

Request for Proposals

Website Design & Development

debeaumont.org Redesign | 2026-2027

RFP Issued	Friday, July 24, 2026
Proposals Due	Friday, August 21, 2026
Shortlist Selected	Wednesday, September 9, 2026
Anticipated Project Start	Thursday, October 1, 2026
Target Launch Date	March 31, 2027

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Background

About the de Beaumont Foundation

The de Beaumont Foundation, Inc. (“de Beaumont” or “the Foundation”) is a private charitable foundation that advances policy, builds partnerships, and strengthens public health to create communities where all people can achieve their best possible health.

We create and invest in bold solutions to make public health work better for everyone, through four main strategies:

- **Advancing Policy:** We advance policies that improve health and create thriving communities.
- **Creating Partnerships:** We build partnerships, often among unlikely allies, to help leaders achieve their shared goal of strengthening communities and improving lives.
- **Strengthening the Public Health System:** We support the state and local government public health workforce and create practical solutions that help professionals improve their impact.
- **Improving Communication:** We empower health communicators and build support for public health through research, training, and tools.

We strongly believe that the spirit in which we do our work is as important as the work itself. We pride ourselves on excellence, innovation, and fostering collaboration. We also recognize the importance of elevating justice, equity, diversity, and inclusion (JEDI) in both our programs and our organization.

Who We Serve

The de Beaumont Foundation’s core audience consists of the public health workforce, particularly the professionals who work at state and local health departments across the United States and associated Territories and Tribes. Representatives and partners from nonprofit organizations, academic institutions, businesses, state and federal government, and media organizations also fall into de Beaumont’s target audiences.

Current State of debeaumont.org

Snapshot of Calendar Year 2025

- Pageviews: 498,594
 - Average views per month: 41,550
- Average Time on Page: 2m23s
- Bounce Rate: 59.65%

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- % Exit: 67.1%

1H Snapshot of Calendar Year 2026

- Pageviews: 166,789
 - Average views per month: 29,349
- Average Time on Page: 2m36s
- Bounce Rate: 65.03%
- % Exit: 68.92%

Drivers of Traffic to debeaumont.org

The primary drivers of traffic to debeaumont.org are:

- Program Information: Most traffic on our site is driven by users looking for information about our programs, particularly the Public Health Workforce Interests and Needs Survey (PH WINS), the 40 Under 40 in Public Health honoree program, and our Communicating About Public Health collection of resources.
- News & Blog Posts: Spikes in traffic are also produced when we announce new initiatives or organizational updates on our blog and via news press release. Referral traffic from our newsletter and social media channels contribute the most to this content area.
- Staff & Job Information: Consistently, job opportunities and staff information perform well on our site whether people are applying for a job listing or looking up information about our expert staff members.

Site Infrastructure and Management

Current CMS and Design History

The website is built on WordPress with a custom theme. The last substantial redesign of the website was in 2017. The overall organizational brand was updated in 2023, resulting in some design updates but retaining the site's structure and general functionality.

Site Management

The website is primarily managed by the internal Communications Team, with content development support from the web development firm Piercing Digital, and IT support from IT firm Get Advantage. Both teams may continue to support the maintenance of debeaumont.org throughout and after the redesign of the website.

With that in mind, it is imperative that the ability to directly manage site content remains within this team.

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Project Overview

The Opportunity

The debeaumont.org website was first designed nearly a decade ago. Since then, the standard for websites has changed significantly, and the organization has grown, evolved, and become more complex. In order to keep pace with user expectations for a modern website and to better connect users to the programs and offerings most relevant to them, de Beaumont is seeking proposals from qualified website design and development firms to redesign and rebuild its primary digital property, debeaumont.org. This Request for Proposal (RFP) invites firms with demonstrated experience in nonprofit, foundation, public health, and/or policy-adjacent digital work to submit proposals describing their approach, capabilities, and pricing for the project.

The Foundation is committed to a transparent, collaborative selection process. We invite firms to ask clarifying questions during the designated Q&A window and to be candid in their proposals about scope, trade-offs, and assumptions given the stated budget and timeline.

Discovery to Date

In early 2026, de Beaumont engaged in a discovery process to evaluate its digital presence and brand positioning. This process included 14 stakeholder interview sessions with a deliberately broad participant pool: executive leadership and board members, internal teams, external public health practitioners, media representatives, policy advocate partners, and the Foundation's primary IT support professional.

