



# Website Redesign

## Request for Proposal

June 18, 2026

<b>Issuing Organization</b>	The Reading League (TRL) — <a href="http://thereadingleague.org">thereadingleague.org</a>
<b>Proposal Due</b>	5:00 p.m. ET, July 16, 2026 — <a href="mailto:brandi@thereadingleague.org">brandi@thereadingleague.org</a>
<b>Available Budget</b>	\$145,000 – \$186,000 USD
<b>Estimated Launch</b>	April 2027

## **PURPOSE OF THE RFP**

The Reading League (TRL) is seeking a qualified U.S.-based web design and development agency to conduct a complete redesign of [thereadingleague.org](https://thereadingleague.org). The goal is to create a modern, accessible, and user-centered digital experience that advances TRL's mission, improves usability and conversion performance, strengthens search visibility, and provides a sustainable, scalable content management solution for TRL's national network of 46 state chapters.

TRL is open to platform architecture recommendations, including alternatives to its current WordPress Multisite environment, provided a compelling case can be made for improved usability, governance, accessibility, scalability, and long-term sustainability.

## **ABOUT THE READING LEAGUE**

The Reading League (TRL) is a national education nonprofit founded in 2015 and led by educators and reading experts.

TRL advances awareness, understanding, and use of evidence-aligned reading instruction through professional learning, educator resources, curriculum guidance, conferences, state chapter networks, and partnerships with schools, districts, institutions of higher education, and policymakers.

TRL currently supports 46 state chapters across the United States that serve educators, school leaders, policymakers, higher education faculty, families, and literacy advocates nationwide.

## **PROJECT OVERVIEW**

The selected agency is expected to deliver against the following five strategic goals.

### **Goal 1: Improve Usability**

Create a welcoming, intuitive experience for both educators and non-educators by:

- Clarifying pathways and messaging for each key audience segment
- Simplifying navigation and reducing site complexity
- Improving content organization and discoverability
- Better communicating TRL's nonprofit mission and impact

## **Goal 2: Improve Accessibility**

Deliver an accessible digital experience that meets or exceeds WCAG 2.2 AA standards, improves usability for people with disabilities, and supports accessible content management practices.

## **Goal 3: Strengthen Search Visibility**

Improve discoverability across traditional search engines and AI-powered search experiences through technical SEO, on-page optimization, structured data/schema implementation, and readiness for Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO).

## **Goal 4: Increase Conversions**

Improve performance of key user journeys and lead-generation pathways, including:

- Professional Learning Partnership inquiries
- Event, conference, and webinar registrations
- Newsletter subscriptions and resource downloads
- Donations and chapter engagement opportunities

## **Goal 5: Strengthen Donor Visibility and Fundraising Support**

Better communicate TRL's impact and create clearer pathways for charitable giving by:

- Increasing visibility of donation opportunities throughout the site
- Designing improved donor user journeys
- Integrating impact storytelling with mission-driven content
- Improving conversion from website visitors to donors

## **CURRENT ENVIRONMENT**

The current website integrates with the following platforms. Proposals should address continuity or migration of these integrations:

- HubSpot CRM
- Google Analytics 4 (GA4)
- Google Tag Manager
- Google Search Console
- Event registration platform(s)
- Donation and fundraising platform(s)

- Learning management system(s) and video hosting
- Social media platforms

*Note: TRL will clarify specific platform vendors upon request during the Q&A period.*

## **Known UX Challenges**

The following issues have been identified in the current user experience:

- Outdated visual design
- Unclear user journeys and inconsistent site messaging
- Inconsistent experiences across website sections
- Complex, difficult-to-navigate information architecture
- Mobile responsiveness issues
- Difficulty locating resources and information

## **Chapter Governance Challenges**

TRL's 46 state chapter websites are primarily maintained by volunteers with varying levels of technical expertise. The current structure has created challenges that this project must directly address:

- Inconsistent content quality and brand compliance
- Accessibility compliance gaps
- High volunteer training and onboarding burden
- Inconsistent SEO performance across chapters
- Inefficient content publishing workflows

## **SCOPE OF WORK**

The following describes the full scope of deliverables expected from the selected agency. TRL staff will provide content review and approvals throughout all phases.

### **Discovery, Research & Strategy**

TRL will provide existing audience insights, analytics, stakeholder knowledge, organizational context, and historical performance data. The agency should supplement these through an appropriate research methodology, which may include:

- Stakeholder and chapter leader interviews
- User surveys and donor feedback
- Usability testing

- Content and search discovery research

Agency deliverables for this phase:

- Analytics and user behavior review (GA4, Search Console, HubSpot, heatmap/session data if available)
- Information architecture and content strategy evaluation
- Chapter ecosystem needs assessment
- Conversion optimization opportunity identification
- Strategic recommendations report for the future-state experience

## **UX & Information Architecture**

- Audit of existing navigation and site structure
- Recommended information architecture with audience-based user journeys
- Wireframes and interactive prototypes for key page types
- Simplified navigation and clear pathways to priority actions

*Note: TRL has not specified an expected number of page templates. Proposals should include an agency recommendation for the number and type of templates required to support the site's content needs.*

## **Design**

The agency will apply and extend TRL's existing brand identity through an updated digital design system, including:

- Modern UI design using TRL's approved fonts, colors, and visual standards
- Consistent design system applied across all website experiences
- Design optimized for usability, accessibility (WCAG 2.2 AA), and conversion performance
- Design specifications and component library delivered to TRL upon project completion

