



## The Michigan Division for Early Childhood (MiDEC)

Your Michigan source for information, resources, and guidance related to young children with special needs and their families.

# Request for Proposals: Integrated Brand, Web, and Association Management Solution

**Issuing Organization:** Michigan Division for Early Childhood (MiDEC)

**RFP Release Date:** May 22, 2026

**Proposal Submission Deadline:** June 10, 2026, by 5:00 PM EST

**Project Start Date:** Summer 2026 with launch by October 1, 2026

---

## 1. Introduction & Background

**Michigan's Division for Early Childhood (MiDEC)** is a subdivision of the Council for Exceptional Children. We are a professional organization dedicated to promoting policies and evidence-based practices that support families and enhance the optimal development of young children (birth through age 8) with exceptional needs.

We are seeking a qualified vendor to provide a holistic "re-imagining" of our digital presence, from our visual identity to the backend systems that power our membership and conferences.

## 2. Scope of Work

The selected vendor will be responsible for three primary areas of work:

### I. Brand Refresh

- **Brand Guidelines:** Using the current MiDEC logo, provide a basic style guide including typography, color palette (WCAG AA compliant), and logo usage rules.

### II. Website Redesign, Hosting, & Maintenance

- **User Experience (UX):** A mobile-responsive, accessible website with intuitive navigation for practitioners, families, and researchers and integration of social media accounts.
- **Content Management:** A user-friendly CMS that allows MiDEC board members to update news, events, resources, and policy alerts easily.
- **Resource Library:** A searchable repository for evidence-based practice documents and "Lunch Bytes" webinar recordings.
- **Maintenance:** Ongoing security patches, backups, and high-performance hosting.

### III. Association Management System (AMS)

We require a centralized system to replace spreadsheets and disparate tools. Key features must include:

- **Member Database:** Automated renewals, tiered membership levels (Student, Professional, Family), and self-service member profiles.
- **Communications:** Integrated email marketing tools with segmentation capabilities to reach specific sub-groups of our membership.
- **Event Management:**
  - Registration, payments, speaker management, badge generation, and participant scheduling.
    - Biannual Conference: Support for a two-day, multi-track conference
    - Webinars: Seamless integration with platforms like Zoom for our online professional development series.
    - Other Professional Development
    - Meetings
- **Financial Reporting:** Secure payment processing (Stripe/PayPal) and real-time revenue reporting.

### 3. Proposal Requirements

Interested vendors should submit a proposal including:

1. **Company Overview:** History, experience with non-profits, and bios of key personnel.
2. **Technical Approach:** Proposed AMS platform (e.g., MemberClicks, WildApricot, GrowthZone) and Content Management System (e.g., WordPress, HubSpot).
3. **Portfolio:** Three examples of similar projects, specifically noting experience with conference/event management.
4. **Timeline:** A project roadmap from discovery to launch (Target Launch: Fall 2026).
5. **Budget:** Detailed breakdown of one-time costs (design/setup) vs. recurring costs (fees, hosting, maintenance).

### 4. Evaluation Criteria

Proposals will be evaluated based on:

- **Functionality:** Does the AMS solve our specific conference and membership needs?
- **Usability:** Board members can work directly with all components including website, event registration, and payment integration (i.e. Stripe, Paypal, Venmo etc.)
- **Design Aesthetic:** Does the portfolio show a modern, clean, and professional style?
- **Accessibility:** Demonstrated commitment to inclusive design.
- **Value:** Competitive pricing relative to the features provided.

---

**Submission Instructions:** Please submit your proposal in PDF format to [alowrie@eatonresa.org](mailto:alowrie@eatonresa.org) with the subject line: "RFP Response: MiDEC Project."