



Request for Proposals Overview

The California Four Wheel Drive Association (C4WDA) hereinafter referred to as the Association is accepting proposals for its contracted support. These contracts currently include:

1. In Gear Editor
2. Web Page Editor

Each contract is for up to a one-year term commencing on or about July 1, 2019.

Written proposals should be submitted no later than April 15, 2019 to the attention of the President of C4WDA at 8120 36th Ave. Sacramento, CA 95824.

Questions and requests for additional information should be submitted in writing to the President of the Association at 8120 36th Ave. Sacramento, CA 95824, or by e-mail to steve@calaccess.net.

Proposals should address:

- Qualifications to execute contract
- Fees and payment schedule to execute contract
- Specific services to be performed under the proposal (as a minimum address the points included in the requirements for each position)



Request for Proposals

In Gear Editor

Basic Function:

Contracted by the Board of Directors, the *In Gear* Editor is under the supervision of the Association President. The *In Gear* Editor is responsible for producing the Association's printed magazine, the *In Gear*. This includes solicitation of articles, advertising, production and coordination of distribution of the magazine.

Guidelines:

Within the Articles of Incorporation, Bylaws, Standard Operating Procedures of the Association, and Board adopted policies, the *In Gear* Editor performs the following duties outlined within the approved *In Gear* Editor contract under the following guidelines:

1. Create a periodic publication consisting of approximately 24-40 pages in length of which approximately 30-40% is advertising.
2. Solicitation of articles and content for the publication.
3. Establishment of a deadline for submission of material in order to meet publication and mailing dates.
4. Ensure that articles, photographs and advertisements that appear in publication are consistent with the goals and guidelines set forth by the Association.
5. Solicit new advertisers to increase profitability, maintain current advertisers, and to forward billing information to the Association's business office.
6. Create professional and aesthetic layouts. Strive for accuracy. Print and distribute the publication on time.
7. Attend Association Board of Director meetings and other meetings and events as necessary.
8. Handle all aspects of distributing the publication, including establishment of mailing permits in accordance with postal service regulations.
9. Submit a quarterly report on *In Gear* profit and loss to the Association Board of Directors.
10. Prepare and submit a quarterly report of activities to the Association Board of Directors.
11. Advises, informs and coordinates with the President on all matters of interest that may affect the objectives on the Association.



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Web Page Editor

Basic Function

Contracted by the Board of Directors, the Web Page Editor is under the supervision of the President and is responsible for the production and maintenance of the association's web pages. This includes solicitation of content, articles, advertising, production and coordination of web pages and posting of material. The Web Page Editor also maintains the association's forum and online store, along with producing periodic email campaigns to keep the association's membership informed of current issues. The association's current web pages may be viewed at <http://cal4wheel.com>.

Within the Articles of Incorporation, Bylaws, Standard Operating Procedures of the Association, and the Board adopted policies, the web page editor performs the following duties:

1. Gather information from the Board of Directors, state and event chairs, contractors, and general membership.
2. Design main web page and all linked pages.
3. Make recommendations to the Board as to appropriate action on matters concerning the website and domain names.
4. Submit written reports to all Board of Director meetings.
5. Maintain in a conscientious and orderly fashion all files, maps, photographs, and videotapes related to the website. Such files may be kept at contractor's business address, but it is fully acknowledged by the contractor that such materials are the client's property and are available for membership review, and shall be returned to client upon the termination or completion of the contract.
6. Submit articles to the *In Gear*. Choice of topic is at the contractor's discretion and should relate to issues and areas of concern regarding the web page.
7. Maintain the domain registration information.
8. Monitor and ensure consistent backups of all association web, email and document servers.
9. Set up and assist with all association social media accounts, including Facebook, Twitter, Instagram and YouTube.



10. Administer the member portal to include:
 - a. Coordination with the service provider.
 - b. Designing web pages.
 - c. Maintaining menu structure and shortcuts.
 - d. Setting up events, store products, donations and memberships.
 - e. Monthly membership billings.
 - f. Query and report design in SQL, including providing reports to event and merchandise chairs.
 - g. Preparing and sending email campaigns and maintaining email lists.
 - h. Setting up automated tasks as appropriate.
 - i. Maintaining integrity of data.
 - j. Interfacing with merchant account vendors.
 - k. Entering revenues from the member portal into Quickbooks Online.
 - l. Processing refunds as necessary.
 - m. Training and assisting club administrators with the operation of the portal.
 - n. Training and assisting the office staff with daily operations.
 - o. Helping users as necessary.