Request for Proposal (RFP): Website Discovery, Digital Strategy, and Future-State Roadmap

1. Organizational Overview

Breakthrough T1D Canada is the leading charitable funder of type 1 diabetes (T1D) research in Canada and a trusted source of information, advocacy, and support for people affected by T1D.

The organization's website, BreakthroughT1D.ca, serves multiple audiences including:

- People living with T1D
- Caregivers and families
- Individuals seeking information about T1D
- Researchers and healthcare professionals
- Government and policy stakeholders
- Donors and supporters
- Event participants and volunteers
- Corporate partners

The website is a critical component of Breakthrough T1D Canada's communications, fundraising, advocacy, and community engagement activities. Internal reviews have identified opportunities to improve information architecture, user journeys, content governance, accessibility, search performance, and website management processes.

2. Purpose of this RFP

Breakthrough T1D Canada is seeking a qualified digital strategy partner to conduct an independent website discovery and assessment to provide recommendations that will inform our digital strategy in the years ahead.

The purpose of this engagement is to:

- Evaluate the current website ecosystem.
- Assess the suitability of the existing (WordPress) platform.
- Identify opportunities to improve user experience and conversion performance.
- Develop a future-state digital strategy.

- Determine the most appropriate path forward to achieve an enhanced, sustainable website experience (which may include optimization, replatforming, or a full rebuild).
- Produce a prioritized roadmap and implementation business case.

The successful vendor should not assume that a full website rebuild is required and must provide objective, evidence-based recommendations.

3. Current Environment

The current website:

- Is built on WordPress.
- Contains approximately 1,700+ content pages and 4,400+ media assets.
- Supports English and French content.
- Integrates with fundraising, event, and marketing systems (including AKARaisin, ClearView and Campaign Monitor).
- Is currently maintained in partnership with an external support vendor.
- Requires ongoing updates from internal communications and marketing staff.

4. Desired Outcomes

The future website should achieve the following objectives:

User Experience

- Be organized around audience needs.
- Provide intuitive navigation.
- Improve journey completion.
- Reduce content duplication.
- Support the needs of core audiences, including:
    - individuals living with T1D and their caregivers
    - donors
    - researchers
    - volunteers
    - corporate partners
    - healthcare providers
    - the general public

Content Management

- Be easier to maintain and update.
- Support efficient bilingual publishing.
- Enable non-technical staff to manage content.

- Reduce content governance complexity.

Search & Discoverability

- Improve organic search visibility.
- Improve content structure and taxonomy.
- Support structured data and schema.
- Improve visibility within AI-powered search experiences.
- Strengthen authority as a trusted health-information source.

Accessibility

- Meet AODA accessibility standards (at a minimum).
- Establish sustainable accessibility governance.

Performance

- Improve site speed.
- Improve Core Web Vitals.
- Improve site security.
- Optimize both desktop and mobile experience.

Measurement

- Define KPIs and measurement framework.
- Improve analytics, reporting, and conversion tracking.

Technology

- Assess whether the current (WordPress) platform remains fit for purpose.
- Evaluate future technology requirements.

5. Scope of Work

Phase 1: Discovery

The successful vendor will conduct:

Stakeholder Discovery

- Leadership interviews
- Staff workshops
- Content-owner interviews
- Technology and operations review

Current-State Assessment

Review:

- Information architecture
- Navigation
- Taxonomy
- CMS usability
- Content governance
- Search experience
- Accessibility
- Performance
- Security
- Analytics configuration
- SEO performance
- AI search readiness

Audience & Journey Assessment

Evaluate journeys for:

- Newly diagnosed individuals
- People living with T1D
- Caregivers and families
- Donors
- Event participants
- Volunteers
- Healthcare providers
- Researchers
- Policymakers and government officials
- Corporate partners
- Members of the media
- The general public

Content Assessment

Review:

- Content inventory
- Content duplication
- Content quality
- Readability
- Bilingual considerations

- Governance requirements

Search, SEO and AI Visibility Assessment

Evaluate:

- Technical SEO
- Content architecture
- Internal linking
- Structured data/schema
- Knowledge graph readiness
- Entity optimization
- Search intent coverage
- AI-search visibility opportunities
- Future search trends and implications

6. Required Deliverables

Vendors must provide the following components upon completion of the project:

Discovery Report

Comprehensive assessment of:

- Current strengths
- Gaps
- Risks
- Opportunities

Future-State Strategy

Recommended:

- Site vision
- Governance model
- Content model
- Audience architecture
- Search strategy
- Accessibility strategy

Information Architecture

Proposed:

- Navigation model
- Sitemap
- Taxonomy recommendations

Platform Assessment

Document:

- Current-state technical assessment
- Platform limitations
- Platform opportunities

Strategic Recommendation

Clear recommendation regarding:

- Maintain and optimize current platform
- Significant platform modernization
- Replatforming/rebuild

The recommendation must include justification, assumptions, risks, and estimated investment (see pricing section for detail).

Roadmap

Prioritized roadmap including:

- Quick wins (0-6 months)
- Medium-term initiatives (6-18 months)
- Long-term initiatives (18+ months)

7. Preferred Timeline

Milestone	Target Date
Proposal Submission Deadline	October 9, 2026
Proposal Evaluation	October 12-16, 2026
Preferred Proponent Selected	October 19, 2026
Contract Finalization	October 26, 2026
Project Kick-off (anticipated)	November 2, 2026
Project Completion (ideal)	December 18, 2026

8. Vendor Qualifications

Vendors should demonstrate experience in:

- Complex website strategy engagements
- Large content ecosystems
- Nonprofit organizations
- Healthcare or health information organizations
- Accessibility
- WordPress ecosystems
- SEO and technical SEO
- AI search readiness
- Bilingual websites
- Conversion optimization

9. Proposal Requirements

Proposals should include:

Company Overview

- Years in operation
- Team structure
- Relevant certifications

Relevant Experience

Examples of a minimum of five comparable projects.

Methodology

Describe:

- Discovery process
- Research methods
- Stakeholder engagement process
- Deliverables

Proposed Team

- Project lead
- UX lead
- Technical lead
- SEO lead
- Accessibility lead

Timeline

Proposed project phases and milestones.

Pricing

Provide pricing separately for:

- Required: Discovery
- Optional: Future implementation planning (indicative pricing or a pricing model)
- Optional: Future implementation, design and build (indicative pricing or a pricing model)

Optional future phases

Breakthrough T1D Canada may, at its sole discretion, invite the successful vendor to provide additional implementation planning, website design, development or related services following completion of the Discovery and Digital Strategy phase. Any future work will be subject to satisfactory performance, organizational approval, available budget and the negotiation of a separate scope of work and agreement.

Breakthrough T1D Canada reserves the right to procure future services separately or select another vendor. No volume or value of future work is guaranteed through this RFP.