

Website Redevelopment RFP

Request for Proposals
Consulting Professional Services

National Trust for Canada Corporate Website

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Organization: National Trust for Canada

Project Timeline: Project to be completed in 2027

Submission Deadline: April 6th, 2026, 11:59 pm PST

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1. Invitation and Submission Instructions

Created in 1973, the National Trust for Canada is the leading national charity dedicated to the conservation and promotion of Canada's historic sites. The Trust believes that heritage places are a catalyst for sustainable, livable, and lovable communities.

This Request for Proposal (RFP) is an invitation by the National Trust for Canada for proposals for the development, provision and launch of a new corporate website for the National Trust for Canada (nationaltrustcanada.ca)

Questions about the RFP can be submitted to NationalTrust@nationaltrustcanada.ca with the subject line: *National Trust for Canada Corporate Website*.

Questions received during the RFP proposal phase will be posted [here](#) with answers.

Please check back with this page to keep up to date with these questions and answers.

Deadline for questions is April 2nd, 11:00AM PST. The deadline for submissions is April 6th, 2026, 11:59 pm PST.

2. Project Background and Goals

Current corporate website

Originally launched in 2017, the National Trust's primary website (nationaltrustcanada.ca) no longer reflects the organization's evolved mission, programming, or visual identity. Over the past decade, incremental updates have led to a convoluted site architecture that is difficult for visitors to navigate and challenging for staff to maintain. What was once a functional digital home has become a fragmented experience that fails to meet modern accessibility standards or provide a seamless journey for our diverse audiences.

Goals for new website

The primary objective is to **unify the National Trust's digital brand** through a cohesive, accessible, and intuitive user experience. The new platform must meet or exceed WCAG 2.1 accessibility standards and authentically reflect Canada's diverse cultural perspectives, including Indigenous, Black, and Francophone communities. We require a streamlined site architecture that unites our two current websites (nationaltrustcanada.ca and

regenerationworks.ca) and provides intentional pathways between our main domain and auxiliary program sites—such as the Annual Conference and Next Great Save—ensuring a frictionless journey that guides users toward key conversions and resources. **We envision a website that reflects the timeless beauty of Canada’s heritage places while capturing the dynamic ways people connect with them—and the grit required to protect them. All of this will be delivered in an experience that is easy to navigate and compelling to explore.**

To drive engagement, the site must **centre on impactful storytelling and resource integration**. We are looking for a design that prioritizes compelling visuals and interactive features. The goal is to transform the user experience from passive information gathering to active participation, leveraging emotional narratives to inspire donations, memberships, and advocacy.

Finally, the project must **modernize our technical operations** through robust backend integrations and a scalable infrastructure. The solution should seamlessly connect with SUMAC (CRM) and Mailchimp to optimize member and donor management. We need a flexible, staff-friendly Content Management System (CMS) that reduces developer reliance and long-term maintenance costs. Success will be defined by a mobile-first, SEO- and AI SEO-optimized platform equipped with advanced analytics to track engagement, ROI, and our overall impact across Canada’s heritage sector.

The new website must enhance engagement with the National Trust for Canada’s Target Audiences and provide opportunities to expand our reach. (See Appendix for Audience details.)

3. Scope of Work

The National Trust for Canada seeks a qualified digital partner to design, develop, and launch a new corporate website that unifies our digital ecosystem, improves user experience, and strengthens engagement with our diverse audiences. The new platform must consolidate content from the primary domain (**nationaltrustcanada.ca**), the legacy *Regeneration Works* website (**regenerationworks.ca**), and archived or inactive microsites, while establishing a sustainable, modern, and accessible foundation for long-term growth.

The successful proponent will provide strategic, creative, technical, and operational services across the following areas:

3.1 Website Design, UX, and Information Architecture

The new website must deliver a clear, intuitive, and audience-driven user experience that reflects the Trust's mission, programs, and diverse stakeholders.

Required Services

- Redesign and streamline the site's information architecture, including a new top-level navigation grounded in user needs and predictable pathways.
- Conduct UX research (analytics review, personas, user flows, heuristics) to identify navigation challenges and opportunities for improved site structure.
- Develop wireframes, prototypes, and high-fidelity UI designs that support accessible, mobile-first, bilingual user experiences.
- Create a flexible, modern design system supporting reusable components and visual consistency aligned with the National Trust's brand identity. Core areas of business include: Membership and Giving; Learning Resources and upcoming educational webinars, events; Conference
- Develop purposeful UX solutions for key program areas, including:
 - *A Year of Learning*
 - *Endangered Places List*
 - *Passport Places*
 - *Awards*
 - *Advocacy*
 - *Integrated Stories & News* and *Locale* magazine content

3.2 Content Strategy, Consolidation, and Migration

The Trust's digital footprint includes multiple legacy platforms and extensive content requiring thoughtful planning and migration.

