



September 7, 2026

# REQUEST FOR PROPOSALS

## Website Redesign & Development

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| <b>Issued by:</b>                                                            | Palestine Children's Relief Fund (PCRF)                                                                                                                 |
| <b>Document type:</b>                                                        | Request for Proposals (RFP)                                                                                                                             |
| <b>Deadline for Submitting<br/>Inquiries:</b>                                | September 18, 2026                                                                                                                                      |
| <b>Deadline for Submission of<br/>Technical and Financial<br/>Proposals:</b> | October 4, 2026                                                                                                                                         |
| <b>Submission method:</b>                                                    | A cost proposal and technical proposal should be emailed<br>under separate cover to: <a href="mailto:usprocurement@pcrf.net">usprocurement@pcrf.net</a> |
| <b>Point of contact:</b>                                                     | Alia Afshar <a href="mailto:a.afshar@pcrf.net">a.afshar@pcrf.net</a> - Chief of Staff                                                                   |

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*This document is issued by the Palestine Children's Relief Fund to solicit proposals from qualified web development firms. Respondents are encouraged to read this document in its entirety prior to submitting a proposal.*



**September 7, 2026**

## **1. About PCRF**

The Palestine Children's Relief Fund (PCRF) is a non-political, non-profit organization established in 1991 and headquartered in the United States. PCRF provides free medical care to thousands of injured and ill children across the Middle East who lack access to adequate local care.

Our website is the primary channel through which donors, partners, media, and volunteers engage with our mission and campaigns. This RFP is issued to identify a qualified web development firm to undertake a full redesign and redevelopment of the PCRF website, working alongside our internal communications team and an existing design partner who will remain involved throughout the project.

## **2. Project Overview**

PCRF is undertaking a full website rebuild — new visual design, site architecture, CMS, and technical integrations — to better serve our audience and support fundraising operations. The selected vendor will translate approved design concepts into a production-ready website.

The project scope covers the full build from discovery through to launch, including content migration, platform integrations, QA, training, and post-launch support.

## **3. Scope of Work**

### **3A. Context & Constraints**

The following information defines the environment vendors are working within. We are not prescribing solutions — this is the context vendors need in order to propose effectively.

#### **Existing Content**

Our website carries two categories of content that will need to be addressed as part of the migration:

- Static content — core pages including programs, country pages, and organizational information — will need to be restructured into the new site architecture.
- Dynamic and archival content — news articles, blog posts, and campaign updates — represents a significant volume of time-sensitive material that will require a distinct approach.



**September 7, 2026**

Vendors should propose how they would handle both categories as part of their response.

### **Existing Platforms**

The new website must integrate with the following platforms, which are central to PCRF's operations:

- Salesforce CRM — used for donor data, contact forms, and campaign tracking.
- GoFundMe Pro (GFMP) — PCRF operates two parallel donation pathways: off-site flows, where users click through to an externally hosted GFMP page to complete a transaction, and inline donation forms embedded directly within the site. Both pathways must be supported and tracked end-to-end.
- Email marketing platform — used for newsletter sign-ups, list segmentation, and campaign landing pages. The specific platform will be confirmed during discovery.

Vendors should describe their proposed integration methodology for each.

## **3B. What We're Asking You to Address**

The following areas require vendor expertise and recommendation. We want to understand your proposed approach and the rationale behind it.

### **CMS & Technical Architecture**

Recommend a CMS platform suited to a nonprofit of PCRF's scale, where non-technical staff must be able to create pages, manage content, and add layout elements without developer involvement. Justify your recommendation and describe your proposed hosting and deployment approach.

### **Content Migration**

Given the two content categories described in Section 3A, what is your recommended approach for each? We are open to full migration, archival under a separate subdomain, a hybrid approach, or other solutions — we want your professional recommendation with rationale.



**September 7, 2026**

## **Platform Integrations**

Given the platforms listed in Section 3A, describe how you would approach integrating each into the new website. We are particularly interested in your methodology for handling dual donation pathway tracking across both on-site and off-site GFMP flows.

## **Accessibility & Performance**

PCRF's current baseline requirement is WCAG 2.1 Level AA compliance. We invite vendors to propose the latest applicable standards and describe how they would approach accessibility and performance across the site — including mobile optimization and Core Web Vitals — particularly given our geographically distributed audience.

## **Analytics & Tracking**

Describe your recommended approach to analytics implementation across all pages and donation pathways, tag management, and any behavioral analytics tooling you would propose.

## **SEO & AI Search Visibility**

Describe how you would approach technical SEO foundations, structured data, redirect management during migration, and emerging best practices for visibility in AI-powered search environments.

## **Multilingual Architecture**

The initial build is English-only, but the architecture must support future expansion to Arabic (RTL) and major European languages without a structural rebuild. Describe how you would approach this.

## **Security**

Describe your approach to web application security, CMS hardening, and pre-launch security review. Note whether security review is conducted internally or via a third party.

## **E-Commerce Readiness**

An online shop is not required at launch, but the architecture should accommodate it in a future phase. Describe the path to adding e-commerce functionality within your proposed stack.



**September 7, 2026**

## **Ongoing Support & Maintenance**

Describe the post-launch support and retainer arrangements you offer, including scope, pricing model, and response time commitments. A minimum 30-day warranty period covering critical issues is expected.

## **4. Proposal Submission**

There are no mandatory formatting requirements. Present your proposal in the way that best reflects your approach. At minimum, please address:

- Firm overview and relevant experience. Please include live URLs to websites you have built that are comparable in scope — we want to be able to visit them directly, not just read about them.
- Your responses to the areas outlined in Section 3B.
- Your proposed approach to the content and platforms described in Section 3A.
- Proposed timeline from kickoff to launch, with key milestones.
- Team composition and key personnel.
- Itemized pricing by phase or deliverable, including post-launch support options.
- 2-3 professional references for similar work that PCRF can check.

A cost and technical proposal must be submitted separately via email to: [usprocurement@pcrf.net](mailto:usprocurement@pcrf.net). Late submissions will not be considered.

## **5. Terms & Conditions**

### **5.1 Confidentiality**

This RFP and associated materials are confidential and intended solely for prospective vendors. Recipients may not distribute or disclose any part of this document without prior written consent from PCRF.

### **5.2 Right to Reject**



**September 7, 2026**

PCRF reserves the right to accept or reject any or all proposals and to award a contract in the manner deemed most advantageous to the organization. PCRF is not obligated to select the lowest-cost proposal or to explain its selection decision.

### **5.3 Costs of Proposal**

All costs associated with preparing and submitting a proposal are the sole responsibility of the respondent.

### **5.4 Intellectual Property**

All work products, deliverables, code, and design assets produced under the resulting contract will be the sole intellectual property of PCRF upon full payment, unless otherwise agreed in writing prior to contract execution.

### **5.5 Conflict of Interest**

Vendors must disclose any existing relationship with PCRF staff, board members, or affiliated organizations that could constitute a conflict of interest.

## **6. Payment Method**

**Payment shall be made subject to the following terms and documentation:**

- Payment will be made by check, ACH or wire.
- Payments will be made according to the agreed milestones, which will be detailed in the contract upon signing.

## **7. Required Documents**

Please submit the required documents along with your cost proposal.

- A Valid Business License or Equivalent.
- The company's USD bank account IBAN.
- All valid company licenses and permits.
- W-9 for all US entities.



**September 7, 2026**

**For inquiries and further clarification, please contact the following:**

**Alia Afshar – Chief of Staff- [a.afshar@pcrf.net](mailto:a.afshar@pcrf.net)**

**Yours sincerely**