The resulting High-Level Insights Report identified strengths to preserve and gaps to address across six assessment areas: organizational purpose, findability and discoverability, digestibility and shareability, brand visual representation, brand trust, and technology. The full report is included as Appendix A and should be considered required reading for any firm submitting a proposal. Additional key outputs from this work will be provided to the selected vendor at project kickoff.

Important context: The vendor selected for this project will not be asked to repeat discovery, but to design and build a website that operationalizes the discovery findings. Vendors should propose engagement structures that begin with a structured handoff and orientation, not a from-scratch discovery sprint.

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Goals & Objectives

The redesigned website must deliver against the following goals, drawn directly from stakeholder discovery findings:

Primary Goals

- **Unify de Beaumont's identity.** Translate diverse programs into a coherent, unifying story so the Foundation's top priorities are clear within seconds of arrival.
- **Improve findability of high-value resources.** Surface toolkits, data products, and policy resources beyond the homepage news feed, reducing reliance on direct staff outreach and the hamburger menu.
- **Make content shareable and "newsy."** Equip practitioners, policymakers, and media with distilled, scannable formats – one-pagers, pull quotes, short-form video, and ready-to-use visuals – alongside long-form resources.
- **Close the "boldness gap."** Move the visual identity from "safe corporate" toward authentic, human-centered storytelling that reflects the diverse, hyperlocal realities of public health practice.
- **Establish de Beaumont as a destination for thought leadership.** Build an expanded Press Center and expert hub to support executive visibility and access to internal staff expertise.
- **Empower internal content publishing.** Replace a restrictive backend with a flexible, component-based system that allows the Communications Team to build rich pages without custom development.
- **Serve diverse audiences with clear pathways.** Triage public health practitioners, policy influencers, business leaders, community advocates, and media into pathways that match their needs.

Secondary Goals

- Preserve the platform reliability and uptime that internal and external stakeholders praise about the current site
- Enable program-level visual flexibility (sub-brands) within a coherent parent identity
- Improve accessibility to WCAG 2.1 AA conformance at minimum
- Maintain or improve SEO/GEO-optimized content structure throughout the migration
- Improve security infrastructure of website to align to best-in-class standards

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Scope of Work

The selected firm will be responsible for a complete redesign/restructure of the debeaumont.org website. They will provide strategic and tactical digital fulfillment expertise to extend the reach, influence, and impact of debeaumont.org to its audiences. The selected firm will work closely with the de Beaumont team to evaluate the current site, recommend strategies, and develop a robust, resource-focused website to advance de Beaumont's goals and mission.

What's Out of Scope

To set clear expectations and protect the budget, the following are explicitly out of scope unless otherwise negotiated:

- Original photography or video production (the Foundation will source these separately)
- Original copywriting beyond microcopy, navigation labels, and template placeholder text (the Foundation's Communications Team will provide page-level copy)
- Audience persona development
- Branding refresh of the parent identity (logo, primary palette); only light branding related to creation of consistent program sub-brand assets is allowed (for example, using the parent brand guidelines to inform how sub-brand landing pages appear).
- Redesign of debeaumont.org's sister/satellite sites (e.g., [CityHealth](#), [Health Action Alliance](#), [PHCC](#), [The BUILD Health Challenge](#))
- Custom-built data visualization tools beyond what the chosen CMS can support with reasonable configuration (PH WINS dashboards are assumed to remain in their current environment with integration points only)
- Ongoing hosting fees (proposals should specify hosting recommendations and estimated annual cost separately)

Deliverables

1. Strategy & Planning
 - a. Project kickoff meeting summarizing goals, objectives, target audience, and key messaging
 - b. Discovery handoff workshop with de Beaumont's Communications Team
 - c. Refinement of the sitemap delivered at project start
 - d. Technical architecture documentation
 - e. Project timeline with key milestones, deadlines, dependencies, and risk register
2. Information Architecture & UX
 - a. User journey mapping for primary personas
 - b. Wireframes for all unique page templates (homepage, program landing, program sub-site ([PH WINS](#), [MADE for Health Justice](#), [40 Under 40](#), [New to Public Health](#)), resource library, individual resource, news/insights blog, expert/staff/board bio, press center, about, contact, search results, 404, training hub, individual training,

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events hub, individual event, book series, individual book, media-as-page templates for video and PDF, web versions of reports, sub-navigation menus, straightforward data visualization for polls)

- c. Resource library design with robust and unified filtering by topic, type, program, and date that works across content types – including state-level filtering capability where data permits
- d. Expanded Press Center with expert directory, contact pathways, third-party validation feeds, and downloadable assets
- e. Navigation redesign that reduces reliance on the hamburger menu and surfaces core programs
- f. Search experience design with relevance tuning, potentially utilizing AI to answer user queries