Required Services

- Conduct a content audit with the Trust's internal team to identify required content, redundancies, and opportunities to streamline.
- Develop a comprehensive content strategy, including:

- Content models and templates
- Taxonomy, tagging, and metadata structure
- Recommendations for archiving or decommissioning past programs
- Migrate selected content from:
 - Existing corporate website
 - *Regeneration Works* (regenerationworks.ca)
 - Archived National Trust site (archive.nationaltrustcanada.ca)
 - *This Place Matters* (thisplacematters.ca)
 - Any additional auxiliary or inactive sites identified during discovery
- Provide a robust redirect strategy to preserve SEO value.
- Support content population for new or updated sections.

3.3 CMS Implementation

The proponent will recommend and implement a secure, user-friendly CMS that empowers non-technical staff to manage content with ease.

CMS Requirements

- Intuitive content editing without HTML.
- Modular page-building tools.
- Plugin or built-in capabilities for:
 - Media asset management
 - Form creation and management
 - SEO optimization
- Role-based user permissions and editorial workflows.
- Scalable architecture that supports future growth, new content types, and changing organizational needs.
- Industry-standard, actively maintained technologies with strong security practices and regular updates.

3.4 Technical Integrations and Future-Proofing

The website must seamlessly integrate with the National Trust's current systems and allow for future expansion.

Integration Requirements

- CRM integrations (SUMAC by Societ, or replacement system if applicable in the future) supporting:
 - Membership purchases and renewals
 - Donation processing (one-time and recurring)
 - Event registrations
 - Contact and profile updates
 - Real-time data synchronization and secure data transmission
- Marketing automation integrations:
 - Mailchimp audience syncing
 - Automated list-building for new members/donors
 - Embedded signup forms and campaign tracking
- Additional tool integrations:
 - IATS & Stripe
 - Pheedloop
 - Launchpad
 - SurveyMonkey
- Clear documentation of integration architecture, API use, middleware (if any), error handling, and long-term maintenance considerations.

3.5 Mobile Responsiveness and Performance

- Deliver a fully responsive, mobile-optimized design and layout.
- Follow best practices for speed, caching, compression, and performance.

3.6 Accessibility Compliance

- Ensure all pages, templates, and components meet or exceed **WCAG 2.1 AA** standards.
- Include accessibility testing, remediation, and documentation.

3.7 Search Engine & AI Optimization (SEO/AEO)

- Implement SEO-ready architecture, structured metadata, clean URLs, and schema where relevant.

- Provide backend SEO testing tools (Yoast or equivalent).
- Prepare SEO launch deliverables, including redirect mapping and metadata recommendations.

3.8 Analytics, Tracking, and Reporting

- Configure Google Analytics 4 (or equivalent) and required dashboards.
- Set up conversion and event tracking for donations, membership, signups, and resource downloads.
- Provide training to staff on analytics tools and reporting.

3.9 Hosting, Security, Privacy, and Compliance

- Recommend secure, high-availability hosting (cloud-based or equivalent).
- Ensure compliance with PIPEDA and Canadian privacy best practices.
- Provide plans for:
 - Backups and disaster recovery
 - Regular security patching
 - Vulnerability monitoring and mitigation

3.10 Documentation, Training, and Knowledge Transfer

- Provide a comprehensive user manual (CMS, workflows, components, and governance).
- Deliver training sessions for staff covering:
 - CMS usage
 - Accessibility practices
 - Content publishing
 - Analytics tools
- Supply technical documentation for future developers and maintainers.

3.11 Project Management, Deliverables, and Milestones

The proponent must deliver a structured plan that covers:

- Discovery and requirements confirmation
- IA and UX development
- Visual design
- CMS configuration and development
- System integrations
- Content migration
- QA and accessibility testing
- Launch readiness and execution
- Post-launch support

All design assets, migrated content, technical documentation, accessibility reports, and SEO launch materials must be included as final deliverables.

