



REQUEST FOR QUALIFICATIONS (RFQ):
FY27 Website Redesign and Hosting

DATE OF ISSUE: June 15, 2026

DEADLINE: July 20, 2026, 4:00pm EST **EXTENDED**

INTRODUCTION

Since 1991, Family League of Baltimore (Family League) has been the designated Local Management Board for the City of Baltimore. Family League's mission statement is: *Family League works collaboratively to support data-informed, community-driven solutions that align resources to dismantle systemic barriers that limit the possibilities for children, families, and communities.*

Family League's work seeks to dismantle systemic barriers that limit the possibilities for children, families, and communities. We focus on four priority Results Areas: Cradle to Career Education, Healthy Families, Economically Secure Families, and Safe and Thriving Families.

As a careful steward of the funds awarded by the City, the State of Maryland, and federal and private entities, Family League braids its resources together to maximize the impact of each dollar invested in support of these results areas. We leverage these resources to serve Baltimore's children, youth, and families through our participation as a convener, implementation lead, or partner in numerous collaborative spaces.

PROJECT DESCRIPTION

This project includes two components: (1) redesigning and hosting of Family League's website and (2) hosting the Early Childhood Advisory Council's (ECAC) website.

Family League Website Redesign and Hosting

Family League recognizes the need to refresh our digital presence to better reflect our mission, impact, and values. Our current website and branding require updating to effectively communicate our story, engage diverse stakeholders, and showcase the transformative work happening in Baltimore through our partnerships and initiatives.

Overview of Request

Family League is seeking a qualified web design agency to provide comprehensive brand and website design services. This project will involve refreshing our brand identity and creating a new website that effectively communicates our mission while serving multiple audience types including community partners, funders, families, and stakeholders.

Project Structure—We anticipate this work will be executed across three tranches/milestone phases to ensure strategic development and stakeholder input throughout the process.

Key Deliverables Include:

Phase 1: Brand Foundation & Strategy (If selected, the initial contract will be for Phase 1 and this portion of the contract amount will be for up to \$25,000. If expanded to include Phases 2 and 3, an additional contract not to exceed \$25,000 will be issued.

- Accessibility Compliance Audit - Website must meet WCAG 2.1 AA accessibility standards
- Discovery and Brand Audit - Assessment of current brand positioning, messaging, and

digital presence

- Stakeholder Engagement - Facilitated sessions with cross-functional Family League team to define brand voice and values
- Brand Strategy Development - Creation of brand guidelines, color palette, typography, and visual elements
- Content Strategy - Development of key messaging frameworks and content structure

Phase 2: Website Design & Development (This RFQ is seeking proposals and costs for all phases of the work, but the initial contract will be solely for Phase 1.)

- Website Architecture - Site mapping and user experience planning for multiple audience types
- Visual Design - Custom website design that reflects brand identity and supports user journeys
- Content Development - Copywriting support and content optimization for web
- Responsive Development - Full website build optimized for desktop and mobile devices

Phase 3: Launch & Optimization (This RFQ is seeking proposals and costs for all phases of the work, but the initial contract will be solely for Phase 1.)

- Testing & Quality Assurance - Comprehensive testing across devices and browsers
- Training & Documentation - Content management training for Family League staff
- Performance Optimization - SEO setup, accessibility compliance, and performance optimization
- Launch Support - Go-live support and post-launch monitoring

Phase 3: Additional Requirements:

- Photography Integration - Ability to incorporate authentic imagery showcasing Baltimore communities and Family League's work (similar to Abell Foundation approach)
- Analytics & Tracking - Implementation of appropriate measurement tools
- Content Management - User-friendly CMS for ongoing content updates

Early Childhood Advisory Council (ECAC) Website Hosting (In addition to Family League's website project described above, this RFQ is seeking proposals and costs for one year of ECAC website hosting this portion of the contract not to exceed \$10,000).

