

Request for Proposal

For the development, redesign and re-branding of five websites
July 2020

Nova Scotia Federation of Agriculture

7 Atlantic Central Drive
East Mountain, NS, B6L 2Z2
(902) 893-2293
www.nsf-fane.ca

Objective

The Nova Scotia Federation of Agriculture (NSFA) seeks proposals from consultants interested in redesigning the websites for: Nova Scotia Federation of Agriculture, Nova Scotia Environmental Farm Plan, Farm Safety Nova Scotia, Nova Scotia Young Farmers; and the development of a website for the AgSector Program.

Proposals are to be submitted by **July 17**. The estimated project timeline is July – October.

Organizational Profile

Since 1895, the Nova Scotia Federation of Agriculture has represented the interests of Nova Scotia's agricultural community. Today its members account for well over 90% of all agricultural production in Nova Scotia. The Federation brings together over 2,300 individual farm businesses representing all aspects of primary agriculture in the province. The NSFA supports farm families and businesses through lobby and advocacy efforts and with the delivery of programs and services, including Farm Safety, Environmental Farm Plan and the AgSector program.

Our Vision

A prosperous and sustainable future for Nova Scotia farms and farmers.

Our Mission

To influence and affect change for the continual success of agriculture in Nova Scotia.

Our Core Functions

- Lobby, policy and advocacy
- Member engagement
- Program and service delivery

Core Objectives

The core objectives for our websites are:

- User friendly
- Easy to navigate
- Mobile friendly
- Fresh look to match recent re-branding
- Member-only section
- Integration with databases/CRM

Project Scope & Delivery

The project scope includes front and backend development, graphic design elements, and ongoing implementation support.

Key deliverables include:

- Consultation with NSFA
- Website mapping
- Website creative
- Beta site
- Final live websites

Sitemap

Sitemap documents can be found in Appendices.

Timeline & Milestones

Completion date for this project is November 1, 2020.

Functional/Technical Requirements

- Search function
- Social media integration
- Video/media player integration
- Electronic newsletter integration (Constant Contact)
- Member only user login
- Online training platform
- Online payment platform
- Potential database and CRM integration
- All websites are currently on WordPress

Criteria for Selection

Summary (1/2 page maximum)

Provide a brief summary of the proposal.

General Description (1/2 page maximum)

Provide a general description of the detailed work plan.

Work plan (3 page maximum)

Provide a detailed work plan on the activities to be completed and a timeline for the activities.

Staff (1 page maximum)

Identify the person(s) from your organization that will be working on the project and identify his/her role. Provide a brief description of their relevant experience and skills. As well as relevant projects that have been completed within the past two years.

Portfolio (2 page maximum)

Provide examples of recent web design work for reference.

Budget (1 page maximum)

Provide a detailed budget for the project including the estimated number of hours.

References (1 page maximum)

Provide the name of three references you have worked on similar projects with, including their current contact information.

Evaluation

Staff, Experience and Relevant Projects	20%
Work plan	25%
Timeline	15%
Budget	25%
Portfolio	15%

Please submit proposal by July 17 to:

Katherine Doyle
Communications Coordinator
Nova Scotia Federation of Agriculture
Email: kdoyle@nsfa-fane.ca

Appendix A

Proposed Nova Scotia Federation of Agriculture Sitemap: nsfa-fane.ca

Home

About

- About Us

- Governance

- NSFA Council

- Staff

- Strategic Plan

Policy

- 2020 Policy

- Resolutions

- Advocacy

Members

- Member Benefits

- Farm Registration

- Committee Applications

- Corporate Partners

News & Events

- News

- Events

- Annual Meeting

- News & Views Archive

Programs & Resources

- Environmental Farm Plan (weblink)

- Farm Safety Nova Scotia (weblink)

- AgSector Program (weblink)

- Meet Your Farmer (landing page)

- Projects

- Farmer Resources

Contact

Appendix B

Proposed Environmental Farm Plan Sitemap: nsfa-fane.ca/efp

Home

3 buttons on home page

EFP Handbook

Book visit

Upcoming training & workshops

About

Program

Staff

Farm Plans

Book a visit

Funding

Stewardship Award

News & Events

Blog

Events

Resources

Factsheets

EFP Handbook

Other Resources

Links

Research & Activities

Education

Equipment

Tile Drainage Maps

Contact

Comments

Appendix C

Proposed AgSector Program Sitemap

Home

3 buttons on home page

Farm Succession

CAHRC Toolkit

Upcoming training & workshops

About

Program

Staff

Funding

News & Events

Blog

Events

Workshops

Education & Resources

Apprenticeship

Workplace Education

CAHRC Toolkit

Course Park

HR & Labour

Labour Legislation

Jobs in Agriculture

SAWP (web link)

TFW (web link)

IEC (weblink)

Farm Succession (web link)

Contact

Appendix D

Current Farm Safety Nova Scotia Sitemap: farmsafetyns.ca

Home

3 buttons on home page

- A Guide to Your Farm Safety Plan
- Upcoming Training & Workshops
- On-Farm Inspection Initiative

About

- About Us
- Governance
- Board of Directors
- Our Staff
- Strategic Plan

Member Services

- Training & Workshops
- Member Benefits
- Farm Family Support Center
- Available Online Courses
- Invoice Payment

Resources

- A Guide to Your Farm Safety Plan
- OHS Act & Regulations
- Transportation Legislation
- On-Farm Inspection Initiative
- Endorsement Testing
- Hiring Contractors & Consultants
- Available Resources
- Farm Safety for Kids
- Links
- Sustainability Series
- Mind the G.A.P

News & Events

- News
- Events
- Contests
- Canadian Agricultural Safety Week (CASW) in Nova Scotia!
- One Road Campaign
- Annual Meeting

Partners

- Project Partners
- Funding Partners
- 2018 ISASH Partners
- Previous Project Supporters

Contact

Appendix E

Current Nova Scotia Young Farmers Sitemap: nsyff.ca

Home

About NSYF

NSYF Board

Bylaws & Policies

Contact Us

For Members

Calendar

NSYF Events

News / Social Media

Young Farmer Resources

Newsletters

Membership

Jobs in Agriculture

Photo Gallery

NSYF Partners

Sponsor/Donate