



Canadian Fertility and Andrology Society
Société canadienne de fertilité et d'andrologie

Canadian Fertility and Andrology Society

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Request for Proposals (RFP) Website Redesign and Membership Portal

Date Issued: October 29, 2025
Proposals due by: November 30, 2025



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Corporation number: 038144-6



Introduction

The Canadian Fertility and Andrology Society (CFAS) is a national organization representing professionals working in reproductive health across research, medicine, science, and law. Its members include clinicians, scientists, embryologists, nurses, lawyers, counsellors, and other allied professionals dedicated to advancing reproductive health and patient care in Canada. With a long history of professional leadership, the CFAS is committed to promoting responsible progress in reproductive science and medicine, supporting evidence-based practices, and guiding the field of Assisted Reproductive Technology (ART) to benefit Canadians and families.

CFAS seeks a qualified **Canadian web design and development firm** to redesign its website and membership portal and integrate a learning management system. The new design should retain key existing features, but modernize and simplify functionality, and significantly improve overall user experience. The project should leverage the latest technology to maximize efficiencies through automation, translation, and user-friendly maintenance on the backend for CFAS staff.

The project includes creating a **fully bilingual (English/French) public website and private membership portal** with integrated **event, membership, clinic, and sponsorship management**. The new website should retain a professional look and feel but integrate dynamic and creative elements. The website must **enhance user engagement, streamline administrative processes, and embody content and presentation that represent CFAS's mission**.

Project Overview

The goal of this project is to **modernize CFAS's digital presence** and provide a comprehensive, user-friendly website that supports the Society's mission and engages its members, partners, and the public. The redesigned website should:

- **Reflect CFAS's mission and brand identity**, projecting professionalism, credibility, and leadership in reproductive health.
- **Engage visitors and convert them into supporters or members**, providing intuitive calls to action for memberships, donations, and event participation.
- **Provide a secure, easy-to-use membership portal** for individual members. This should be easy to navigate and have the ability for members to access the learning management portal for various uses, including:
 - online training;
 - tracking their learning credits;
 - holding documentation for necessary professional accreditation;
 - access to meeting minutes and resources pertaining to both general CFAS membership and Special Interest Group membership;





- **Provide the ability for members to learn about and apply for CFAS research grants**, including the ability for:
 - members to adjudicate proposals via a scoring matrix online (with automatic tallying of weighted scoring);
 - automatic replies for all applicants, including the successful recipients.
 - built-in payment criteria, such as a secure way to upload institutional banking information for electronic fund transfer.
- **Provide a secure and straightforward integrated and automated invoice and payment process**, with the ability:
 - for employers to register and pay for individual membership fees and event attendance.
 - To process payments from out of country without issue.
- **Improve backend manageability** for staff, allowing straightforward and efficient content updates, document cleanup, and administration of memberships, events, and resources.
- **Creative and interactive components**, such as a map of Canada showcasing fertility clinic locations, as well as government and territorial funding that can be updated in 'real-time' to correspond to funding announcements.
- **Support educational initiatives**, with specific pages for certification, courses, webinars, continuing education, and a resource library.
- **Integrate large files and documents** efficiently, ensuring smooth upload and access to scientific guidelines, reports, and other materials.
- **Allow for large file video uploads**, to showcase CFAS's various promotional event videos.
- **Capacity to submit (from membership) and manage (on the back end) research requests from data captured in the Canadian Assisted Reproductive Technologies Register.**
- Include a **Job Bank page** for career postings relevant to the field.
- Allow easy **document cleanup and content reorganization**, ensuring the site remains current, organized, and accessible.
- Be fully bilingual (English/French) across all pages, dynamic elements, emails, forms, and portal features.
- Be responsive and optimized for desktop, laptop, tablet, and mobile devices.
- Include membership and event management, exhibitor registration, sponsorship opportunities, advertising options, pop-ups, reminders, and chat functionality.
- Ensure accessibility (WCAG 2.1 AA), SEO optimization, analytics setup, and integration with email marketing tools.