3. Visual Design

- a. Brand-aligned design system (typography, color, components, spacing, imagery direction)
- b. High-fidelity designs for all page templates in desktop, tablet, and mobile
- c. Program-level sub-brand design exploration for PH WINS, MADE for Health Justice, and others.
- d. Affiliate program level landing page design for PHCC, CityHealth, and others.
- e. Asset library documented in Figma (or equivalent) for ongoing internal use
- f. Imagery direction and a curated stock photography shortlist that moves beyond “status quo” corporate imagery toward authentic representation of practitioners in diverse settings
- g. Accessibility review of all designs

4. Development

- a. Front-end development of all approved templates
- b. CMS implementation on the platform recommended by the vendor (see Technical Requirements for platform considerations)
- c. Editorial system that combines standardized components for routine pages with the flexibility to apply page-specific HTML and CSS where designed exceptions are warranted
- d. Integrations with current third-party services: newsletter platform, analytics, social embeds, video hosting, applicant systems, and any PH WINS data tools currently in use
- e. Performance optimization to meet Core Web Vitals “Good” thresholds
- f. Accessibility implementation to WCAG 2.1 AA
- g. Security hardening and SSL certificate configuration via the proposed hosting platform

5. Content Migration

- a. Migration of approximately 700–1,000 pages of existing content

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- b. URL mapping and 301 redirect implementation to preserve SEO equity
- c. Media library migration (images, PDFs, video links) and guidance on an asset naming system
- d. Re-tagging of content under the new unified taxonomy
- 6. Quality Assurance, Training & Launch
 - a. Functional and cross-browser testing (current versions of Chrome, Safari, Firefox, Edge)
 - b. Cross-device testing (desktop, tablet, mobile)
 - c. Accessibility audit and remediation
 - d. Performance and load testing
 - e. CMS training (minimum two 90-minute sessions, recorded, with written documentation) for the Communications Team and additional content development contributors
 - f. Launch plan including pre-launch QA, launch day support, and a 30-day post-launch hypercare period
- 7. Post-Launch Support
 - a. 30 days of post-launch bug-fix support included in base price
 - b. Optional ongoing support/retainer pricing (provide pricing as an addendum)

Technical Requirements

Platform

The Foundation does not require a specific content management system (CMS) but expresses a strong preference for an open-source, widely supported platform with a deep developer ecosystem. WordPress is the preferred platform, but vendors are welcome to propose alternatives if they justify the choice against the criteria below.

The proposed platform must support:

- An editorial model that combines standardized components for routine pages with the flexibility to apply page-specific HTML and CSS where a designed exception outside of the templated component is warranted. The Foundation does not want a system that forces heavy customization on every page, nor one so locked down it requires developer involvement for any visual variation.
- Robust taxonomy and tagging supporting multi-faceted resource filtering (type, topic, program, audience, format, date)
- Role-based permissions for the Communications Team and program-level contributors
- Native or first-class plugin support for accessibility, SEO, redirects, and form management
- Reasonable long-term maintainability

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Hosting & Infrastructure

The current site is hosted on Pantheon with Cloudflare CDN, and stakeholders praise platform reliability and uptime. Vendors may propose continuing with this stack or recommend an alternative. Any recommendation must include:

- Estimated annual hosting cost (separate from project budget)
- Uptime SLA
- Staging and development environments
- Backup and disaster recovery approach

Performance

- Core Web Vitals “Good” thresholds across all primary templates
- Image optimization and lazy loading by default
- Page weight budgets documented and enforced

Accessibility

- WCAG 2.1 AA conformance at launch
- Accessibility statement page
- Manual and automated audit documentation delivered at launch

SEO/GEO

- URL mapping and 301 redirects from old to new structure
- Structured data (JSON-LD) for key content types: articles, people, organizations, events, resources
- XML sitemap generation
- Open Graph metadata for all templates (potentially via Yoast)

Integrations

The vendor should anticipate integrating with or maintaining connections to:

- Constant Contact (newsletter and email marketing)
- Google Analytics 4 and any current tag management
- LinkedIn, X, Bluesky, Threads, Facebook, Instagram (social embeds and share functionality)
- Qualtrics form embed functionality
- Video hosting (current platform to be confirmed; vendor should accommodate the Foundation’s preferred hosts)
- The de Beaumont LMS (LearnDash; integration points only)
- A potential SSO that would allow connection between the LMS, the PH WINS Dashboard site, program-level applications, and the eventual CRM

