



Request for Proposals (RFP)

For WordPress Contractor

September 5, 2025

Rare, Inc.

1310 N. Courthouse Road, Suite 110

Arlington, VA 22201

USA

INTRODUCTION AND EXECUTIVE SUMMARY

Rare is seeking an experienced WordPress contractor to support the maintenance, updates, and optimization of our primary website, rare.org. The site was originally built in 2019 and is subject to quarterly plugin and security updates. We are looking for a professional who can ensure the website remains secure, functional, and aligned with best practices for performance and accessibility.

BUSINESS OVERVIEW & BACKGROUND

Rare drives social change for people and the planet. We have inspired and empowered millions of people to shift their behaviors and practices to protect the nature that sustains us all.

- **Website URL:** <https://rare.org/>
- **Platform:** WordPress
- **Host:** Pantheon
- **Built:** 2019
- **Current Maintenance:** Quarterly plugin and security updates, monthly retainer for updates, bug fixes, design, upgrades, etc.
- **Primary Needs:**
 - Technical maintenance and updates
 - Plugin and theme management
 - Performance optimization
 - Accessibility and mobile responsiveness
 - Minor design/content implementation
 - Occasional design upgrades

DETAILED SPECIFICATIONS

The contractor will be responsible for the following:

1. Ongoing Maintenance

- Apply WordPress core, theme, and plugin updates
- Ensure all updates are performed in a staging environment and tested before going live
- Troubleshoot and resolve errors related to updates or deprecated plugins

2. Security & Compliance

- Implement quarterly security audits and updates
- Monitor vulnerabilities and implement proactive security measures (e.g., firewalls, malware scanning)
- Ensure compliance with accessibility (Section 508 compliance) and data privacy best practices (e.g., GDPR)

3. Performance Optimization

- Monitor site speed and optimize assets (e.g., images, scripts, caching)
- Recommend and implement performance improvements

4. Site Enhancements (as needed)

- Implement design updates and new content layouts
- Create or customize templates as needed
- Collaborate with Rare's communications and digital teams on updates

5. Communication & Organization

- Communicate availability, level of effort, and timeline for each request
- Seek approval before deployment
- Manage multiple requests at once
- Regular meetings (bi-weekly or as needed) to discuss ongoing work

ASSUMPTIONS & CONSTRAINTS

Downloading plugins and cost for procurement will be paid by Rare and the documents/files will be forwarded to the contractor for implementation.

Preference will be given to those who are available between 9:00am and 5:00pm ET, Monday through Friday.

Expected time commitment is 5-15 hours each month.

TERMS AND CONDITIONS

Contract length will begin with onboarding and 3 months commitment with semi-annual renewals.

PROPOSAL REQUIREMENTS

Interested contractors should submit a proposal that includes:

- **Company or Individual Background:** Relevant experience with WordPress and nonprofit websites
- **Portfolio:** Links to similar WordPress websites maintained or developed
- **Approach:** Outline of proposed maintenance and development process
- **Availability:** Timeframe for onboarding and anticipated response times
- **Pricing:** Hourly rate or monthly retainer model, including rate structure for urgent or off-hour work
- **References:** At least two client references with contact information

SELECTION CRITERIA/EVALUATION PROCESS

The evaluation of submitted proposals will be based on the following evaluation criteria listed in order of priority:

1. Completion of all required proposal responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills Rare's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's references, experience, and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of Vendor's proposal.

Rare may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

SUBMISSION DEADLINES

All submissions for responding to this request must be submitted by email and delivered, as stated below, no later than: **September 30, 2025 at 5:00pm ET**

SUBMISSION DELIVERY ADDRESS

Please submit your proposal via email to Tasha Rivera, Senior Manager, Digital Products, at trivera@rare.org with the subject line: **"WordPress Contractor Proposal – [Your Name/Company]"**

SUBMISSION QUESTIONS AND CLARIFICATIONS

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

Tasha Rivera

Senior Manager, Digital Products

Rare, Inc.

trivera@rare.org