4. Technical Requirements

4.1 Platform & Architecture Requirements

- Built using widely supported, actively maintained technologies.
- Cloud-hosted, high-availability environment (Canadian hosting preferred).
- Scalable architecture that supports future enhancement.
- Strong security best practices (monitoring, encryption, backups, disaster recovery).
- Responsive mobile design across all devices and breakpoints.
- SEO-compliant architecture with metadata management tools.

4.2 Functional Requirements

The platform must support:

- Online membership registration and renewals
- One-time and recurring donations
- Event registration and payment
- Secure member authentication and login functionality
- Secure online forms
- Flexible page layout creation (component-based builder)

- Role-based publishing workflows
- Complete functionality in both English and French.

4.3 Member & Donor Portal Requirements

A secure, user-friendly Member Portal must provide:

- Access to exclusive content
- Membership and donor status overview and renewal tools
- Access to event registrations and receipts
- Ability to update personal information
- Donation history (where applicable)

Portal requirements include:

- Direct integration with the CRM for real-time data accuracy
- Accessible, responsive design
- Secure authentication and password management
- Scalability for future enhancements (e.g., resource libraries, continuing-education tracking)

4.4 Integration Requirements

Seamless integration with:

CRM (SUMAC by Societ or comparable)

- Real-time synchronization of member/donor data
- Support for membership, donations, event registrations
- Secure data transmission
- Minimal manual data entry

Marketing Tools (Mailchimp)

- Audience syncing
- Automated list creation

- Newsletter sign-up forms
- Marketing automation triggers
- Campaign tracking usage

Payment & Event Systems

- IATS, Pheedloop, Launchpad, SurveyMonkey

All integration proposals must include:

- Architecture diagrams
- Middleware requirements (if any)
- Data security and error handling
- Long-term maintenance considerations

4.5 Security, Privacy, and Compliance

- Compliance with PIPEDA and related Canadian privacy legislation.
- SSL/TLS, secure authentication, and industry-standard encryption.
- Regular patching, updates, and security audits.
- GDPR-aligned cookie and consent management

4.6 Performance & Accessibility

- WCAG 2.1 AA compliance, verified through testing and remediation.
- Optimized for speed and performance (caching, compression, lazy loading).
- Analytics integrations (GA4, event tracking, dashboards).

5. Mandatory Proposal Requirements

- Company background and qualifications
 - Tell us about your company by providing a brief backgrounder. This backgrounder should provide a snapshot of your company at a high level. This can include aspects such as company history, value proposition, qualifications, or specialties which your company possesses, etc.
- Relevant experience and case studies

- In order for the review team to gauge the experience and skill of your company, please provide us with 1-2 case studies that represent your capabilities as a website builder to work with an organization like The National Trust for Canada. Please provide relevant context and impact results for each of your case studies provided. Please note that while we are a mid-sized Canadian non-profit and charity, we currently have a complex website that we are looking to consolidate.
- Project team and roles
 - Please provide an overview of the team who we would be working with should your company be the successful applicant of this RFP. This will allow us to identify any conflicts of interest with the awarding of this contract. If there are any conflicts of interest identified by your company, please express them to us as soon as possible.
- Proposed approach and timeline
 - Please submit a proposal no more than 12 pages in length, excluding CVs or biographies and any supporting documents; please include your company website.
 - We request that all proposals are received by April 6, 2026, 5:00pm PT. This will allow for almost 3 full weeks from the date of receipt of this RFP and proposal submissions. Proposals submitted prior to this deadline will be accepted.
 - Once proposals are submitted, an acknowledgement of receipt will be sent to you.
 - For your proposal to be considered, we require that you include a proposed project timeline outlining key dates and required deliverables for this project. This proposed timeline should provide a high-level understanding of your company's requirements to fulfil the goals and objectives of this project.
- Budget estimate and pricing structure
 - Please outline all costs of the proposed service, including but not limited to costs of the core service, English and French translation, any associated costs such as sub-contractors, one-time, Donation service charges, and ongoing cost structures. For any variable costs, please estimate what can be reasonably expected.
 - Revised above statement: Please present a cost reflective of what you believe the services requested command. Preference will be given to vendors who offer a non-profit or charity pricing option.
 - We will be in touch if we require clarification on price structures outlined in your proposal.
 - All pricing should be presented in Canadian Dollars, and with any applicable tax applied.

- References
 - Please provide 2 references for your past work.

6. Timeline:

- The *National Trust for Canada Corporate Website* redevelopment project will start in late Spring, 2026, and is to be completed with launch of the new website publicly no later than end of 2027.

