

REQUEST FOR PROPOSALS – Website and Social Media Redesign

December 5, 2025



COLIBRI - CENTRE DES FEMMES FRANCOPHONES
DU COMTÉ DE SIMCOE

Context

Colibri is a francophone non-profit organization dedicated to supporting, accompanying, and empowering women and girls in Simcoe County. We aim to modernize our digital presence to improve accessibility, visibility, and consistency across our online services.

Purpose of the Project

To select a firm or consultant — including independent consultants — capable of delivering:

Website

- Full redesign of the current website (design, navigation, accessibility, content, security).
- Development of a bilingual, responsive website that is easy for staff to update.
- Optimization of structure, basic SEO, and user experience.

Social Media

- Visual alignment and branding of platforms (Facebook, Instagram).
- Creation of a content strategy aligned with our mission.
- Production of reusable visual templates.

Expected Deliverables (summary)

- New website architecture + mockups
- Fully functioning website (WordPress or other CMS)
- Integration of existing content
- Staff training
- Social media audit
- Strategic guide + visual templates

Required Qualifications

- ☐ Expertise in web design, UX/UI, and branding
- ☐ Knowledge of web accessibility standards (AODA/WCAG)
- ☐ Experience in social media management or strategy
- ☐ Ability to work in French
- ☐ Experience with non-profit organizations (an asset)

Timeline, Budget, and Submission Requirements

Project start date: upon selection of the provider

Estimated duration: **3 to 4 months**

Applicants must provide a **detailed quote** (total cost + cost per deliverable + any recurring fees)

Proposals must include:

- Introduction of the provider
- Relevant experience + portfolio
- Proposed methodology and timeline
- Detailed quote

Send proposals to: dg@centrecolibri.ca

Deadline: January 8, 2026

The documents submitted as part of this request for proposals will remain confidential and will be used solely for evaluation purposes.

Submission Criteria

- ☐ Understanding of Colibri's needs
- ☐ Quality and clarity of the proposal
- ☐ Creativity and technical expertise
- ☐ Value for money
- ☐ Ability to meet deadlines

Contact

For more information, please contact :

Executive Director - Centre Colibri

dg@centrecolibri.ca