



Request for Proposal (RFP)- Meridian Website Redesign

RFP Title: Website Re-design Services for Meridian International Center

RFP Release Date: (August 10, 2026)

Submission Deadline: (September 1, 2026)

TYPE of Contract to be awarded to the winner: Time and Material with a set not to exceed ceiling amount. We propose one base year plus three optional extension years.

1. Project Summary

Meridian International Center seeks proposals for a comprehensive website redesign that enhances user experience, aligns with our brand identity, and integrates key functionalities such as event management, donation processing, and content management.

Meridian's current website was built on an aging technology stack and has become increasingly difficult to maintain and update. Meridian therefore anticipates a fresh build rather than a conventional redesign, with an appropriate strategy for archiving the existing site and migrating or restructuring content as needed.

The selected vendor should not simply reproduce the current site architecture. The engagement should begin with discovery and digital strategy to determine what Meridian's website needs to accomplish, how audiences should navigate and interact with the site, how content should be structured and governed, and how the website should integrate with Meridian's broader marketing and technology ecosystem.

Strategic goals

- Increase awareness and understanding of Meridian's mission, programs, initiatives, and impact.
- Improve visibility and discoverability of Meridian human capital.
- Increase discovery, registration integration, and engagement for Meridian events.
- Support growth of Meridian's email/newsletter audience and other owned digital audiences.
- Improve online donor engagement and donation conversion.
- Make Meridian's publications, thought leadership, news, videos, and other content intuitive to discover and consume.
- Content migration of key projects, announcements and posts to retain institutional memory.
- Create clear conversion pathways for different audiences, including prospective fellows, donors, event attendees, media, policymakers, partners, researchers, students, and the general public.
- Enable Meridian staff to publish and update content efficiently without unnecessary dependence on developers.
- Strengthen Meridian's digital presence as a leading institution in international affairs, diplomacy, and global engagement.
- Establish measurable digital goals and analytics that allow Meridian to evaluate performance and continuously improve the site.

2. Technical and/or Functional Requirements



- Modern, responsive design optimized for desktop and mobile
- User-friendly CMS (WordPress, Drupal, or equivalent)
- Integration with CRM (Salesforce) and event registration (Splash).
- Accessibility compliance (ADA, WCAG 2.1)
- SEO/GEO optimization and performance enhancements
- Security and data protection measures. Vendor must describe security practices related to development, integration, and deployment of the website solution. Ongoing hosting environment management, internal access controls, and organizational cybersecurity policies will be coordinated with Meridian International Center.

3. Deliverables and Timing

- Project Plan: Timeline with key milestones (payment/billing will be tied to these milestones)
- Design Phase: Wireframes and design mockups
 - Information Architecture & Content Strategy
 - UX / Wireframing
 - Visual Design
 - Technical Architecture
- Development & Testing: Functionality testing and feedback iterations
 - Development
 - Content Migration; SEO; accessibility; testing
- Deployment
 - Training & Launch Preparation
 - Launch & Stabilization
 - Post-Launch Optimization

4. Fees and Expenses

Vendors should provide transparent, phase-based pricing. Meridian prefers a structure that provides a fixed fee for discovery/strategy and, where appropriate, fixed or not-to-exceed fees for subsequent phases.

Vendors should provide hourly rates by staff level, estimated hours by phase, phase totals, third-party costs, and a not-to-exceed ceiling for overall ea. year's contract amount. Vendors should clearly identify assumptions and potential sources of additional cost.

- Detailed pricing for design, development, and maintenance
- Licensing fees for third-party tools (if applicable)
- Ongoing support and hosting costs



5. Vendor Proposal requirements

Proposals should address the following areas in the order listed below:

- Executive summary and understanding of Meridian’s needs.
- Proposed discovery and digital-strategy methodology.
- Approach to audience research, UX, information architecture, and content strategy.
- Proposed CMS and rationale for the recommendation.
- Technical architecture and integration approach, including Salesforce and Splash.
- Approach to events, fellows, publications, news, donations, search, and other core digital experiences.
- Content migration, archiving, SEO preservation, and redirect methodology.
- Accessibility, security, privacy, and data-protection approach.
- Analytics, measurement, SEO, and post-launch optimization approach.
- Project plan, timeline, milestones, dependencies, and assumptions.
- Project team, roles, availability, and relevant qualifications.
- Relevant case studies and references.
- Detailed pricing and assumptions.
- Identification of exclusions, optional services, third-party costs, and potential change-order drivers.