The Baltimore City ECAC seeks to engage a qualified vendor to provide comprehensive website hosting, maintenance, and support services to ensure the ongoing security, stability, functionality, and strategic growth of the Coalition's website.

The ECAC is a mostly volunteer coalition of early childhood stakeholders working together to ensure all Baltimore's children enter school ready to learn. The coalition maintains a membership of 35-45 individuals and is led by three (volunteer) co-chairs and one (staffed) council coordinator.

Working primarily with the ECAC Co-Chairs and Council Coordinator, the selected vendor will serve as a proactive partner responsible not only for technical upkeep, but also for responsive service, clear communication, and continuous improvement of the website as a key communications and engagement tool.

The proposal should:

➤ **Demonstrate Relevant Experience**

- Describe experience providing website hosting, maintenance, and support services for nonprofit organizations, coalitions, or public sector entities;
- Highlight examples of long-term client relationships; and
- Provide at least three (3) references for comparable work, including contact information and length of engagement.

➤ **Describe Technical Approach**

- Summarize the hosting environment and security practices
- Describe backup procedures, software updates, and uptime monitoring processes; and
- Explain how the firm ensures website stability, and performance.
- Portfolio showcasing brand development and website design
- Experience with community-focused storytelling and multi-stakeholder communications
- Technical expertise in modern web development and accessibility standards

➤ **Outline Responsiveness & Communication**

- Identify the primary point of contact for the account;
- Describe typical response times for routine requests and urgent issues;
 - Urgent issues examples; site down, security breach
 - Routine requests examples: content updates, minor bugs, plugin updates
- Explain how clients submit requests and how communication is managed; and
- Describe how the firm keeps clients informed about maintenance activities and potential issues.

➤ **Explain Support Capacity**

- Describe the team structure and qualifications of staff who will support this project;
- Clarify whether services are performed in-house or subcontracted; and
- Describe the firm's ability to assist with content updates, troubleshooting, and new feature development.

GRANT TERMS & APPLICANT ELIGIBILITY

Initial Contract Award Amount: Not to exceed \$35,000 with potential for an additional contract for Family League Phases 2-3 with an amount not to exceed of \$25,000.

Family League Website Redesign and Hosting Phase 1: Not to Exceed \$25,000
ECAC Website Hosting: Not to Exceed \$10,000

Grant Period: July 1, 2026 – June 30, 2027.

To apply, interested individuals or organizations must:

- Qualify as a nonprofit corporation with 501(c)(3) status, a for-profit corporation, or a public entity;
- Have been in operation under the same organizational name for a minimum of two years;
- Be in Good Standing with the State of Maryland and provide a PDF copy of the certificate dated **within the past 30 days**. Certificate can be obtained from [here](#);
- Be in Good Standing with Family League (if a current or past partner);
- Provide a clear and concise operating budget; and
- Respond fully to all questions and submit all required supplementary documentation by the posted deadline.

SUBMISSION REQUIREMENTS

Applicants are required to submit proposals through FUNDINGtrack, Family League’s online grants management system accessible through <https://flb.fluxx.io>. Submission must be completed by the date and time specified in this RFQ and in the FUNDINGtrack application. The deadlines will be strictly enforced. It is the responsibility of the applicant to ensure that the application process is completed by the deadline. Hard copies, emailed copies, and late submissions will not be accepted. Furthermore, Family League reserves the right, at its sole and absolute discretion, to amend or modify any provision of this RFQ, or to withdraw this RFQ at any time prior to the contract award. Family League shall not be bound by or liable under this RFQ and/or any response thereto until a final written contract has been executed by Family League and the grantee incorporating the terms and conditions of the award.

Registration

All applicants must be registered in FUNDINGtrack. This is done by selecting the “Register” link on the portal’s home page, found here: <https://flb.fluxx.io>. Applicants will receive login credentials via email within three business days of submission of the registration form. Applicants are highly encouraged to register early.