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Security

- Implement industry-standard security controls, including encryption of data in transit (TLS 1.2+) and at rest, protection against the OWASP Top 10 Web Application Security Risks, secure forms, appropriate HTTP security headers, malware scanning for uploaded files, and safeguards against common automated attacks.
- Provide role-based access control with configurable permissions for administrators, content editors, and other user roles.
- Perform ongoing vulnerability monitoring, regular security patching, and timely remediation of identified security issues.
- Maintain documented incident response procedures and promptly notify the Foundation of any security incidents affecting Foundation systems or data.
- Support implementation of the Foundation's privacy policy and cookie consent requirements.
- Disclose all third-party plugins, libraries, APIs, and hosted services incorporated into the solution. Any third-party service that stores, processes, transmits, or otherwise has access to Foundation data shall maintain appropriate security controls. Vendors should identify applicable security certifications or independent security assessments (e.g., SOC 2 Type II, ISO 27001) for such services or explain equivalent security practices where formal certifications are not available

Unified Tagging & Taxonomy System

The CMS must support a single, unified tagging and taxonomy system that operates across all major content types, including (but not limited to) blog posts, resources, events, and news releases. Specifically:

- Editors should be able to apply the same topic tags across content types so that a topic page or related-content feed can surface every piece of content tagged to a given topic, regardless of content type
- Taxonomies should include at minimum: topic, program, audience, and content format
- Tag management UI must allow editors to add, edit, merge, and retire tags without developer involvement
- Tag relationships must be queryable and exposable on related-content modules across the site

Image Management

The CMS must support flexible, high-quality image handling that prevents editors from having to upload multiple versions of the same image:

- A single uploaded image must be reusable at multiple crops and aspect ratios across the site, with editor control over crop framing per use

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- Each crop must preserve high resolution and serve appropriately sized, optimized variants based on context and device (responsive images, modern formats like WebP/AVIF where supported)
- Image metadata (alt text, credit, caption) should be set once per image and follow it across uses, with the ability to override per use where needed

Media as Webpages

The Foundation wants to move away from serving high-value PDFs, videos, and other media exclusively as file uploads to capture analytics and create indexable destinations. The vendor should propose a model that:

- Treats high-value PDFs, videos, and similar media as web pages with their own URLs, metadata, and analytics tracking, rather than as direct file links
- On a PDF page, the primary call to action is to view (or download) the PDF; the page exists to be tracked, shared, and indexed
- On a video page, the embedded video is the primary content with supporting metadata, transcript where available, and related content

Newsletter Segmentation & Conversion Tracking

The Foundation's newsletter program is a primary conversion path. The CMS and form layer must support the following behavior:

- Newsletter sign-up forms placed on different pages or sections of the site must be able to route new subscribers to different lists or audience segments in Constant Contact based on the page or section where the conversion occurred
- Editors should be able to associate a form with a list/segment without requiring developer involvement
- Segment-aware tracking should be visible in analytics so the Communications Team can evaluate which pages drive which audience segments
- Where Constant Contact API limitations apply, the vendor should propose a workaround (hidden form fields mapped to custom fields, conditional list routing, etc.) and document the approach

Design & Brand Requirements

The redesign must close the "boldness gap" identified in discovery while preserving the elements of the current brand identity that work. Specifically, the design partner should:

Visual Identity Direction

- Build on the existing parent brand palette while introducing breadth and warmth that humanizes the brand

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- Explore program-level sub-brand systems for at least PH WINS and MADE that reflect each program's distinct community and tone, while preserving parent-brand cohesion
- Apply visual energy consistently across interior pages – not just the homepage
- Use rounded geometry with intention so it feels distinctive rather than templated

Imagery & Storytelling

- Move decisively away from generic stock photography (urban offices, sleek conference rooms, city crosswalks)
- Curate authentic, aspirational representation of public health practitioners in diverse settings: rural health departments, community spaces, older government buildings, field-based work
- Prioritize success stories, practitioner faces, and community impact alongside data and policy content
- Provide art direction guidelines the Foundation can use when commissioning new photography

Typography & Hierarchy

- Preserve bold typographic confidence as a brand signal
- Improve scannability through stronger typographic hierarchy, distilled summaries above long-form text, and intentional white space

Componentry

- Deliver a complete component library covering at minimum: hero, callout, stat block, pull quote with and without headshot, expert card, resource card, training card, event card, timeline, gallery, masonry tile grid, video embed, accordion, tabs, CTA banner, related content, and newsletter sign-up (with segment routing)
- Document each component with usage guidance for the Communications Team, including when to use a standardized component versus when a page-level HTML/CSS exception is appropriate

Project Timeline & Milestones

The following milestones reflect the Foundation's expectations of a launch date in early 2027; vendors should propose adjustments in their response if they have a different recommended cadence.

