Request for Proposal

Date: February 24, 2020

To: Web Design Companies

From: Robert “Bob” Bauer, KFIA Executive Director

Re: Update Kentucky Forest Industries Association Website

KFIA represents the wood products industry and forestry interests in Kentucky with some members in the surrounding states. Our main goal with the website is to keep our members up to date on Association activities that are designed to offer them educational and networking opportunities and provide timely information on legislative and regulatory issues that affect their business. We have a number of programs available to members and cover legislative activity and work closely with regulatory agencies to help our members stay profitable.

We are currently accepting bids to revamp our website (www.kfia.org) which has become outdated and cumbersome to maintain. Below are the primary issues we want to address in developing our new website.

• We want to provide pertinent information primarily to our members to keep them up on our communications and legislative activities along with regular events that are put on in conjunction with our Association such as Regional meetings, Annual meeting and our biennial trade show the KY Wood Expo.

• We have a large number of members that will continue to pay by check due to a number of reasons. Our registrations for meetings are open to everyone and not just membership. We also have some members that may pay dues by credit card also. Currently we have information on the website but to pay anything by credit card they must call or send something in to provide the information. We are set up to take credit card payments but not on line. We have a few people that pay at events which we can take on site.

• The site needs to maintain a member’s only section that will house our monthly newsletters, legislative activities and other communications that are only provided to members.

• The site needs to be modernized so that it loads fast and is user friendly to mobile downloads and better linked to social media.

• We need the capability to easily update and change events and accept registration on line along with credit card payment. This would also include the capability to renew dues or join KFIA through on line payment.
• Provide membership information to those outside of the Association if they are interested in hardwood materials or possible loggers for their timberlands. This would allow general visitors to the website to search for a KFIA member logger or source of hardwood lumber in a given area.

• Maintain the ability for members to advertise on the website through the use of banner ads or other methods.

This provides basic information on what we hope to accomplish with our website update. We understand that you may have additional questions or need more specific information. Please feel free to contact Michele or Bob by email or call the KFIA office at 502-695-3979 if you need any additional information or have questions.

We plan to have our Board review the bids we gather at our meeting on April 8 if you are interested in providing bid information.