



# REQUEST FOR PROPOSAL (RFP)

## USARCHERY.ORG – Website Rebuild & Modernization Project

Strategy for 2026 and Beyond

### Executive Summary

USA Archery is initiating a full rebuild of usarchery.org to deliver a modern web experience that better serves our members, athletes, coaches, clubs, fans, and partners. This project will replace the limitations of our current platform with a flexible, scalable, and internally manageable WordPress-based site that can grow with our organization’s future needs. Our digital presence plays a critical role in how our community engages with events, coaching resources, membership benefits, and the sport of archery overall. To meet rising expectations for performance, accessibility, and usability, we require a platform that supports:

- Faster updates and content changes without vendor dependency
- Streamlined internal workflows for publishing and management
- Improved navigation and user experience for all audiences
- Accessible, mobile-first design that reflects our brand standards
- A strong foundation for membership tools, event discovery, and expanded functionality

By transitioning to WordPress—the world’s leading open-source CMS—we will ensure long-term sustainability, reduce operating costs, and maintain full ownership of our web infrastructure.

We are looking for a partner who understands both modern digital ecosystems and the strategic role this platform plays in advancing our mission. The selected agency will collaborate closely with USA Archery to create a website that is:

- ✓ Future-ready
- ✓ Audience-centered
- ✓ Efficient to maintain
- ✓ Built to evolve

This RFP provides the requirements and expectations for this transformation. We look forward to reviewing proposals and selecting a partner that will help elevate our digital presence for 2026 and beyond.

## Submission Instructions

**Proposal Deadline:** March 31<sup>st</sup>, 2026

**Contact:** Mary Emmons, Chief of Sport Performance and Operations

**Email:** [careers@usarchery.org](mailto:careers@usarchery.org)

### 1. Introduction

USA Archery is seeking proposals from qualified web development agencies to **design and build a new, modern, scalable, and internally manageable WordPress website**. This project supports our strategic initiative to improve our digital ecosystem, expand flexibility, reduce long-term costs, and enable in-house content management and evolution. This RFP outlines our needs, goals, and expectations for a full website rebuild.

### 2. Background & Current Situation

The current USA Archery website has reached a technological and structural point where incremental updates are no longer efficient or transformative. The existing CMS restricts flexibility, limits the internal team's ability to manage and enhance content, and slows the development of new features.

**We are ready to move toward a platform that:**

- Gives full ownership and control to USA Archery
- Minimizes reliance on third-party systems

- Enables easier ongoing updates and optimization
- Supports modern standards for accessibility, SEO, and performance
- Provides a strong foundation for future expansion

### 3. Project Goal

To develop a new WordPress-based website, built from the ground up to align with USA Archery's needs, workflows, and long-term digital strategy.

#### **Objectives:**

- Full platform ownership and control
- Long-term sustainability and vendor flexibility
- Increased scalability for future features and programs
- Streamlined internal content management
- Improved UX and accessibility for our audience

### 4. Why WordPress

**USA Archery has identified WordPress as the optimal platform because it is:**

- Open-source with no licensing lock-in
- Supported by a large global developer ecosystem
- Highly customizable and scalable
- Well aligned with internal workflows and standards
- Cost-effective compared to proprietary systems
- Maintained with regular security and feature updates

### 5. Scope of Work

Agencies responding to this RFP should provide a proposal that includes (but is not limited to) the following deliverables:

#### **5.1 Website Design & UX**

- Modern, responsive, accessible design system
- Navigation and structure optimized for usability
- Brand-aligned interface and content presentation
- Modular components to support varied content types

## 5.2 Website Development (WordPress)

- WordPress implementation using modern, well-supported tools
- Custom templates and blocks for internal publishing needs
- Built-in performance, SEO, and accessibility best practices
- Structured content management and taxonomy

## 5.3 Required/Planned Functionality

- Secure user account / SSO compatibility
- Club, coach, and event locator tools
- Content publishing with enhanced searchability
- Forms and tools to support membership engagement
- Scalability to expand features over time

## 5.4 Internal Workflow Enablement

- Staff-friendly CMS structure
- Training sessions and documentation provided
- Clear ownership path for internal updates and features
- Handoff procedures and support window
- Retainer option for ongoing contractual support

## 5.5 Content Migration

- Migration of select content from existing website
- URL mapping and redirects to maintain SEO integrity

# 6. Timeline

Expected timeline: 3–6 months, depending on complexity, discovery findings, and the selected agency's approach.

**Please include a project schedule with key milestones:**

- Discovery & architecture
- Design
- Development
- Content migration
- QA & performance testing
- Accessibility compliance
- Launch
- Post-launch support

## 7. Budget Expectations

**Please provide:**

- A total project cost
- Itemized pricing by phase and deliverable
- Optional or alternate cost scenarios
- Hourly rates for enhancements and ongoing retainer support

## 8. Vendor Qualifications

**Your response should include:**

- Background and capabilities
- Demonstrated success with nonprofit or membership organizations
- Experience with custom WordPress design and development
- Key team roles and bios
- Development methodology and communication plan
- Relevant portfolio samples

## 9. Proposal Submission Requirements

**Your proposal should include:**

1. Executive summary
2. Detailed project approach and methodology
3. Proposed timeline
4. Scope and deliverables
5. Cost estimates and rate card
6. Case studies or example projects
7. References
8. Terms and assumptions

## 10. Evaluation Criteria

**Proposals will be evaluated based on:**

- Alignment with our goals and requirements
- Quality of proposed approach and UX capabilities
- Technical expertise and platform strategy
- Cost effectiveness and value
- Agency experience and communication practices
- Ability to enable long-term internal control

