DOWNTOWN
SHENANDOAH, INC.

Request for Proposal (RFP) – Website Redevelopment

Organization Name: Downtown Shenandoah, Inc.

Date Issued: July 27, 2026

Proposal Due Date: August 14, 2026

1. Introduction

Downtown Shenandoah, Inc. (DSI) is a community-driven nonprofit dedicated to the revitalization of the Borough of Shenandoah. For the past several years, DSI has worked hand-in-hand with empowering local businesses, families, and other non-profits to create lasting changes in the borough to build a stronger, more connected community.

Our website is one of our most important tools for sharing stories, mobilizing volunteers, sharing expansion and growth opportunities, and raising the funds that make our work possible. We are seeking proposals from qualified web design and development partners to transform our current site into a modern, accessible, and inspiring platform that reflects our mission and engages our supporters.

2. About Us

We believe in the power of community. Every program we run, every event we host, and every story we share is rooted in the belief that together, we can make a difference. Our work spans community growth and development, business creation and expansion, community involvement and partnership and a vision to return downtown Shenandoah to an active, pedestrian-oriented business district that will promote and sustain further economic, cultural, and civic growth with the borough.

Our mission is to stimulate economic development by encouraging cooperation and building leadership in the business community, to develop a marketing strategy that will provide an improved retail mix, increase investor confidence, and build a viable tourism effort to promote a unified, quality image of downtown Shenandoah.

Our Board of Directors is committed, engaged, passionate, and we value collaboration, creativity, and authenticity. We're looking for a web partner who shares these values and understands the unique needs of nonprofits.

3. Project Goals

- Improve user experience and navigation with a complete refresh of the current web page.
- Ensure mobile responsiveness and accessibility compliance (WCAG 2.1 AA).
- Integrate on-line donation processing and volunteer sign-up tools for various events and fundraising.
- Enhance storytelling through visuals, videos, and impact metrics.
- Implement a content management system (CMS) that is easy for staff to update.

4. Scope of Work

- Website re-design and development.
- Content migration from the current site.
- Integration with CRM, email marketing, and social media.
- SEO optimization and analytics setup.
- Staff training on CMS use.
- Combine DSI web page with CEBA web page.
- Web hosting for redesigned website.

5. Proposal Requirements

- Company background and relevant experience.
- Examples of similar nonprofit projects.
- Proposed timeline and milestones.
- Detailed cost breakdown.
- References from past clients.

6. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and portfolio quality.
- Understanding of nonprofit needs.
- Cost-effectiveness.
- Proposed timeline.
- References and client feedback.

7. Submission Instructions

Please submit proposals in PDF format to Paul Straka, Director of Business Development & Consulting, Service Access & Management, Inc. 590 Terry Reiley Way, Pottsville, PA 17901 or via email at pstraka@sam-inc.org by August 14, 2026. Questions may be directed to Paul Straka at pstraka@sam-inc.org or via phone at (570) 516-5941 no later than August 10, 2026.

📢 **Web Posting / Announcement**

Title: Seeking Web Development Partner for Nonprofit Website Redesign

Downtown Shenandoah, Inc. (DSI) is looking for a creative and experienced web development team to help us redesign our website. Our goal is to create a modern, accessible, and engaging online presence that inspires action and supports our mission.

If you have experience working with nonprofits and can deliver a user-friendly, mobile-responsive site with integrated donation and volunteer tools, we'd love to hear from you!

📅 **Proposal Deadline:** August 14, 2026

📄 **DSI Current Webpage: downtownshenandoah.com**