

REQUEST FOR PROPOSALS

New Website Development for the International Association of Wildland Fire (IAWF)



International
Association
of Wildland Fire

Release Date: August 10, 2026

Proposal Deadline: September 15, 2026

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Introduction

The International Association of Wildland Fire (IAWF) seeks proposals from qualified web developers to build a new organizational website. The site must be modern, accessible, secure, and easy to manage. A key requirement is the creation of event-specific microsites—each IAWF conference or event will have its own branded subsite using shared templates and flexible content tools.

This is a full rebuild of the IAWF website.

About IAWF

IAWF is an international nonprofit supporting the global wildland fire community through conferences, publications, awards, and professional collaboration.

Project Goals

The new website should:

- Present IAWF as a modern, globally engaged organization
- Improve clarity, accessibility, and navigation
- Provide consistent, easy-to-manage event microsites
- Simplify content management for staff
- Support membership growth, conference registration, and sponsor visibility

Target Audiences

- Members and prospective members
- Wildland fire practitioners and responders
- Researchers, academics, and students
- Government agencies and NGOs
- International partners and Indigenous fire stewardship communities
- Conference attendees, sponsors, exhibitors
- Media and the public

Scope of Work

A. Strategy & Information Architecture

- Updated sitemap and navigation
- User journeys for key audiences
- Wireframes for main pages and microsite templates
- Accessibility recommendations
- Multilingual support recommendations

B. Design

- Modern visual design system
- Templates for key pages (Homepage, About, Membership, Awards, Scholarships, News, Contact)
- Event microsite templates
- Responsive, mobile-first layouts
- Image and multimedia guidelines

C. Content

- Identify content created by the designer vs. content provided by IAWF
- Content migration from legacy site
- Support for event microsite content

D. Technical Implementation

- Built on a modern CMS (WordPress preferred)
- Custom theme with modular content blocks
- Event microsite structure
- Integrations with:
 - Membership system
 - Conference registration platforms
 - Payment/donation tools
 - Newsletter/email tools
- SEO setup
- Analytics setup
- Security and performance best practices
- Hosting recommendations

E. Training & Documentation

- CMS training for staff and volunteers
- Documentation for templates and workflows
- Optional ongoing support and maintenance

6. Event Microsite Requirements

A. Consistency

- Shared design system
- Shared navigation
- Shared content blocks
- Sponsor visibility modules

B. Flexibility

Each microsite must support:

- Event overview
- Program schedule
- Speaker bios
- Workshops and special sessions
- Registration details
- Venue and travel information

- Sponsors and exhibitors
- News and updates
- Photo/video galleries
- Post-event archive mode

C. Ease of Management

- Templates for quick setup
- Ability to duplicate microsites
- Role-based editing permissions

7. Deliverables

- Final sitemap and UX plan
- Full design system and template library
- Completed website and microsite framework
- Content migration plan
- QA testing and accessibility compliance
- Training and documentation
- Launch support

8. Proposal Requirements

- Designer background and relevant experience
- Examples of similar projects (especially multisite/microsite work)
- Proposed approach and timeline
- Detailed budget with optional add-ons
- Team bios
- References
- Hosting and maintenance recommendations

9. Timeline

- RFP Release: August 10
- Questions Due: August 28
- Proposal Deadline: September 18
- Vendor Selection: October 2
- Kick off meeting: Week of October 5
- Target Launch: January – February

10. Evaluation Criteria

- Experience with nonprofits organizations
- Experience with multisite/microsite structures
- Quality of design and UX approach
- Technical expertise and security practices
- Cost and overall value
- Ability to meet timeline
- Long-term support capacity

[Submit your proposal online](#)