Organization Information and Documentation

The Organizational profile enables all registered users of FUNDINGtrack to provide the key business and contact information needed from Funded Partners. All registered users should fully complete the requested information and upload the due diligence documentation required in this RFQ.

Help Using the Online Application

For questions or problems, contact the Help Desk at FUNDINGtrack@FamilyLeague.zendesk.com, Monday through Friday, 8:30 am to 4:30 pm.

PRE-PROPOSAL CONFERENCE/QUESTIONS

A pre-proposal conference will be held virtually on **June 25, 2026 at 3:30pm**. The meeting can be accessed via Zoom:

Topic: FY27 Website Redesign & Hosting RFQ

Time: Jun 25, 2026 03:30 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://familyleague-org.zoom.us/j/81316333014>

Meeting chat link

<https://familyleague-org.zoom.us/launch/jc/81316333014>

Meeting ID: 813 1633 3014

One tap mobile

+16465189805,,81316333014# US (New York)

+19292056099,,81316333014# US (New York)

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Join by SIP

• 81316333014@zoomcrc.com

Join instructions

<https://familyleague-org.zoom.us/meetings/81316333014/invitations?signature=a-4FVhZ4S6tnv33Y7l6lnYQXazz68ifnrL89spSc6eE>

Applicants may address questions to fundedpartnerships@familyleague.org until **June 25, 2026**. All Questions and Answers will be posted on the Family League website (www.familyleague.org) on **June 29, 2026**.

Budget Guidelines

Please be sure that the budget:

- Does not exceed the total possible award amount for all Phases
 - Initial total amount not to exceed: **\$35,000**
 - Family League website redesign Phase 1 and website hosting, **\$25,000**
 - ECAC website hosting, **\$10,000**
 - Family League website redesign Phases 2-3, **\$25,000**
- Includes itemization for costs associated with:
 - Family League website hosting
 - Family League website redesign Phase 1
 - ECAC website hosting
- Does not include in-kind contributions;
- Does not include the purchase of fixed assets; and
- Is consistent with the program design/plans outlined in the corresponding proposal

narrative.

REVIEW AND SELECTION PROCESS

Review Panel

Family League staff will review and score proposals against a standard rubric. Reviewers will consider the selection criteria outlined in this RFQ.

As the City of Baltimore's appointed Local Management Board (LMB), Family League is committed to strengthening city-based businesses and providing equity and inclusion in its procurement process. It is the policy of Family League that all city-based, small, minority and/or woman-owned or led businesses and other historically underrepresented and underutilized business enterprises be given the maximum practicable opportunity to compete and be awarded contracts to provide goods, services, and activities administered by Family League.

Selection Criteria

The following criteria will be used in selecting the application to be awarded:

- Technical Approach
- Relevant Experience (including references)
- Responsiveness & Communication
- Cost effectiveness

Announcement

Funding decisions are expected to be announced by: **September 11, 2026.**

GENERAL TERMS AND CONDITIONS

Grant Award

The submission of a proposal does not, in any way, guarantee an award. Family League is not responsible for any costs incurred related to the preparation of a proposal in response to this RFQ. Family League reserves the right to withdraw an award prior to execution of a contract with a Funded Partner in Family League's sole and absolute discretion.

Contract Terms

All Funded Partners and Vendors must comply with all terms and conditions applicable to contracts executed by Family League. A Scope of Work with details about specific requirements and measurable outcomes will be included in the contract.

Additional Funder Conditions

Any additional terms and conditions imposed by funders following the release of this RFQ shall become a part of the contract between the Funded Partner and Family League.

Key Dates and Deadlines

DATE	TASK
June 15, 2026	RFQ Released

June 25, 2026	Question & Answer Deadline
June 25, 2026	Pre-proposal Conference
June 29, 2026	Q&A Posted on Website
July 20, 2026	Applications Due EXTENDED
July 21 – 30, 2026	Technical Review & Cure Period
July 21 – August 31, 2026	Application Review
September 11, 2026	Determination Notices