



The Fortune Society
BUILDING PEOPLE, NOT PRISONS

REQUEST FOR PROPOSAL

Website Redesign

October 2025

Introduction

The Fortune Society is requesting Proposals from qualified firms/vendors to develop and deliver a new website for fortunesociety.org.

Proposals shall be received at The Fortune Society until **Monday, November 17, at 5 PM ET**. No public disclosure shall be made until after the award of the contract.

A Q&A session will be held on **Friday, October 24, at 3 PM ET** for those interested in submitting Proposals.

Registration for the Q&A session: <https://events.teams.microsoft.com/event/f5eb065a-241f-4adc-a79a-32565ffeb5d3@f085a8ed-25c2-4cff-9d1e-7ef22521b81d>

Please reach out to Kendall Shepard, kshepard@fortunesociety.org, for any issues related to registering for the Q&A session. (As of September 15, with the recent macOS Tahoe 26/iOS 26 update, Microsoft Teams webinar registration is not accessible using Safari. We recommend registering using a different web browser in the meantime.)

Formal interviews and presentations will be requested from selected Proposals.

All inquiries regarding this Proposal shall be emailed to:

The Fortune Society Attention: Kendall Shepard and Brian Robinson
kshepard@fortunesociety.org
brobinson@fortunesociety.org
(send to both emails)

Please note: this RFP contains our website team's best thoughts on our current needs. We are eager to discuss each item with the chosen developer and are open to new ideas, methods, and technologies.



Organizational Overview

Our Mission Statement

The Fortune Society's mission is to support successful reentry from prison and promote alternatives to incarcerations, thus strengthening the fabric of our communities.

We do this by:

- BELIEVING in the power of individuals to change;
- BUILDING LIVES through service programs shaped by the needs and experience of our participants; and
- CHANGING MINDS through education and advocacy to promote the creation of a fair, humane and truly rehabilitative correctional system.

Our Approach

Our continuum of care is informed and implemented by professionals with cultural backgrounds and life experiences similar to those of our participants. We serve thousands of individuals annually via our expanding network of New York locations: our service centers in Long Island City, Queens and Morrisania, the Bronx, as well as several housing residences throughout the city. Our program models are recognized both nationally and internationally for their quality and innovation.



Project Overview

The Fortune Society is in need of a new website that more accurately reflects the important work being done each day, provides more information to our main audiences, effectively speaks to prospective donors and potential advocates, and clearly communicates Fortune's brand and messaging.

Fortune's current website, while strong in certain areas, does not accurately represent our organization or achieve our service, communications, and development goals. The site is not user friendly for perspective participants with limited digital literacy.

Analysis of Current Site

Current Website Pros:

- Easy to update content .
- Modern – The look of our website feels mostly modern and up to date.
- Good language for donor/partner audience – The website clearly describes our organization to this audience. While there are still improvements to be made, this is where the site is most successful.
- Easy to directly send audiences to individual pages.

Current Website Cons:

- Does not address participants'/participants families' needs – our site does not provide good user experience for finding the right information for this audience.
- Complicated click-through – many pages require to be clicked through in order to navigate to a specific page.
- Search bar – page titles and tags do not appear when searching, only page content. Makes it hard to search.
- Not accessible – the site is not able to be read with accessibility tools, and we don't currently use any plugin for accessibility as most are not compatible with our current site.

Specific Site Goals

- Articulate Fortune's mission & culture, Narrate Fortune's history.
- Define a coherent brand image.
- Adhere to Fortune's Branding Guidelines.
- Prominently and consistently use Fortune's logo throughout the site.
- Show What We Offer:
 - Model of Services – Top level description of service theory
 - Specific Services – Descriptions of each service
 - Evidence of Success – examples of statistics and personal stories of success
- Prioritize services and resources for participants.
- Ask for support: financial & volunteer.
- Define Contacts: locations & directions, staff & governance.
- Offer financial information.
- Communicate advocacy opportunities.
- Integrate with electronic newsletter and social media communications.
- Increase accessibility to participants with information and workshop sign-ups.

