



Request for Proposal

Administrative support for a non-profit membership
group

June 2020

ISSUED BY

The Women's Business Network of Ottawa

REPRESENTATIVE

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Introduction & Background

The Women's Business Network of Ottawa is seeking proposals for individuals or organizations interested in providing administrative support in order to assist us with the day-to-day operations of the organization.

The objective of this Request for Proposal is to locate a source that will provide the best overall value to the Women's Business Network of Ottawa. While price is a significant factor, other criteria will form the basis of our award decision, as more fully described in the Evaluation Factors section of this Request for Proposal below.

Background on the Women's Business Network of Ottawa

The Women's Business Network of Ottawa (the WBN) is a non-profit, volunteer-run networking community for women with a focus on building strong relationships. Our goal is to offer members the opportunity to cultivate lifelong mentorship and friendship – and have a little fun!

We do a number of things at the WBN:

1. Events

We run recurring networking events series for members, including:

- An annual conference (the "Women in Business Conference")
- Monthly networking breakfasts
- Monthly lunch and learns (focus on skills building)
- Monthly after-work cocktail networking ("Wine down")
- Quarterly "Women in the boardroom" discussion events

2. Awards

We run one of the highest-profile awards programs in Ottawa -- the "Businesswomen of the Year Awards" (BYAs)

This program recognizes four outstanding women every year, one in each of the four following categories: established entrepreneur, emerging entrepreneur, professional, and organization. In April we hold a Gala event recognizing the BYA recipients.

3. Mentorship

New in 2019, we are running a mentorship program matching women in the early stages of their career with more established mentors to provide structured guidance and feedback on a number of work-related issues.

4. Scholarship

We fund a scholarship program that recognizes one outstanding female student from Algonquin College, the University of Ottawa and Carleton University each year.



Submission Guidelines & Requirements

The following submission guidelines & requirements apply to this Request for Proposal:

1. Bidders must submit proposals by email to the representative identified on the cover page no later than August 31, 2020. Please use the subject line: “Administrative support proposal submission” in the email subject line. Proposals should be attached in PDF format.
2. A technical proposal or resume must be provided using the attached grid.
3. A price proposal must be provided in addition to the technical proposal (in the same or a separate document). This price proposal should indicate the overall fixed price for up to 10 hours of support per week on an annual basis as well hourly rates to be billed in excess of 10 hours of support per week and/or should the WBN decide to award a contract on an hourly rate basis.

4. Proposals must be signed by the individual applying or a representative that is authorized to commit the bidder's company.
5. If you have a standard set of terms and conditions, please submit them with your proposal. All terms and conditions will be subject to negotiation.
6. If your proposal is shortlisted for selection, the WBN may request an in-person or virtual interview prior to awarding a contract.



Scope of work

The Women's Business Network of Ottawa is seeking proposals for individuals or organizations interested in providing administrative support in order to assist us with the day-to-day operations of the organization.

WBN Support

- Prepare and send out electronic correspondences (emails, announcements, etc) based on predetermined protocol established by WBN Executive
- Running reports and share with appropriate Committee Chairs or Executive Director at a predetermined frequency.
- Forward inquiries that require a decision to The WBN Executive Director or respond based on established Roles and Responsibilities
- Participate in a weekly progress call with the WBN's President and Executive Director

Administrative Support

- Assist with maintaining permission levels on the website, cloud servers or software with annual leadership changes
- Maintain membership database to ensure that the email list is current and accurate
- Oversee administrative print and electronic files and records, and coordinate their transfer to the archives on an as needed basis
- Maintain login information and other important details for all accounts in a password manager

- Complete or ensure a daily backup as necessary
- Manage payments and provide receipts as required
- Develop and maintain a process document that document WBN processes
- Create and maintain a WBN Administrative Manual to include protocol (which will be determined in conjunction with the WBN Executive Director and Executive Committee) on event timelines, membership reports, website updates, etc.

