



MLSC

MARYLAND LEGAL SERVICES CORPORATION

IOLTA - INTEREST ON LAWYER TRUST ACCOUNTS

Request for Proposals

Website Design

July 2019

Introduction

Maryland Legal Services Corporation, a small nonprofit grantmaker supporting civil legal aid across the state, seeks proposals to redesign its website. Interested vendors should submit responses to dseltzer@mlsc.org no later than **September 6, 2019**.

Background and Current Status

The mission of Maryland Legal Services Corporation is to ensure low-income Marylanders have access to stable, efficient and effective civil legal assistance through the distribution of funds to nonprofit legal services organizations. The Maryland General Assembly established MLSC in 1982 to administer the Interest on Lawyer Trust Accounts (IOLTA) program. Attorneys routinely receive client funds to be held in trust for future use. In the case of amounts that are small or to be held for a short time, attorneys must place these funds into IOLTA accounts. MLSC uses the interest generated from IOLTA, along with other funds, to make grants to 36 nonprofit organizations across the state.

MLSC's current website (www.mlsc.org) is a WordPress site with a custom homepage. The current design is outdated, and the homepage is difficult to change. MLSC's IT contractor, Summit Business Technologies, manages the hosting and security. MLSC currently uses WuFoo for submission of award nomination forms and event registrations, as well as PayPal to collect donations. We would consider switching web content management systems, form providers and donation processing services if other services would better meet our needs at similar or lower costs. MLSC also uses MailChimp for emails and collects email addresses through a sign-up box on the website.

MLSC will provide all necessary text content. We have some available photos but would be open to collecting additional photos or using stock images as necessary and appropriate.

Audience

MLSC currently uses Google Analytics to track website visits. From this data, we have identified four key audiences:

1. Attorneys: Attorneys visit the MLSC website to get information about IOLTA compliance. MLSC provides information, FAQs and downloadable forms.
2. Nonprofits: Current and potential grantees visit the MLSC website for instructions, guidelines, downloadable forms and links to the MLSC grants portal (https://marylandlegal.smartsimple.com/s_Login.jsp).
3. People Seeking Legal Assistance: The MLSC website lists current grantees and contact information, along with a brief description of the services each grantee provides.
4. Financial Institutions: Banks and other financial institutions visit the MLSC website to get information about IOLTA compliance. MLSC provides information, FAQs and downloadable

forms. MLSC also uses the website to promote the Honor Roll, a list of financial institutions that pay favorable interest rates on IOLTA.

Additionally, the following groups occasionally visit the MLSC website:

1. Jobseekers: MLSC lists job postings from civil legal services organizations.
2. Donors: MLSC does not actively fundraise but accepts credit card donations through PayPal.
3. General Public: MLSC's website includes general information about the organization, our staff and our board of directors.

Needed Features

- Mobile responsiveness
- Accessibility
- Easy entry points for key audiences
 - Attorneys
 - Nonprofits (current and potential grantees)
 - People seeking legal assistance
 - Financial institutions
- Homepage featuring three to five news items
- Document library (primarily PDFs available for download)
- Modern, clean design incorporating the MLSC logo
 - Ability to easily change color scheme, etc. if MLSC undergoes a brand update
- User-friendly web content management system

Nice-To-Have Features

- Table of legal services providers that can be filtered by county, legal problem, etc.
- Event calendar with ability for grantees to submit events
- Ability for grantees to submit job postings and/or cleaner design for job pages

Proposals

Interested vendors should submit proposals to Deb Seltzer via email at dseltzer@mlsc.org no later than September 6, 2019. PDFs are preferred. Please review the current MLSC website (www.mlsc.org) before submitting your proposal, and please include the following information:

- Company background
- Proposal to meet stated needs
- Price estimate
- Timeline estimate
- References

Contact

Deb Seltzer
Program Director
dseltzer@mlsc.org
410-576-9494 x1009