Stage framework for evaluation: For pricing and evaluation purposes, this engagement is also organized into five top-level stages: Stage 1: Assessment, Stage 2: CMS, Stage 3: Design, Stage 4: Build, and Stage 5: Launch. These stages map across the phases below: Assessment corresponds to Phase 1; CMS corresponds to architecture and CMS implementation in Phases 1

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and 4; Design corresponds to Phases 2 and 3; Build corresponds to Phases 4 and 5; and Launch corresponds to Phase 6 plus the post-launch hypercare period.

Phase	Dates	Key Deliverables
Vendor Selection & Contracting	Aug – Sept 2026	Proposals due Aug 21, 2026 Finalist interviews early Sept Selection by mid Sept Contract signed by Sept 28
Phase 1: Kickoff & Discovery Handoff	Oct 1 – 28, 2026	Kickoff workshop Discovery handoff Confirmed project plan Refined sitemap Technical architecture doc
Phase 2: UX & Wireframes	Nov 6 – 30, 2026	Wireframes for all templates Navigation system Resource library filtering model Press Center structure New content module structures
Phase 3: Visual Design	Dec 4, 2026 – Jan 13, 2027	Design system High-fidelity comps Program subbrand exploration Component library in Figma
Phase 4: Development	Dec 14, 2026 – Feb 22, 2027	CMS build Template development Integrations Editorial system & page-level controls Staging environment
Phase 5: Content Migration	Feb 8 – March 4, 2027	URL mapping & redirects Page migration Media migration Re-tagging under unified taxonomy
Phase 6: QA, Training & Launch Prep	Feb 11 – March 29, 2027	Cross-browser/device QA Accessibility audit

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Phase	Dates	Key Deliverables
		Performance testing CMS training Launch runbook
Launch	March 31, 2027	Site live Launch-day support 30-day hypercare begins
Post-Launch Hypercare	April 1 – May 3, 2027	Bug fixes Performance monitoring Editor support Final handoff

Note on overlapping phases: Some phases intentionally overlap (e.g., design begins before wireframes are fully complete; development begins before all designs are signed off). Vendors should propose a working approach that supports this concurrency while protecting quality.

Budget

The total budget for this engagement is for one award of \$150,000-200,000 USD, inclusive of all design, development, content migration, training, and 30-day post-launch hypercare. Hosting fees, third-party software licenses, original photography, and original copywriting are excluded from this figure.

The Foundation has set this budget to deliver against a substantial scope – including new content modules and significant technical capability requirements (unified tagging, image management, media-as-pages, segmented newsletter sign-ups, and masonry tile layouts). The Foundation welcomes vendors to:

- Propose how they would deliver the scope at this budget
- Identify scope elements that, in their professional judgment, would be at risk and propose phased or post-launch alternatives
- Recommend a smaller, sharper scope if a different cut would better serve the goals – the Foundation values candor over an over-promised proposal

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Cost Breakdown by Stage

To align with the evaluation criteria, proposals must include an itemized cost breakdown by the five engagement stages, plus a separate line for Extras. Vendors should clearly state assumptions for each stage.

Stage	Cost Required
Stage 1: Assessment (Phase 1)	\$ ____
Stage 2: CMS (architecture and CMS implementation across Phases 1 & 4)	\$ ____
Stage 3: Design (Phases 2 & 3)	\$ ____
Stage 4: Build (Phases 4 & 5)	\$ ____
Stage 5: Launch (Phase 6 plus 30-day hypercare)	\$ ____
Extras (anything not captured in the five stages above; itemize)	\$ ____
Total	\$ ____

Optional add-on pricing (e.g., ongoing maintenance retainer, additional training, expanded photography direction) may be included as a separate addendum and will not count against the base budget evaluation.