6. Awarding the Quote

Quotes will be evaluated based on experience, technical approach, and price. Final proposals must be submitted no later than 12:00 AM, September 1st.

Quotes will be evaluated based on the following weighted criteria:

- **Technical Approach (30%)** – Quality and clarity of the proposed methodology, including CMS implementation, integrations (CRM, event registration), security approach, and overall website architecture.
- **Relevant Experience (25%)** – Demonstrated experience with similar projects, particularly in nonprofit organizations, CRM integrations (e.g., Salesforce), and event management platforms (e.g., Splash).
- **Price and Cost Reasonableness (25%)** – Overall cost competitiveness and transparency, including a detailed breakdown of fixed hourly rates by staff level, estimated hours by project phase, and a not-to-exceed (NTE) total project ceiling.
- **Accessibility & Data Protection Approach (10%)** – Compliance with ADA/WCAG 2.1 standards and approach to security, privacy, and data protection.
- **Timeline & Staffing (10%)** – Proposed project timeline, key milestones, and adequacy of assigned staff and roles.

Proposals should be submitted electronically in PDF format and should not exceed 15 pages, excluding appendices or work samples. Submissions and any questions regarding this Request for Proposal should be sent via email to Dnajjar@meridian.org with the subject line: “Website Redesign RFP Submission – [Vendor Name].”



General Terms

- a) Your quote must remain valid for a period not less than 60 days after November 1, 2026
- b) Meridian reserves the right to accept or reject any quotations, cancel the bidding process and to reject all quotations at any time prior to the award of the contract.
- c) Selected contractors will adhere to Data Processing Agreement terms and to prohibition on use of certain telecommunication and Video surveillance services or equipment as defined in Section 889(a)(1) of the National Defense Authorization Act for Fiscal Year 2019 (Pub. L. 115-232) and as more specifically defined in Federal Acquisition Regulation (FAR) clause 52.204-25 "Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment.
- d) This RFP along with Meridian's Terms and Conditions are incorporated here by reference: https://meridian.vendorrisk.com/guest_document/35351/e211a777626c3



7. Proposed timeline:

Phase	Timing	Key Activities	Primary Deliverable
RFP & Vendor Selection	Aug–Oct 2026	Finalize RFP; solicit proposals; Q&A; presentations; references; selection	Selected vendor
Discovery & Digital Strategy	Nov–Dec 2026	Stakeholder interviews; analytics; audience research; current-site and content audit; marketing-ops assessment	Digital strategy & requirements
Information Architecture & Content Strategy	Jan–Feb 2027	Sitemap; taxonomy; content types; user journeys; search; governance; migration plan	Approved information architecture
UX / Wireframing	Feb–Mar 2027	Wireframes; prototype; usability testing; iteration	Approved UX/wireframes
Visual Design	Mar–Apr 2027	Design system; homepage; interior templates; responsive/mobile designs	Approved visual design
Technical Architecture	Apr–May 2027	CMS; integrations; analytics; security; development environment	Technical foundation
Development	May–Jul 2027	Front-end/back-end development; CMS; integrations; templates; search	Development site
Content Migration & QA	Jul–Aug 2027	Content cleanup; migration; redirects; SEO; accessibility; testing	Launch-ready site
Training & Launch Preparation	Aug–Sep 2027	Staff training; documentation; UAT; launch rehearsal	Launch approval
Launch & Stabilization	Sep–Oct 2027	Production launch; monitoring; fixes; redirects; DNS/deployment	New Meridian.org
Post-Launch Optimization	Oct–Dec 2027	30/60/90-day reviews; analytics; SEO; conversion optimization	Optimization report

8. Meridian Responsibilities & Assumptions

- Meridian will designate an internal project lead (Yaseen Rashed) and appropriate subject-matter stakeholders.
- Meridian will provide reasonable access to existing website, analytics, CMS, CRM, event, hosting, and related systems necessary for discovery and implementation.
- Meridian will provide timely feedback and approvals according to an agreed project governance



process.

- Meridian will identify final content owners and approvers for major sections of the site.
- The selected vendor should identify any dependencies on Meridian staff, third parties, licenses, data, or other systems that could affect schedule or cost.