

## Request for Applications: 2025 MDF Website Redesign

**Issued by:** Myotonic Dystrophy Foundation (MDF)

**Release Date:** February 7, 2025

**Response Due Date:** February 28, 2025

### The Opportunity

The Myotonic Dystrophy Foundation (MDF) invites proposals from qualified consultants or agencies to redesign our website, [www.myotonic.org](http://www.myotonic.org). This initiative aims to create an accessible, user-friendly, and modern digital platform that serves the global myotonic dystrophy (DM) community, including individuals living with DM, their families, clinicians, researchers, advocates, and donors.

The selected partner will lead the effort to improve website architecture, optimize content, and integrate user-centered design principles, ensuring a seamless experience that aligns with MDF's mission and the needs of our global audience.

**Vision:** We envision a world with treatments and a cure for myotonic dystrophy (DM).

**Mission:** The MDF mission is Community, Care, and a Cure.

- We support and connect the myotonic dystrophy **community**.
- We provide resources and advocate for **care**.
- We accelerate research toward treatments and a **cure**.

### Project Goals

The MDF Website Redesign project will:

- Enhance accessibility and usability for all visitors, with specific attention to the needs of individuals with myotonic dystrophy.
- Improve engagement with MDF's educational resources, services, and fundraising opportunities.
- Integrate with Salesforce CRM for improved data management and a personalized user experience.
- Strengthen MDF's role as the leading patient advocacy organization for myotonic dystrophy.

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### Scope of Work

The selected consultant/agency will be responsible for the following key activities:

#### 1. In-Depth User Research:

- Conduct interviews, surveys, and focus groups with a wide range of stakeholders.
- Create user personas and journey maps that reflect the needs of the global DM community.
- Prioritize website features based on feedback from individuals living with DM, caregivers, clinicians, and other key users.

#### 2. Implementing Modern Website Architecture:

- Develop an intuitive, accessible navigation system that reflects the community's needs and makes it easy to access key resources.
- Ensure integration with Salesforce CRM to enhance user experience and data flow.

#### 3. Enhancing Accessibility:

- Implement language localization, adjustable font sizes, dark mode, text-to-speech functionality, and keyboard navigation.
- Ensure compliance with WCAG 2.1 AA standards for web accessibility.

#### 4. Optimizing Content:

- Audit and refresh existing content for clarity and relevance, particularly around resources and support for individuals living with DM.
- Implement SEO best practices to improve search engine visibility and engagement.

#### 5. Testing and Launch:

- Conduct usability testing with key stakeholders, including those with DM.
- Integrate feedback and refine the design.
- Deploy the redesigned website with post-launch support and optimization, including providing documentation and training to MDF Staff for routine administration and maintenance activities.

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### Project Timeline

Given budget constraints, we encourage applicants to propose a tailored timeline for each activity. The project's overall goal is to launch the redesigned website by October 2025 (beginning of Q4). Key milestones should align with this goal.

Suggested Phases:

- **Foundation and Planning:** Finalize scope and select development partner.
- **Research and Strategy Development:** User research, focus groups, and analytics review.
- **Design and Content Optimization:** Website design, wire-framing, and content strategy.
- **Testing, Refinement, and Launch:** User testing, final refinements, and site launch.
- **Post-Launch Monitoring & Optimization:** Ongoing feedback collection and website optimization.

### Budget

The total project budget is \$50,000. Given the limited budget, we encourage proposals that maximize value, prioritizing accessibility, user experience, and core functionality. We understand that some elements may need to be phased, so please provide a breakdown of your proposed costs, focusing on the most critical deliverables within the budget.

### Application Requirements

Interested applicants must submit a proposal that includes:

- **Cover Letter**
- **Company Background & Relevant Experience**
  - Description of expertise in website development, accessibility, and user research.
  - Case studies or examples of past projects with similar scope and complexity.
- **Project Approach & Methodology**
  - Proposed methodology for research, design, and implementation.
  - Proposed timeline with key deliverables and milestones.
- **Project Team:** Resumes or bios of key personnel involved in the project.
- **Budget Proposal:** Detailed cost breakdown by project phase.
- **References:** At least three references from previous clients.

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### Submission Process

Proposals must be submitted electronically to MDF's Director of Communications and Technology, Kleed Cumming, at [kleed.cumming@myotonic.org](mailto:kleed.cumming@myotonic.org) by **February 28, 2025**.

Late submissions and submissions without cover letters will not be considered.

### Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience with website development, accessibility, and user research.
- Understanding of MDF's mission and community needs.
- Feasibility and clarity of the proposed approach.
- Cost-effectiveness and value.
- References and past performance.

MDF reserves the right to reject any or all proposals, negotiate with applicants, or award the contract in whole or in part based on funding availability and project needs.

### About the Myotonic Dystrophy Foundation

The Myotonic Dystrophy Foundation (MDF) is the world's largest patient advocacy organization solely focused on myotonic dystrophy (DM). MDF works to enhance the quality of life of people living with DM by providing resources, driving research, and advancing care. For more information, visit [www.myotonic.org](http://www.myotonic.org).

**We look forward to receiving your proposal and partnering to build a world-class digital platform for the Myotonic Dystrophy community!**