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Proposal Requirements

Vendor Qualifications

Qualified firms should demonstrate:

- Minimum seven (7) years of agency or firm experience designing and developing complex, content-driven websites
- Demonstrated portfolio of work for foundations, nonprofits, think tanks, research organizations, and/or public-sector clients
- Experience with the proposed CMS platform, including custom component development
- Working knowledge of accessibility standards (WCAG 2.1 AA) with examples of accessible work shipped
- Direct experience migrating content from one CMS to another at comparable scale
- A staffed, cross-disciplinary team including (at minimum) a project manager, UX lead, visual designer, front-end developer, and back-end developer
- Demonstrated ability to work collaboratively with small in-house Communications Teams
- Preferred (not required) qualifications:
 - Public health, social good, and/or science communication experience
 - Experience designing data-rich or workforce-data-driven digital products
 - Established relationships with WordPress hosting partners

Proposal Requirements

Proposals must include the following sections, in order. Total proposal length should not exceed 25 pages, exclusive of appendices. The structure below is designed to give vendors space to address every item in the evaluation criteria.

1. Executive Summary (one page). A high-level overview of your firm's approach and why you are the right partner.
2. Firm Overview. Company background, years of relevant experience, size of team, ownership structure, foundation/association/nonprofit experience within the last five years, project management system used, internal communications process, project coverage and continuity plan.
3. Portfolio Examples. Three to five case studies with comparable scope, ideally including foundation or nonprofit work. Include outcomes and lessons learned, not just descriptions.
4. Project Team. Named individuals proposed for this engagement with roles, bios, and percentage of time allocated. Disclose any tasks that would be contracted out to subcontractors and why.
5. Approach & Methodology. How you would structure the engagement, your design and development process, how you would operationalize the discovery findings, and your

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typical rounds-of-edits cadence by stage. Describe your adaptability to mid-project change.

6. Stage-by-Stage Plan. For each of the five stages (Assessment, CMS, Design, Build, Launch), describe scope, deliverables, key activities, and team responsibilities. Note any recommended adjustments to the Foundation’s proposed timeline and the date you could start work.
7. Technology Recommendation. Recommended CMS, hosting, and integration approach with justification. Specifically address: accessibility, UX approach, site security, CMS options considered, single sign-on capabilities, third-party site integration, social media integration, analytics, SEO/GEO, and any additional capabilities you believe are relevant.
8. Pricing. Stage-by-stage cost breakdown using the table in the budget section, plus any extras itemized separately. State all assumptions. Include optional add-ons as an addendum.
9. Risks & Trade-Offs. Candid assessment of the largest risks to delivery at this scope, timeline, and budget, and how you would mitigate them.
10. References. Three client references from comparable engagements within the last three years, with contact information.

Appendices (Optional). Additional case studies, sample deliverables, or supporting materials.

Evaluation Criteria

Once the submission window closes, the Foundation’s evaluation team will score proposals using the criteria below. The Foundation will not change or modify evaluation criteria after receipt of offers.

Criteria	Possible Points
Understanding and Approach	25
Relevant Experience	20
Technical Solutions	20
Team and Project Management	15
Timeline, Risk, Feasibility	10
Cost and Value	10
Total Possible Score	100

The Foundation will shortlist two or three finalists for 60-minute virtual interviews in September.

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Submission Instructions & Key Dates

Key Dates

Milestone	Date
RFP issued	Friday, July 24, 2026
Vendor questions due	Friday, July 31, 2026, 5:00 PM ET
Foundation responses circulated to all submitting firms	Friday, August 7, 2026
Proposals due	Friday, August 21, 2026, 5:00 PM ET
Shortlist notified	Wednesday, Sept 9, 2026
Finalist interviews	Sept 14 – 18, 2026
Awardee Notified	Tuesday, Sept 22, 2026
Project kickoff	Thursday, October 1, 2026

How to Submit

- Proposals must be submitted as a single PDF by email to the contact listed below
- Subject line: "RFP Response – [Firm Name] – debeaumont.org Redesign"
- Late submissions will not be considered
- All questions must be submitted by email by the deadline noted above; questions received after the deadline will not be answered

RFP Contact

Nalini Padmanabhan and Imani Lewis Glasspiegel

de Beaumont Foundation

comms@debeaumont.org

Please direct all inquiries through the RFP contact only. Outreach to other Foundation staff during the RFP period may disqualify a proposal.

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Appendix: Reference Materials

The following materials will be shared with shortlisted firms and the selected vendor:

- Appendix A: [High-Level Insights Report \(April 2026\) – 14-session stakeholder discovery synthesis](#)
 - Appendix B: [Current brand guidelines](#) (PW: NewBrand!)
 - Appendix C: [Google Analytics Looker Studio](#)
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Thank you for your interest in partnering with de Beaumont Foundation. We look forward to your proposal.

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