7. Evaluation Criteria:

How proposals will be assessed, including:

- Experience and expertise.
- Creativity and innovation will be assessed based on your case studies provided.
- Ability to match The National Trust for Canada's mission, brand and vision.
- Clarity and comprehensiveness of Budget proposal and overall price.
- Alignment with our project goals, scope of work, and technical capability requirements.
- Ability to meet project deadlines.
- Support throughout the website building process and onward, if required.
- Proposed contract terms, such as length of agreement, service level agreements, and offerings related to this project.

8. Submission Instructions:

- Please submit your proposal in PDF format via email to: Kirstin Evenden, Director, Business Development and Partnerships nationaltrust@nationaltrustcanada.ca

9. Terms and Conditions:

Confidentiality, Proposal Rights, Disclaimers, and Contractual Obligations

All information provided by the National Trust in relation to this Request for Proposals (RFP) is confidential and intended solely for the purpose of enabling vendors to prepare a submission. Vendors must not disclose, reproduce, or distribute any portion of the RFP or related materials to any third party without prior written consent from the National Trust.

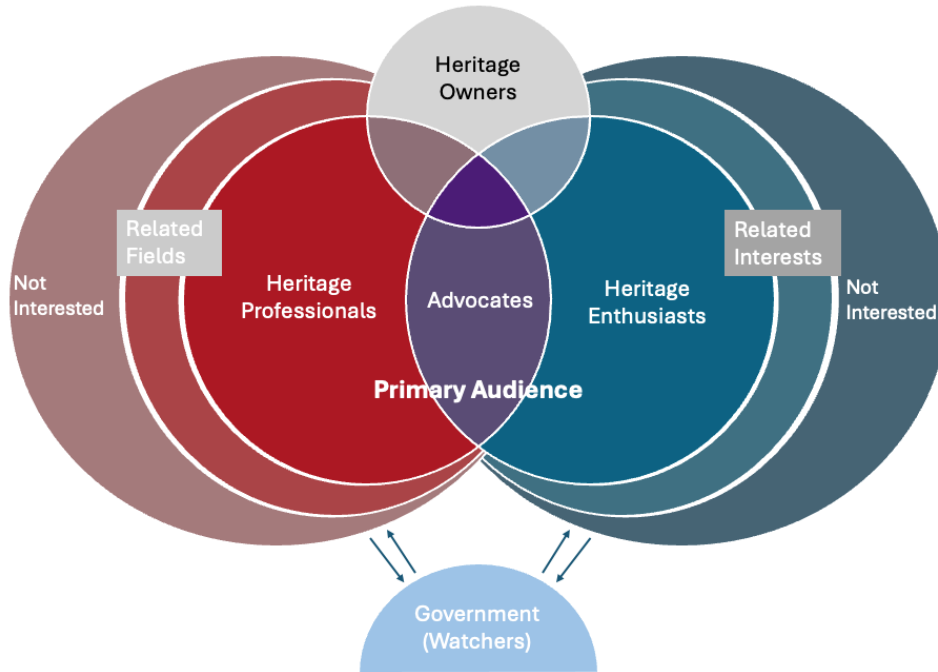
By submitting a proposal, vendors acknowledge that all materials submitted become the property of the National Trust and may be used for evaluation purposes. The National Trust has no obligation to return any submitted materials, whether the proposal is successful or not. Vendors are responsible for ensuring that their submissions do not contain proprietary or confidential information unless clearly identified as such. The National Trust will make reasonable efforts to maintain the confidentiality of any information marked confidential, subject to applicable laws.

The National Trust reserves the right to accept or reject any or all proposals, to waive informalities or irregularities, and to modify or cancel the RFP process at any time without incurring any liability to vendors. Issuance of this RFP does not commit the National Trust to award a contract or to pay any costs incurred in the preparation of a proposal. Vendors are solely responsible for all expenses associated with preparing and submitting their proposals.

Any contract resulting from this RFP will be subject to successful negotiation of terms and conditions acceptable to the National Trust. The selected vendor will be required to enter into a formal written agreement that outlines project scope, deliverables, timelines, pricing, confidentiality obligations, intellectual property rights, and any other relevant terms. Until such an agreement is executed, no contractual or legal obligations shall exist between the parties.

Submission of a proposal indicates the vendor's acceptance of these conditions and their agreement to be bound by the terms outlined in this RFP.

10. Appendix: National Trust for Canada Audiences*



*Audiences at the Trust include Program Partners, Members, Donors, Corporate Sponsors, Grantors and other Supporters.