



Web Development Consultant Request for Proposals

Overview

Massachusetts Farm to School is working as a contracted partner of the Massachusetts Department of Elementary and Secondary Education to oversee a project called the Northeast Food for Schools Challenge (“the NFS Challenge”). This effort challenges schools to pledge to purchase locally grown food for use in school meals, with a goal of investing \$6 million in the local economy by the end of 2026. A key feature of this project is a website to track progress toward the challenge goal, provide resources to schools participating in the challenge, and highlight stories of success. Mass. Farm to School is seeking a web developer to support the organization in customizing a Squarespace site to reflect the NFS Challenge brand and incorporate key functionality for the NFS Challenge.

Scope

Working in partnership with Mass. Farm to School leadership, the web developer will:

- Identify an appropriate Squarespace template to serve as the basis of the NFS Challenge website
- Customize the template to reflect the NFS Challenge brand guidelines and specific graphics developed by a graphic designer
- Incorporate key NFS Challenge functionality, such as effective tools for visually displaying data and building sign-up forms
- Ensure the website is highly accessible to all users
- Train Mass. Farm to School staff, as needed, to provide ongoing maintenance of & updates to the website

Budget

The budget for this project is up to a maximum of \$5,000. The consultant shall provide an hourly rate in their proposal and an estimate of the total project cost.

Timeline

This project has an accelerated timeline with a goal of launching in October 2025. The Developer must be available to start work in mid-late August and be available during regular business hours for occasional meetings .

Proposal Submission Instructions



Please submit completed proposals to Lisa Damon, Co-Director, by Friday, August 15th.
Send complete proposals to lisa@massfarmtoschool.org

Please include the following in your proposal:

- Web development process – explain the process you will use to build the site, any important technology specifications etc.
- Budget – please provide an hourly rate as well as an estimate for the full project
- Links to a portfolio of your past work
- Dates of availability for the work
- Any additional comments about the project