email platform (Constant Contact).
 - A space to post and consume learning modules (video, documents, links).
- Online donation functionality integrated with our current giving platform (Bloomerang).
- Homepage video (background hero or featured module) with the ability to integrate video throughout the site.
- Dynamic blog and news feeds surfaced throughout the website (e.g., related posts, topic feeds on program pages).
- Event calendar with registration integration tied to our events platform (Bloomerang Fundraising).
- An Application Journey page that includes:
 - Who applies, what the experience is like, time commitment, return on investment, and a step-by-step process.
 - An “Is this right for you?” quiz or self-assessment.
 - Alumni quotes tied to outcomes.
- A robust Donor and Giving page that includes:
 - Giving levels and donor tiers with meaning.
 - A clear highlight of recurring giving options.
 - Real-time, visible impact metrics.
- Alumni event RSVP functionality and enhanced directory search and filtering.
- An audience-specific content library searchable by topic (links, posts, lessons, slideshows, etc.) behind a login wall, with the ability to grant access to fellows, screen alumni, and select outside audiences such as university deans.
- A living space on the homepage to surface live content (social posts, blog posts, news, etc.).
- Site-wide search functionality.
- Embedded photo and video galleries that are easy for staff to update.
- E-commerce capability (future phase).

Budget & Costs

CALF welcomes proposals that demonstrate strong value relative to scope. Please provide:

- A total fixed-fee or not-to-exceed price for the design, development, and launch project as scoped above.
- Pricing for ongoing website support, critical maintenance, security updates and annual support, presented as a separate line item or retainer option (monthly and annual).
- Any assumptions about third-party software, licenses, or services that would be billed in addition to your fees.

Proposal Requirements

Please include the following in your proposal response:

- Company overview, including years in business, size, and areas of specialty.
- A clear explanation of how your approach will meet the objectives outlined above.
- Your recommended platform or CMS, and the rationale for that recommendation given our requirements (especially the alumni area).
- An outline of your website design and development strategy, including discovery, information architecture, design, development, QA, and launch phases.
- A proposed project timeline from kickoff to launch, with key milestones and CALF review points.
- Details about the specific team members who will work on this project and their roles.
- At least three recent design and development examples, ideally for mission-driven, education, or membership organizations.
- Three client references we may contact.
- Key differentiators what sets your agency apart for a project of this nature.
- Pricing, with optional elements itemized separately, including ongoing critical support & security.
- Your terms and conditions.

Evaluation Criteria

Proposals will be evaluated on the following criteria:

- Demonstrated understanding of CALF, our audiences, and our objectives.
- Quality, clarity, and strategic thinking of the proposed approach.
- Strength of relevant portfolio work and references.
- Appropriateness and sustainability of the recommended platform, particularly for the alumni area.
- Team experience and fit.
- Overall value relative to budget.
- Clarity of timeline and confidence it can be met.

Additional information: [CALF Brand Guidelines](#)

RFP Timeline

	Target Date
RFP Issued	Friday, May 15, 2026
Proposals Due	Monday, June 15, 2026/ 5PM
Selection & Interviews	July 6-10, 2026
New Website Launch	October/November 2026

Questions & Submission

Thank you for your interest in partnering with the California Agricultural Leadership Foundation on this project. We look forward to your response.

All questions and completed proposals should be directed to:

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California Agricultural Leadership Foundation
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