



## Bank On Website Template RFP

### **Overview**

The [Cities for Financial Empowerment Fund's](#) (CFE Fund's) national [Bank On initiative](#) works to ensure that everyone has access to safe and affordable financial products and services, including by supporting local Bank On coalitions across the country. Local Bank On coalitions are comprised of community organizations, municipal government, financial institutions, advocates and others working to expand banking access in their communities. To support their local work, the CFE Fund seeks a vendor to design and build a consumer-facing template website for use by local Bank On coalitions across the country. At a minimum, the template should include Bank On coalition information; links to accounts that meet Bank On National Account Standards; a homepage, About page, a news page; and the ability to add additional pages, such as partner lists. The template should be built on an easy to use, common platform like WordPress, and should be built so that 100+ local coalitions can access and use the template for their own website. In addition, the vendor will also need to provide training materials in the form of a user guide and recorded webinar to coalitions to develop their website.

### **Bank On Website Template**

There are over 70 local Bank On coalitions across the country. They are doing critical work to increase resident connectivity to safe, affordable Bank On certified accounts; providing targeted financial education and outreach; and integrate banking access into social service and government payment streams. Coalitions are often led by United Ways or local government entities; some have dedicated staff members leading their coalitions, and others rely on committees of volunteers.

One need has become clear for the Bank On movement— local Bank On coalitions are lacking a branded, uniform online presence. In a recent CFE Fund survey of local coalitions, close to 40% said that a website was their coalition's main channel for communications and marketing efforts, but over a quarter reported not having a website. Respondents also highlighted a national Bank On website template as a critical communications resource.

Coalitions could use their local websites to highlight news and coalition updates, identify accounts meeting Bank On National Account Standards, and explain how to get in touch with a Bank On program. Many coalitions lack the staff capacity to design websites; a designed template would help them leverage the national Bank On brand and enhance the credibility of their work locally.

Project specifications include:

- A template website that could be used and customized by up to 100 local Bank On coalitions, with branding and design that reflects the national Bank On brand. The template should be built on an easy to use, common platform like WordPress, and should be built so that coalitions can access and use the template for their own website. The website should include:
  - A homepage, an About page, a news page, and a Partners page, with the ability for coalitions to customize, edit, and update images and text;
  - A page listing banks or credit unions that offer accounts meeting Bank On National Account Standards, with links to the financial institutions locator page (if possible); and
  - the ability to add additional pages as needed.
- A user guide for coalitions to customize, launch, and maintain their website, along with a recorded training webinar.



- Website should also be mobile-friendly.

***Proposals***

All applications must be submitted through the CFE Fund's [online application portal](#). Proposals should include examples of past work, 2 references, and a proposed budget. The CFE Fund anticipates a budget of \$50,000 - \$75,000 for this project. Please send any questions to Katie Plat, Principal, at [KPlat@cfefund.org](mailto:KPlat@cfefund.org).