Website Content Management

- Managing WBN Website
- Maintain calendar of events and ensure that pricing details and registration deadlines are accurate
- Ensure that all website content is accurate and posted in a timely fashion (TBD)
- Manage inventory for online registration for events
- Manage new member registration processes and send out welcome packages via mail.
- Create a website tracking document that includes where documents, logos, company names etc live on the website, in how many places they appear and ensure that changes are consistently made and that the tracking document is maintained and updated as needed. (IMPORTANT)

Committee Support

- Assist the Board with conducting surveys and assessments, analyzing data and producing reports as deemed necessary
- Draft and submit a quarterly report of activities to the WBN Executive
- Assist with planning and executing AMM and Executive Director and AMM Committee
- Prepare and circulate monthly reports including social media analytics to marketing and membership committees Communications
- Prepare and send email blasts to distribution lists as required (average 3 per week)
- Prepare monthly communication calendar to circulate to each committee chair
- Manage private Facebook group to ensure that access is restrict to members only



Contract term

The WBN is looking to enter into a one-year agreement with the option to automatically renew unless either party submits in writing notice to review or cancel the agreement with a 60-day notice period.



RFP & Project Timelines

The Request for Proposal timeline is as follows:

Request for Proposal Issuance	06/24/2020
Deadline to Submit Proposals	08/31/2020
Selection of Top Bidders / Notification to Unsuccessful Bidders	09/01/2020
Contract Award / Notification to Unsuccessful Bidders	11/1/2020



Budget

There is no set budget for this work, however price is a significant factor in the selection process.

Proposals will be scored 50% on technical score and 50% on price.



Evaluation Factors

The WBN will evaluate proposals based on the technical score and on price on each weighted at 50% of a total score.

Please note that there is no minimum technical score to be considered for this contract.

Technical

Technical criteria will be evaluated as follows:

- Experience using Wild Apricot to (2 points awarded on demonstration of experience in each area to a maximum of 10 points)
 - Manage events listings and registrations
 - Manage membership database including processing of membership renewals
 - Manage email subscribers list and format and send emails to members
 - Make updates to a website
 - Manage billing and payments processing for memberships and ticketed events
- Experience using dropbox (1 point awarded on demonstration of Dropbox experience for each of the following, for a maximum of 3 points):
 - Using dropbox to save and share documents within an organization or group
 - Setting and following naming conventions and filing instructions for documents
 - Managing permissions for multiple participants on documents
- Experience posting content to social media platforms on behalf of an organization or group. (1 point awarded on demonstration of experience posting to social media for each of the following for a maximum of 4 points):
 - Facebook company pages
 - Instagram

- LinkedIn company pages
- Twitter
- Event planning (1 points awarded for demonstration of experience in each of the following related to event planning for a maximum of 7 points)
 - Venue selection
 - Budgeting and managing a profit and loss on events
 - Setting up online registration for events
 - Managing events registrations,
 - Processing payment for tickets
 - Communicating event details with registration prior to an event
 - Coordinating communications between event organizers and presenters
- Creating content for website and social media (1 point awarded on demonstration of creation on behalf of an organization for of each of the following for a maximum of 5 points)
 - Social media graphics
 - Blog content
 - Event descriptions
 - Email content
 - Social media posts
- Experience reporting to a non-profit board (5 points)
- The organization or individual applying is based in the National Capital Region of Canada (5 points)
- The individual or organization applying is a woman or woman-owned organization (5 points)
- The individual or organization is a member of the WBN (5 points)

Price

A price proposal must be provided in addition to the technical proposal (in the same or a separate document). This price proposal should indicate the overall fixed price for up to 15 hours of support per week on an annual basis as well hourly rates to be billed in excess of 15 hours of support per week and/or should the WBN decide to award a contract on an hourly rate basis.

Other

There is no minimum technical score to be considered for this contract.

For individuals submitting a proposal, please include a resume in addition to your proposal.

The WBN reserves the right to award to the bidder that presents the best value to The WBN as determined solely by its board in its absolute discretion. The WBN also reserves the right to not award a winning bid.