

# Nonprofit Website RFP Planner

Create a helpful website RFP for your nonprofit’s website project to clarify your needs, find the perfect partner, and launch a site that your visitors will love.

Name: \_\_\_\_\_

Date: \_\_\_\_\_

<b>Primary Audience</b> <i>Who are you designing the website for?</i>	<b>Audience’s Top Challenges</b> <i>What problems are they trying to solve?</i>	<b>How You Help</b> <i>What can you offer that others can’t?</i>
<b>Secondary Audience</b> <i>Who else can benefit from your site?</i>		
<b>Key Website Actions</b> <i>What actions are visitors looking to take?</i>	<b>Challenges with Current Site</b> <i>What’s not working? Why does that matter?</i>	<b>Tech Stack</b> <i>What other tools (CRM, payments, email, etc.) are you using? Will you continue?</i>
<b>Ideal Launch Date:</b>		<b>Kickoff Date:</b>
<b>Budget Range:</b>		<b>Point Person:</b>