New Site Specifics

This should not be considered a comprehensive list but should be the basis of your initial Proposal. After a developer is chosen, further meetings will determine final specifics. All written content, imagery, and video will be provided by The Fortune Society to the selected developer:

Workshop sign ups

We have many workshops that participants can sign up for online. This would be different from our events listings and there would be a process for collecting participants' information, which we currently don't have the ability to do.

CMS

Being able to easily update the majority of content on this site is imperative. Fortune has very limited website technical expertise, and this site should be designed so a moderately computer literate person can update text, images, documents, pictures, videos and other content as needed. The ability to easily add pages.

Responsive design

Our new website should be fully responsive. A decent percentage of our audience will be accessing our site on mobile phones.

Video/Audio embedding

We should be able to easily embed video and audio onto pages on our new site. We host our videos on our YouTube page, and the new site should work smoothly with it. The site should allow embedding from other sources as well (SoundCloud, Vimeo, etc.).

Search

The website should be easily searchable for content, through page titles, tags and keywords.

Email signup and donation collection

Our current website allows users to sign up for our email newsletter as well as allowing them to choose areas of interest. It is working with MailChimp to collect these names and add names to our MailChimp list. We use Classy to direct donors to give.



Our Audiences

The Fortune Society's new website should target our two main audience categories:

1. Those who want details on how Fortune is run and its successes. This includes donors, foundations, government agencies and officials, employers, legislators, academics, media and other criminal justice organizations, among others.
2. Those who want information on how Fortune can help them or someone they know. This includes participants, participants' families and friends, and referring agencies, among others.

Required Services

Staff Training

As part of a final contract, the web developer must be prepared to provide training, including onsite and via email/remote call. Exact schedules and amounts can be decided in the final agreement.

Maintenance Contract

The Fortune Society will require a maintenance contract for the website in order to ensure its smooth operation and will only accept bids from firms able to provide this service. This contract will be separate from the initial website development agreement.

Hosting or Hosting Support

The Fortune Society will be relying on the contracted web developer for hosting recommendations and technical support. We are currently using A2 Hosting.



Instructions to Proposers

Proposals shall be delivered electronically to: The Fortune Society Attn: Kendall Shepard, and Brian Robinson kshepard@fortunesociety.org, brobinson@fortunesociety.org (both emails please). Please include the subject line “[Your Name, your company, your brand, etc] 2025 Website Proposal”.

1. Proposals received after the deadline shall not be considered.
2. Proposer may withdraw Proposals at any time during this process.
3. The Fortune Society reserves the right to conduct discussions with Proposers, to accept revisions of Proposals, and to negotiate price changes. The Fortune Society shall not disclose any information derived from Proposals submitted or from discussions with other Proposers.
4. Proposers submitting Proposals, which meet the selection criteria, and which are deemed to be the most advantageous to The Fortune Society may be requested to give an oral presentation to a selection committee.
5. The Fortune Society reserves the right to reject any or all Proposals or any part thereof, or to accept any Proposal, or any part thereof, at award and to waive or decline to waive irregularities in any Proposal when it determines that it is in its best interest to do so. The Fortune Society also reserves the right to hold all Proposals for a period of ninety (90) days after the deadline and to accept a Proposal not withdrawn before the scheduled Proposal deadline, and to negotiate with any Proposer considered qualified or make any award without written discussion.
6. The Fortune Society shall not reimburse the Proposer the costs associated with responding to the Request for Proposals.
7. Proposals should include contact information for three references, preferably in the non-profit social services field.
8. Proposals should include proposed timeline for completion of initial website launch.

Proposed Timeline

Q&A on Friday, October 24 at 3 PM ET

Registration: <https://events.teams.microsoft.com/event/f5eb065a-241f-4adc-a79a-32565ffeb5d3@f085a8ed-25c2-4cff-9d1e-7ef22521b81d>

Proposal Accepted until Monday, November 17 at 5 PM ET

Website Designer chosen by Friday, December 19



29-76 Northern Boulevard
Long Island City, NY 11101

fortunesociety.org