



# Request for Proposals (RFP)

## Website Redesign & Development

**Ferncliff Camp and Conference Center**  
1720 Ferncliff Road, Little Rock, AR 72223  
[Ferncliff.org](http://Ferncliff.org) | (501) 821-3063

### 1. Introduction

Ferncliff Camp & Conference Center is seeking a partner to redesign and develop a modern, user-friendly website that reflects our mission and makes it easier for people to find, understand, and engage with our programs.

Our website serves multiple audiences, from first-time camper families to retreat planners to long-time supporters. The new site should be clear, intuitive, and built to guide users toward key actions, including camp registration, retreat inquiries, and giving.

### 2. About Ferncliff

Ferncliff Camp & Conference Center is a 1,200-acre camp and conference center located just outside Little Rock, Arkansas, trusted by families since 1937. Our mission is simple: As an expression of God's love, we welcome people into a life of caring for Creation, others, and themselves.

Ferncliff serves a wide range of audiences throughout the year, including families, retreat and conference groups, schools, volunteers, nonprofit organizations, and individual donors. The groups we host include both faith-based organizations, across Presbyterian and other denominations, and secular groups seeking space for connection, learning, and retreat. While many first encounter Ferncliff through summer camp, our work extends far beyond a single season.

Our core program areas include:

- Summer Camp (*day and overnight*)
- Conference and Retreat Center
- Nature Preschool
- Outreach (*including Disaster Assistance and mission work*)

This range of programs creates both opportunity and complexity. Our website must clearly communicate who we are while helping each audience quickly find what is most relevant to them.

### **3. Project Goals**

The redesigned website should:

- Make it easy for first-time users to quickly understand what Ferncliff is and what we offer
- Clearly guide different audiences to the information most relevant to them
- Increase key conversions, including:
  - Camp registrations
  - Retreat and conference inquiries
  - Donations, including recurring giving
- Strengthen storytelling through thoughtful use of content, photography, and video
- Be mobile-first and perform well across devices
- Provide a flexible, easy-to-manage backend for staff who are not developers
- Bring clarity and cohesion to a site that serves multiple distinct audiences without oversimplifying the organization's work
- Support flexible campaign and project-based giving efforts that can be updated and managed internally

### **4. Scope of Work**

Ferncliff is seeking a partner to lead the redesign and development of our website, with a focus on improving structure, clarity, and user experience across key areas of the site.

We do not require a highly customized build. We anticipate that a templated approach, with thoughtful customization, will meet our needs. The primary goal is to create a clear, easy-to-navigate site that can be effectively maintained by our internal team after launch.

#### **Discovery & Structure**

- Review the current website to identify opportunities to improve clarity, navigation, and user flow
- Define key audiences and primary user pathways
- Develop a simplified sitemap and content structure that supports Ferncliff's core program areas

## Design

- Design a homepage that clearly introduces Ferncliff and directs users to key areas
- Develop a set of flexible, reusable page templates
- Apply a visual system aligned with Ferncliff's brand that prioritizes readability and usability
- Incorporate existing photography and video assets

## Development

- Build the site in a user-friendly CMS (WordPress or comparable platform preferred)
- Ensure mobile responsiveness across devices
- Implement basic on-page SEO best practices
- Meet standard accessibility guidelines
- Provide a backend experience that allows Ferncliff staff to easily update and manage content without ongoing developer support

## Integrations

- Camp registration platform (*CampBrain*)
- Donation platform (*DonorPerfect*)
- CRM/email platform (*Constant Contact*)
- Job application platform (*ADP*)
- Integration with existing Square store

At this time, integrations are generally handled through external links. Vendors may propose more seamless integration options, but complexity should be balanced with cost and long-term maintainability.

Vendors should outline any recommended improvements to integration that enhance user experience without adding significant complexity.

## Content Support

- Content will primarily be provided by Ferncliff, including existing website content and new or updated content developed internally
- Support content migration from the current site into the new structure
- Provide guidance on organizing and placing content within page templates to support clarity and usability
- Provide training or documentation to enable Ferncliff staff to independently add, edit, and manage content after launch

- Limited support for content editing or structuring may be included, but full content creation or copywriting is not expected as part of this project

Fernclyff anticipates building out a portion of page content after the initial site structure and templates are in place.

