



Request for Proposals: Website Maintenance and Development Support

Issued by: The Bronx Defenders

RFP Issue Date: May 12, 2026

Proposal Due Date: May 29, 2026

The Bronx Defenders seeks proposals from a qualified agency or independent consultant to provide ongoing (at least one year) WordPress maintenance, technical support, analytics support, and development services aligned with the organization’s existing website and brand standards.

Engagement Model	Monthly retainer for maintenance and support, with fixed-fee or scoped add-ons for larger development projects.
Budget Target	Provide a monthly retainer, hourly fee, fixed-fee, or combination of cost structures to price out support of unspecified projects that may include, but are not limited to: new web pages, campaign microsites, and restricted access or “walled-garden” environments.

Introduction

Founded in 1997, The Bronx Defenders (BXD) is a public defender nonprofit that has developed a nationally recognized model of representation called [holistic defense](#), which provides people with teams of lawyers, social workers, and advocates to defend them zealously in court as well as to address the underlying drivers and enmeshed penalties of legal system involvement.

Since opening our doors, we have grown into an organization of more than 400 staff members defending nearly 20,000 New Yorkers each year in criminal, family, civil, and immigration proceedings who face incarceration, family separation, eviction, and deportation, among other devastating consequences.

Today we continue to reimagine the role of public defense even further, using community organizing and engagement, legislative advocacy, and impact litigation to partner with the communities we represent to bring about long-lasting systemic change.

We also share our model and lessons learned with current and future public defenders. We run two legal clinics at NYC law schools and train public defenders throughout the country to the next on how to move to a holistic model of representation.

Project Background and Overview



The Bronx Defenders' website serves several audiences at once: people seeking legal help, supporters, partners, media, and staff. The site must therefore balance clarity, accessibility, visual consistency, and operational reliability.

We are seeking a partner that can handle both routine maintenance and higher-touch development needs within the current website design and organizational brand guidelines.

The Bronx Defenders invites proposals from firms or individual consultants with strong WordPress experience to provide reliable website maintenance and development support for bronxdefenders.org and related digital properties for at least one year. Our hope is that the firm or individual selected can be a long-term partner in this work beyond that.

The selected vendor should be able to keep the site stable, secure, current, and easy to use, while also supporting new content, special-purpose pages, and occasional project-based builds within our existing visual identity.

Scope of Web Maintenance and Support

Service area	Description	Typical cadence
WordPress core and plugin maintenance	Maintain, update, and test WordPress core, themes, and plugins; identify compatibility issues; recommend timing for updates and rollback steps where appropriate.	Routine / monthly
Technical troubleshooting and admin support	Resolve front-end or back-end issues, broken functionality, form errors, layout defects, and other technical or administrative tasks that affect usability, UX, or UI.	As needed
Server and infrastructure coordination	Troubleshoot server- or hosting-related issues in coordination with The Bronx Defenders' internal IT team, including performance, uptime, DNS, SSL, caching, and deployment concerns.	As needed / incident response
Google Analytics support	Support GA4 configuration, reporting, troubleshooting, and basic tagging coordination so that the organization can monitor traffic, conversions, and performance of priority pages or campaigns.	Weekly / Monthly
Accessibility and quality assurance	Flag issues affecting accessibility, responsiveness, and cross-browser performance; test changes before launching and document any known constraints.	Ongoing

Scope of Development Support

Service area	Description	Typical cadence
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Page and Feature Development Support	Develop new pages, modules, templates, or content features within The Bronx Defenders' existing brand guidelines and site architecture.	As needed
Campaign and Special Project Pages	Creation of campaign pages, fundraising pages, and other special-project microsites or subdomains connected to the main website.	Per campaign
Restricted-Access Pages	Creation of restricted access or "walled garden" style pages where access is limited to designated staff or approved users for outreach, internal resources, or project-specific information.	As needed
Information Architecture and UX Guidance	Light information architecture, wireframing, and UX recommendations when new content requires clearer user flows, navigation, or organization.	As needed
Front-End Development Standards	Front-end implementation that maintains accessibility, mobile responsiveness, page speed, and consistency with current visual standards.	Built into all project work

Engagement Structure and Budget

Provide a monthly retainer, hourly fee, fixed-fee, or combination of cost structures to price out support of unspecified projects that may include, but are not limited to: new web pages, campaign microsites, and restricted access or "walled-garden" environments.

Preferred Qualifications

- Demonstrated experience maintaining and developing WordPress websites for nonprofits, mission-driven organizations, professional services firms, or similar content-rich sites.
- Demonstrated experience providing guidance on Google Analytics for non-profits and mission-driven organizations.
- Ability to communicate clearly with both non-technical and internal technical staff.
- Experience working within established brand guidelines rather than defaulting to wholesale redesign recommendations.
- Strong troubleshooting skills across CMS, plugins, hosting/server environments, analytics, accessibility, and responsive design.
- Ability to provide dependable turnaround times, a clear escalation path, and transparent scoping for out-of-scope work.

Proposal Content and Review Criteria



Proposals should include**:	Proposals will be assessed on:
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| <ul style="list-style-type: none">• Brief firm or consultant profile• Relevant WordPress and web support experience• Relevant Google Analytics experience• Examples of similar maintenance or microsite work• Metrics showing achievement of client goals in previous case studies• Proposed retainer structure and response times• Hourly rates and/or fixed-fee pricing approach• Primary point of contact and staffing model• At least two client references | <ul style="list-style-type: none">• Technical capability and relevant experience• Demonstrated success in meeting client goals and expectations for success• Quality and clarity of the proposed approach• Responsiveness and ability to collaborate• Fit with ongoing support needs and workflow• Cost reasonableness and pricing transparency• Ability to deliver work within existing brand standards |
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****In addition to the above, all proposals **must** submit answers to two separate questionnaires which can be found [here](#) and [here](#).**

Proposals will be evaluated using the following criteria:

Relevant Experience and Expertise	25%
Ability to meet functional requirements	35%
Pricing and Cost Competitiveness	20%
References and Past Performance	10%
Implementation Plan Effectiveness	10%

Deadline and Timeline

Please submit your proposal to media@bronxdefenders.org for review by May 29, 2026.

The Bronx Defenders will assess proposals and schedule one interview with each finalist, and then select soon after.

RFP Issued	5/11/2026
Deadline for Questions	5/27/2026
Proposal Submission Deadline	5/29/2026



Finalist Interviews	6/1/2026 - 6/12/2026
Vendor Selection and Notification	6/17/2026

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