# Frequently Asked Questions

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## Budget

**Q: Has a budget range been established for this project, or are proposals being evaluated to help set that number?**

*A: Yes, a budget has been established for this project and is estimated to be \$50,000. Vendors are encouraged to shape their proposals accordingly and to be strategic in how they allocate scope within that general range. If a vendor proposes more than one phase a cost should be allocated to each phase. USA Archery's fiscal year is Jan 1 to Dec 31.*

**Q: Should vendors include multi-year support and retainer pricing in their proposals, or focus only on the initial project scope?**

*A: Vendors should focus their proposals on the initial project scope only. Multi-year support is not required at this time. However, hourly retainer rates post launch are helpful to know.*

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## Timeline

**Q: Is the 6 month launch timeline a hard deadline? If so, what is driving it?**

*A: The 6 month timeline is a target rather than a hard deadline. That said, we are highly motivated to establish our new digital presence ahead of the build-up to the LA28 Olympic and Paralympic Games, and timely delivery is a priority.*

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## Current Platform & Technical Stack

**Q: Does USA Archery currently use a CRM or email marketing platform (e.g., Salesforce, HubSpot, Mailchimp) that the new site should integrate with?**

*A: While USA Archery does utilize CRM tools, integration with those systems is not a requirement for the new site. The only email-related requirement at this time is transactional email triggered through form submissions.*

**Q: Are the forms on the current site hosted natively, or do they route through external platforms such as Sport:80 or similar tools?**

*A: The current site uses a mixed approach to form hosting. One goal of this rebuild is to have the tools in place to consolidate and standardize form management within a single platform, and vendors should factor this into their proposed approach.*

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## Membership, SSO & Sport:80

**Q: When the RFP references “Secure user account / SSO compatibility,” is the goal to continue using Sport:80 as the membership backend (with the new site linking out to it), or to bring the login and membership experience in-house within the new WordPress site?**

*A: USA Archery will continue using Sport:80 as its membership services platform. The current site leverages an SSO integration to allow users to log in and access membership information via the Sport:80 API. Vendors should scope the migration and integration of this service as a discrete line item in their proposals.*

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## Content Migration

**Q: Approximately how many pages or content items exist on the current site? Are specific sections already identified as priority migrations, or will a content audit be part of the discovery phase?**

*A: The full sitemap for the current site is available at [usarchery.org/sitemap.xml](https://usarchery.org/sitemap.xml) and can serve as a baseline for vendors conducting their own content assessment.*

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## Design Scope

**Q: Is this project a complete visual redesign with a new design system, or should the new site maintain strong continuity with the existing brand identity? Is there an active brand style guide vendors would work from?**

*A: This project should be treated as a full visual redesign. The new design system should complement the visual language found in USA Archery's print and event materials. An active [brand style guide](#) is available, along with a lexicon of approved graphics and design elements that vendors will be expected to work within. The selected vendor will collaborate with USA Archery project stakeholders to develop the new design.*

**Q: How should vendors weigh visual design goals relative to the technical and functional priorities outlined in the RFP? Are there specific pain points with the current design, or is the goal primarily to optimize while rebuilding?**

*A: A restructuring of our information architecture is a technical goal we are open to scoping as a dedicated line item. Usability research has indicated that users struggle to locate content relevant to their specific needs. The rebuild presents an opportunity to introduce contextual data points and improved patterns that enable more intuitive, need-based access to our content and resources.*

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## Locator Tools & Custom Functionality

**Q: What are the primary use cases for the club, coach, judge and event locator tools? Should these be custom-built within WordPress, or should vendors propose integrating existing third-party solutions?**

*A: The current site uses the Sport:80 API to surface filterable locator tools, including Find a Coach, Find a Club, Find a Judge and Find an Event. Vendors are encouraged to evaluate multiple integration approaches and recommend the most appropriate solution as part of their proposal.*

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## Hosting & Infrastructure

**Q: Will USA Archery manage hosting internally, or should vendors propose a hosting solution as part of the project scope?**

*A: USA Archery will manage hosting internally. Vendors do not need to include a hosting proposal as part of their scope.*

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## Accessibility

**Q: Does USA Archery require a formal third-party accessibility audit, or will vendor-led compliance testing and certification be sufficient?**

*A: A formal third-party accessibility audit is required. Vendor-led compliance testing alone will not satisfy this requirement, and proposals should account for this accordingly.*

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## Post-Launch Support & Training

**Q: Is ongoing post-launch technical support expected to be part of the selected vendor's scope, or will that be a separate decision?**

*A: Ongoing post-launch technical support is TBD. The expectation is that USA Archery staff will manage the site internally following launch and handoff but may need limited support as needed.*

**Q: Should vendors budget for a single training session with supporting documentation, or are recurring training refreshers expected?**

*A: Vendors should budget for a single training session accompanied by supporting documentation. Recurring training refreshers are not anticipated as part of this scope, but hourly rates could be provided as context.*

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## Internal Team & Decision Process

**Q: Who will serve as the primary point of contact and day-to-day site manager post-launch?**

*A: The primary point of contact for this project is Shelby Klein, Creative Director in coordination with Mary Emmons, Chief of Sport Performance and Operations. All questions can currently be sent to [careers@usarchery.org](mailto:careers@usarchery.org).*

**Q: What is the expected timeline for vendor selection and project kickoff following the March 31 submission deadline?**

*A: USA Archery anticipates selecting a vendor within 6 weeks of the March 31 submission deadline, with a project kickoff targeted for May 2026.*