
**INTERNATIONAL FOLK ART MARKET
WEBSITE REDESIGN & DEVELOPMENT
REQUEST FOR PROPOSAL**

This RFP is for design and development services for a new website for the International Folk Art Market.

Responses Due: 4/1/2022

Send any questions on the RFP to:
Adrienne Murray, Director of Marketing and Community Engagement –
adrienne@folkartmarket.org

Send proposals to:
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adrienne@folkartmarket.org

Budget for new website: \$10,000-\$12,000

Goal for new website launch: 5/15/2022

INTERNATIONAL FOLK ART MARKET OVERVIEW

Since 2004, the International Folk Art Market and its flagship program, International Folk Art Market | Santa Fe, have been providing opportunity to folk artists at the world's largest market of its kind. Our organization has expanded programs to meet the specific challenges that folk artists are facing in the global marketplace. What was born out of Santa Fe as a small grass roots organization focused on one weekend a year, has now grown into a nonprofit empowering international folk artists year-round. Allied with the world's master folk artists, your participation in IFAM results in communities around the world having clean drinking water, education for girls, improved health care, and thriving folk art communities. July 6-10, 2022, organizers will celebrate the IFAM event and provide a needed voice and representation for talented indigenous and international artisans from more than 100 countries. Each person has a unique story to tell about their craft and the people they are representing in their respective homelands.

INTERNATIONAL FOLK ART MARKET MISSION AND VISION

The Mission of the International Folk Art Market is to create economic opportunities for and with folk artists worldwide who celebrate and preserve folk art traditions. The International Folk Art Market envisions a world that values the dignity and humanity of the handmade, honors timeless cultural traditions, and supports the work of folk artists serving as entrepreneurs and catalysts for positive social change.

OUR AUDIENCE

Festival Guests

Guests come from all over the nation to experience the magic brought to Santa Fe by the event and its artists. They have the opportunity to shop impeccable jewelry, colorful pots, textiles and the most intricate décor, however their experience goes far beyond those pieces. They are able to explore and immerse themselves in a variety of cultures in one location, over the span of several days. The Website is the primary source of the most up-to-date information on the upcoming July Market and year-round programming at the IFAM Center, how to attend, travel info, places to stay etc.



Artists

Artists arrive in Santa Fe from across the world. They bring their passion and craft as a way to share their culture with IFAM visitors. As the world's largest folk art exhibition, it is a place where these artists can financially thrive and contribute to positive social and economic impact in their communities. The IFAM website provides information about participating in the event, including processes, Award Force application portal, deadlines and system updates. Efforts will also focus on connecting with artists to showcase unique stories about art, social innovation and entrepreneurship, opportunities to participate in year round programming.

Donors

Donations from individuals and organizations are the organization's largest source of income. Donations to IFAM sustain its year-round efforts, including providing economic and entrepreneurship programs for folk artists. Messaging to donors would focus on highlighting IFAM program successes and how they are supported, to thank existing donors and attract new donors for IFAM. The website is a key point of connectivity for donors.

Board

The International Folk Art Market has a Board of Directors that is deeply involved in every aspect of operations. To this end, they utilize the website as a tool for information gathering, calendaring important dates, and resource archival. It is important that the IFAM Board have a password protected location where important Board specific information can be stored and accessed.

The Santa Fe Community

Each year, 39% of IFAM's attendees visit from outside of New Mexico. The balance visit Santa Fe from Las Cruces, Albuquerque, Farmington and many other areas throughout our state. The website is used as a tool for release of information about year round programming and event details. Keeping the community engaged throughout the year.

Volunteers

IFAM volunteers contribute to the success of the event each year. They assist with sales, safety, language interpretation and more, to provide a stellar experience to guests and merchants alike. Website would be used to recruit, register, and train volunteers

WEBSITE OBJECTIVES

1. To convey and raise awareness for the mission and vision of the IFAM organization.
2. To provide event and programming information.
3. To provide a means for public to engage online through donation, newsletter signups, and volunteer registration.
4. Build an overall narrative that presents IFAM's unique brand position in the world of sustaining and supporting Folk Art traditions globally, weaving together the amazing press it has received over the years from NYT to PBS. To house artist profiles for discovery by general public.
5. To provide a way for Artists, Board, and Volunteers to access information that is not available to the general public. A password-protected access for Artists, Board, and Volunteers.

Current Website *folkartmarket.org; ifamstories.org; ifamonline.org*

Our current websites, folkartmarket.org, ifamstories.org, and ifamonline.org are more than 3 years old and we would like to see them combined. The design isn't current, the navigation is clunky, the themes are old, the search function does not work and overall, the website is not at all intuitive. It lacks a clear path for our visitors to follow to find what they want whether it be contact information, services or event details.

There is no one at our company anymore who knows how to update the information, since the platform is outdated and lacks an accessible content management system (CMS).

New Website Functionality Requirements

Our new website will need:

- An easy-to-use content management system (CMS)
- Intuitive navigation
- Integration with donation software
- Clean and focused design
- All applicable content imported from current site
- Optimized with SEO best practices
- Clear path to conversion/lead generation
- A blog
- Social media integration (share buttons, follow buttons, etc.)
- Email update sign-up form
- Contact Form

Optional New Website Functionalities/Wish List

We would love to have the following in our new website, depending on how these elements would impact timeline and/or budget. Please provide cost for these elements separately, and note if any additional design or development time would be required.

- Ongoing maintenance
- Site Hosting
- Dynamic blog feeds throughout website
- Advanced SEO work
- Separate login areas for board/volunteers/artists

Ecommerce Details

We currently do not sell products online but would like to have the option in the future. Payment types taken: major credit cards, PayPal.

Budget Details

As listed in the summary, our budget for this project is \$10,000- \$12,000. While we of course prefer the most cost-effective solution, all proposals that fall reasonably within this range will be considered and weighed based on their merits. Proposals that offer flexibility in billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these additional website elements or ongoing marketing efforts after this fiscal year ends on 12/31/2022. All invoices for this project must be billed before 12/31/2022.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
 - Any experience working with nonprofits, Arts & Culture Institutions
 - Experience with a DEI integration in every audience interaction/interface of the website
- Overview of how you will meet our objectives
 - Experience with a DEI integration in every audience interaction/interface of the website
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Details about your team including bio's or resumes
- Recent design & development examples
- References
- Any key differentiators about you?
- Pricing with optional elements line-itemed
- Terms & conditions

RFP & Project Timeline Details

Responses Due: 4/1/2022 5PM MT

Project Kick-off : 4/15/2022

New Website Launch Target Date: 5/15

Thank you for your interest in responding to this RFP with a proposal for our new website. We look forward to your response.

If you have any questions, please contact Adrienne Murray at adrienne@folkartmarket.org or 505.922.7608