## **Approach**

Vendors are encouraged to propose efficient, scalable solutions that prioritize clarity, usability, and strong user pathways over highly custom or complex features.

## **5. Key User Paths & Pages**

The website should be structured to support clear, intuitive navigation across several primary user paths. Fernclyff serves multiple audiences, and the site must help each user quickly identify where they belong and how to take the next step.

### **Homepage & Primary Navigation Expectations**

The homepage should immediately orient users and make it clear how to navigate to Fernclyff's primary areas:

- Camp
- Retreats & Conferences
- Nature School
- Outreach (including Disaster Assistance and mission work)
- Giving
- Store

Users should be able to quickly identify these areas and move into them without confusion. Each area should function as a clear entry point into a deeper set of pages that provide detailed information and guide users toward registration, booking, or engagement.

### **Core Program Areas**

- **Camp (Summer Programs)**
  - Camp overview
  - Day camp and overnight camp pages
  - First-time camper resources
  - Clear pathways to registration
- **Retreats & Conferences**
  - Group information
  - Booking and inquiry process
- **Nature School & Wildcraft Programs**

- Program overview
- Enrollment information
- **Outreach**
  - Disaster Assistance Center
  - Mission and service opportunities
  - Volunteer engagement

## **Giving & Donor Engagement**

- Ways to give
- Monthly giving (Friends of Ferncliff)
- Campaign and project-based giving
- Campaign storytelling, progress updates, and project highlights
- Impact and storytelling

The site should support both ongoing giving and time-bound campaigns, allowing Ferncliff to clearly communicate progress, highlight specific initiatives, and update content over time without requiring technical support.

## **Store**

- Camp and Ferncliff merchandise
- Apparel and seasonal items
- Integration with an existing Square ecommerce platform
- Clear, seamless user experience between the main site and store

Vendors should outline their approach to integrating with and designing around this existing platform.

## **Supporting Content**

- About Ferncliff
- Mission and values
- Program overview pages
- News, updates, or storytelling content

The site should make it easy for users to quickly identify where they belong, understand what to do next, and take action with confidence.

## **6. Timeline**

Ferncliff anticipates the following project timeline:

- RFP Released: May 4, 2026
- Proposal Deadline: May 25, 2026

- Vendor Selection: June 10, 2026
- Project Kickoff: June 22, 2026
- Target Launch: Between October and December 2026

Vendors are encouraged to propose a timeline based on their approach and scope of work. Ferncliff values a thoughtful and well-executed process and is open to adjusting the timeline to ensure a successful outcome within this general timeframe.

## 7. Budget

Ferncliff anticipates a project budget in the range of **\$12,000–\$20,000**, depending on scope and approach.

Vendors should provide a clear and detailed cost breakdown, including:

- Strategy and discovery
- Design
- Development
- Integrations
- Content support (if included)
- Ongoing support or maintenance (if applicable)

Given the budget range, vendors are encouraged to propose efficient and scalable approaches that prioritize clarity, usability, and key user pathways.

Phased or tiered approaches are welcome if they help balance immediate needs with longer-term improvements.

Ferncliff is looking for a thoughtful, right-sized solution that balances strong user experience with practical implementation.

## 8. Proposal Requirements

Please include the following in your submission:

- Company overview and relevant experience
- Examples of similar projects, particularly for nonprofit organizations or multi-audience websites
- A brief description of your approach to this project, including how you would address Ferncliff's need to serve multiple audiences clearly
- Proposed project timeline

- Detailed cost breakdown
- CMS recommendation and rationale
- Description of your team and roles
- References (2–3)

Please also include 1–2 examples of how you have helped an organization simplify complex navigation or improve user experience for multiple audiences.

## 9. Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and quality of past work
- Strength of approach to user experience and site structure
- Demonstrated ability to simplify complex or multi-audience websites
- Technical approach and alignment with project needs
- Budget alignment and overall value
- Communication style and ability to collaborate effectively

## 10. Submission Information

Please submit proposals electronically in PDF format to:

**Kimberly Graves**

Communications Director

Ferncliff Camp & Conference Center

[kimberly@ferncliff.org](mailto:kimberly@ferncliff.org)

Ferncliff Camp and Conference Center

1720 Ferncliff Road

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**Submission Deadline:** May 25, 2026

Questions regarding this RFP may be submitted to the email address above by May 15, 2026.