



Durham PreK  
Request for Proposal  
Website Redesign  
June 2026

## **Project Summary**

Durham PreK has been very successful over the years with our approach to child and family advocacy. We pride ourselves in providing support and resources to our community. We work alongside dedicated community partners who are equally passionate about providing quality education to Durham's young learners. Our website provides vital information to the community about the enrollment process, eligibility and site locations, and upcoming events.

With that in mind, Durham PreK is seeking proposals from a firm or individual designer/developer to redesign our current website ([www.durhamprek.org](http://www.durhamprek.org)) to enhance, elevate and evolve its overall online presence and performance. It is important that our website is aesthetically pleasing, easy to navigate and informative, while captivating our users with a fresh and fun design.

Our current website is edited, updated and maintained with in-house resources. The goal is to redesign the current website's content into a format that will be aesthetically pleasing, easily navigated and updated, mobile friendly, and that will position the website for further growth, development and success in the future.

## **About**

Durham County is directly involved in a variety of ways with early education, and since 2016, has invested to create a universal preschool program called *Durham PreK*.

Early Years serves as the management agency for Durham County Government for the local investment in public preschool for four-year-olds. Built to enhance and expand the state funded NC Pre-K program, Durham PreK is open universally to all children and will grow incrementally over time to meet the full community need for publicly supported high quality early education.

Durham PreK is dedicated to providing affordable, accessible and high-quality child care for all children living in Durham County who will be 4 years old on or before August 31 of the applying school year.

## **Audience**

Our primary audience members are parents ages 18 - 54 with an interest in early childhood education. In addition to parents and guardians, viewers include teachers, educators, directors and other caregivers of young children. The site is also a resource about public preschool services for elected officials and community organizations.

## **Site Information**

Durham PreK uses Google Analytics to track all information regarding our existing site. Overall, we average about 10k website views per month. We use WordPress to edit, maintain and manage existing web content and our donation page is hosted by Blackbaud.

## **Objective**

The objective is to enhance the aesthetics and overall presence of our website, ensure that it is easy to navigate and mobile friendly. It is essential that our visitors are able to easily navigate our website to find the resources and information they are looking for. We are looking for a fresh, fun and new look that still represents who we are and continues to build awareness and interest in our organization and the services we provide.

To be effective, the new website must be:

- WCAG 2.2 Compliant AA

\*Note: The Mapping functionality of the website is currently being redeveloped to be WCAG compliant and will be transferred to the new website. (<https://www.durhamprek.org/families/site-locations/>) The mapping component can be left out of any proposals.

- Easy to navigate
- Fresh, fun and aesthetically pleasing
- Mobile-friendly
- Informative, comprehensive, consistent

- Safe and secure
- Easy to maintain and update

## Scope of Services

The Vendor must deliver to Durham PreK a redesigned fully operational website based on the following scope of work.

- Develop a project plan for the entire scope of work with input from staff
- DESIGN - Redesign of Durham PreK's (www.durhamprek.org) website enhancing our image while still reflecting our organization to include at a minimum:
  - Website must be mobile friendly and display all graphics/images proportionately
  - Website must display correctly in all browsers such as Edge, Firefox, Chrome and Safari
  - Website must have a clean, fresh and fun look/design, while still using the Durham PreK color scheme
  - Website must be easy to navigate for users
  - Website must be easy to edit and maintain by staff
  - Website should link/hook to Google Analytics / Google Tags
  - Site architecture and/or sitemap
  - Minimum use of plugins
  - Full access to the WordPress platform to customize
  - Provide three (3) different design prototypes of a new home page for the Organization to consider. Then to ensure agreement on the design concept, the Vendor will design a minimum of five (5) pages as determined by the Organization, based on the selected prototype. The Organization will sign-off on the design before the Vendor proceeds with the development of the new website
  - Website will have capabilities to be translated into different languages from dropdown bar at the top of the page
  - All work must comply with the requirements of the Americans with Disabilities Act (ADA) and be measured against the Web Content Accessibility Guidelines (WCAG) 2.2, Level AA standards. The vendor must ensure that all code, media, and third-party integrations provide a seamless experience for users utilizing assistive technologies. This includes a vendor-provided accessibility audit before launch.
  - The website must integrate fully with Early Years's online donation [page](#).
  - Complete all other work necessary to develop and fully test the website.
  - The proposed CMS must be open-source and released under a free software license
  - Ensure that the website is fully operational, without problems or broken links. The Organization will sign off when satisfied.
  - PORTING - Conversion of all content and documents decided on from the existing website into the new CMS-based website/templates.
  - TRAINING - Provide Content Management System (CMS) training and documentation to Organization staff.

- o POST LAUNCH SUPPORT - Provide ongoing support for 6 months after the launch or a minimum of 80 hours of support in creating new CMS templates, web pages, resolving issues and general support as needed.

## **Proposal Submissions**

Submissions should consist of the following:

- Letter of interest
- Overview and background of the firm or individual submitting this proposal.
- Proposal narrative, including your understanding of the Scope of Work and other information you would like to include.
- Detailed timeline of creation, implementation and training.
- Information about the content management system (CMS) that will be used. This should include functional specs, licensing provided in proposal and links to websites that you have developed that use this CMS.
- Three reference contacts for similar projects, including names and contact information for individuals who can speak to the team's qualifications.
- Sample contract for proposed services
- Detailed and itemized cost proposal to encompass all factors necessary for the development and implementation of a new site, including all proposed plug-ins and additional expenses that may arise.

## **Finalist Presentations**

Project finalists may be required to give a presentation that includes, at a minimum, the Vendor's background and experience, an overview of the proposed solution, a vision for the new website, and samples from similar projects.

## **Selection Criteria**

Applicants will be judged based on the following criteria:

- Qualifications of the design/development team
- Past experience on similar projects
- Demonstrable web design skills
- Vendor's holistic approach to the organization's web presence (integration of social media, fundraising)
- References
- Stability of the firm
- Total cost

The successful firm or individual will demonstrate that capacity exists to develop an exciting and fresh "look and feel" for the redesigned website, a reasonable process for development of the website's

information architecture, and the ability to transfer and maintain up-to-date web content. Past experience with non-profit organizations is a plus.

## **Timeline**

- RFP Sent: June 15,2026
- Proposals Due: July 13, 2026 by noon
- Submissions will be evaluated immediately thereafter.
- Interviews will be scheduled beginning August 3, 2026. Notifications will be made via phone call and email.
- The selection of a proposal will be made no later than August 25, 2026.
- All other Vendors will be notified by September 4, 2026

## **Proposal Delivery Address**

Proposal submissions should be sent to:

Early Years  
rfp@earlyyearsnc.org