## **Content Strategy & Migration**

- Content audit of the existing site
- Recommendations for content consolidation and removal
- Website copy writing and optimization (scope to be agreed upon)
- Migration of approved content to the new platform
- Content optimization for SEO, AEO, and GEO

*Note: Proposals should clearly define the division of content migration responsibilities between the agency and TRL staff, and specify any content the agency will write versus content TRL is expected to supply.*

## **Compass Resource Hub Integration**

TRL's Compass resource hub is an existing content destination that will be included within the scope of this redesign. The agency should incorporate Compass into:

- Overall information architecture and navigation strategy
- Content experience and search optimization planning
- Any platform or CMS migration decisions

*Note: TRL will provide a detailed briefing on Compass (its current platform, content volume, and user behavior) upon project initiation. Agencies may request additional information during the Q&A period.*

## **Accessibility**

Target compliance standard: WCAG 2.2 AA (or the latest applicable standard at time of launch).

- Comprehensive accessibility audit of the current site
- Remediation of identified issues in the redesigned site
- Validation testing (automated and manual)
- Accessibility documentation delivered to TRL
- Accessibility guidance for TRL's content team and chapter administrators

## **SEO, AEO & GEO**

- Comprehensive SEO audit of the current site
- Technical SEO implementation (crawlability, site speed, Core Web Vitals)
- Structured data and schema strategy and implementation
- Metadata and content structure optimization
- Content discoverability improvements
- AI-driven and answer-engine search readiness (GEO/AEO)

## **Chapter Governance & CMS Architecture**

A sustainable, scalable solution for TRL's 46-chapter network is a key deliverable of this project. The agency should evaluate the current ecosystem and recommend an approach that balances local chapter flexibility with centralized governance and operational efficiency.

## **CMS Architecture Recommendations**

Recommendations should address:

- Main website and chapter website management
- Governance model, permissions, and publishing workflows
- Scalability for future chapter growth
- Security, accessibility, and performance
- Ease of content administration for non-technical volunteers
- Long-term maintenance requirements and total cost of ownership

Potential approaches may include (but are not limited to):

- Enhanced WordPress Multisite architecture
- Template-driven chapter websites with centralized management
- Static chapter pages within the main site
- Alternative CMS solutions

*Note: TRL does not require chapter websites to remain on subdomains if a better solution is recommended.*

## **Technical Requirements**

The agency should evaluate and recommend a technology stack that supports:

- Scalability and performance
- Security best practices
- Accessibility compliance
- Search visibility
- Ease of administration for TRL staff and chapter volunteers

The proposed solution must support integrations with all platforms listed in Section 4.1, including HubSpot, GA4, Google Tag Manager, Google Search Console, event registration, donation, LMS, video hosting, and social media platforms.

*Note: Proposals should address hosting requirements, domain management, and staging/development environment expectations.*

## **Analytics & Measurement**

- Review and audit of existing GA4 and Tag Manager implementation
- Recommended KPI framework tied to project goals
- Tracking plan covering all key conversion events
- Configured reporting dashboards
- Conversion measurement strategy

## Quality Assurance

- User testing (moderated or unmoderated, per agency methodology)
- Accessibility testing (automated and manual)
- Cross-browser and cross-device testing
- Performance testing against agreed benchmarks

## POST-LAUNCH SUPPORT

Proposals must include a post-launch support plan. At minimum, this should address:

- Launch support and hypercare period
- Warranty period and defect resolution process
- Staff training and documentation
- Optional ongoing support or retainer plans

## PROJECT TIMELINE

Milestone	Target Date
RFP Released	June 18, 2026
Deadline to Submit Questions	July 8, 2026
Proposals Due	July 16, 2026
Review period	July 16-24, 2026
Contract Awarded (approximate)	July 29, 2026
Design & Development	August 2026 - January 2027
Testing & Quality Assurance	February-March 2027
Website Launch (approximate)	April 2027

## **SUBMISSION REQUIREMENTS**

Proposals must include all of the following to be considered:

### **Executive Summary**

- Agency overview and relevant experience
- Summary of why your agency is a strong fit for TRL's goals

### **Agency Qualifications**

- Portfolio of relevant nonprofit and education projects
- Minimum of two client references

### **Methodology & Approach**

- Discovery and research process
- UX and information architecture approach
- Content strategy and migration plan (including division of responsibilities)
- Accessibility compliance process
- SEO/AEO/GEO methodology
- Chapter governance and CMS architecture recommendations approach

### **Work Plan & Timeline**

- Outline of project phases and key deliverables with estimated completion dates
- Descriptions of qualifications and roles of key team members, including the project manager

### **Budget Breakdown**

The available project budget is \$145,000 – \$186,000 USD. Proposals should include a detailed cost breakdown in USD, organized by phase or deliverable. Bidders are encouraged to identify optional add-on services that fall within or slightly above this range.

## SUBMISSION INFORMATION

### QUESTIONS & CLARIFICATIONS

All questions and requests for additional information must be submitted in writing by 5:00 p.m. ET on July 8, 2026 to:

**Brandi Lawson, Marketing Director, [brandi@thereadingleague.org](mailto:brandi@thereadingleague.org)**

### SUBMISSION DEADLINE

Proposals must be submitted via email to [brandi@thereadingleague.org](mailto:brandi@thereadingleague.org) no later than **5:00 p.m. ET on July 16, 2026**. Late submissions will not be considered.

### ADDITIONAL DETAILS

- **Agency Eligibility:** Only U.S.-based agencies will be considered. Proposals from non-U.S. agencies will not be reviewed.
- TRL reserves the right to reject any or all proposals and to waive informalities and minor irregularities.