Website Audience and Use Cases

Audience

Members (individual members)

Use Cases / Needs

Access membership portal, update profiles, register for events, download resources, view certifications/CFAS credits, communicate with other members, export membership contact information easily into email for





Audience	Use Cases / Needs Special Interest Groups to facilitate communication, option for automatic membership renewal annually.
Clinics and Institutions	Allow clinics and institutions to register and create staff as members, memberships, access resources, register for events as the employer, submit event sponsorships and process payment online.
Event Attendees	Register for conferences, webinars, workshops; receive participation confirmations and certificates/credits; access event materials, where applicable.
Sponsors/Members of the Public/Policy Makers	Learn about CFAS programs, quality fertility care, practitioners' best practices and guidelines, position statements on key issues, national and global impact and governance; ability to make online donations; access and process sponsorship opportunities; receive acknowledgements.
Researchers and Professionals	Access to CFAS grants, scientific resources, publications, guidelines, and educational content; ability to connect within the CFAS network.
Staff	Update content, manage memberships (ideally not required with a new website redesign), events, resources, and communications; generate reports; manage administrative tasks efficiently.
Partner Organizations / Institutions	Access resources, refer to members or students, ability to register multiple people for events.
General Public	Learn about the CFAS mission, educational resources, events, and advocacy initiatives.

CFAS Website Goals

- Be welcoming, engaging, inspirational, and reflective of CFAS and its membership community.
- Vibrant, creative (reflecting the constantly changing nature of the field and technological innovation and a human rights approach to family building for all Canadians), professional, reiterating the credibility of evidence through research, position CFAS as the leader in Assisted Reproductive Technology.
- Ensure **intuitive navigation** so all users can find information quickly.
- Feature **high-quality, professional images, videos, and graphics**.
- Fully bilingual (English/French), including all dynamic elements, portal features, notifications, and emails.
- Accessible (WCAG 2.1 AA) and responsive across all devices.
- Simplify and streamline **event, membership, clinic, and sponsorship management**.
- Support **large file uploads**, videos, document cleanup, educational content, resource library, and job bank
- Integrate communication features such as pop-ups, reminders, and optional chat functionality





- Allow staff and volunteers to **easily update content**.
- Connect seamlessly with other channels like social media and newsletters.
- Provide analytics, reporting, and regular maintenance.

Specific Functional Requests

- Front page should include **dynamic news, event highlights, and pop-up messages** for urgent updates.
- Volunteers and members should find **opportunities and applications easily**. **All applications should be available to complete and submit via the online portal and link to either: 1) a staff email or 2) have a staff log-in to manage communications from the portal on the back end that communicates to members directly to their email (and available for record on the portal).**
- Membership portal should facilitate **automatic updates to member information from event registration**.
- Event registration should be **simplified, fast, and mobile-optimized**.
- Automated issuance of **CFAS credits/certifications** upon event completion.
- Efficient management of **sponsors, exhibitors, and advertising options, including the ability for the CFAS office to upload a floor plan so that sponsors can choose their booth based on level (which will change year over year)**.
- **Interactive map of Canada showcasing clinic locations and government funding.**

Scope of Work

1 Website Redesign

- Modern, responsive UI/UX design for all devices
- Complete bilingual functionality
- CMS integration (WordPress, Drupal, or similar)
- Accessibility compliance, SEO optimization, analytics, and email marketing integration

2 Membership Portal

- Secure login, member dashboard, and tiered permissions
- Clinic registration with ability to connect with member management
- Automated member info updates and annual verification
- Chat/messaging feature for members
- Automated CFAS credit/certification issuance
- Pop-ups and reminder notifications

3 Event, Exhibitor, and Sponsorship Management

- Simplified event registration for individuals, clinics, and groups





- Exhibitor registration and management
- Sponsorship packages and management
- Automated certificates/credits for participants at events
- Mobile-friendly interface

4 Job Bank and Educational Pages

- Prominent Job Bank for career postings
- Educational pages for courses, webinars, and continuing education
- Resource library for guidelines, reports, and publications
- Large file support

5 Member Directory

- Searchable member and clinic directory with privacy controls
- Filtering by specialty, location, or institution
- Ability to download an email contact excel for generating emails lists for each Special Interest group
- Security measures to appropriately protect private member information in compliance with all applicable laws.

6 Content Migration

- Migration and reorganization of existing content
- Document cleanup and optimization
- Bilingual formatting

7 Training and Documentation

- Staff training on CMS, portal, and event management
- Technical and user documentation

8 Ongoing Support (Optional)

- Hosting, maintenance, updates, and 24/7 support
- Preference for Canadian-based provider familiar with nonprofit budgets

Deliverables

- Fully functional, bilingual CFAS website and membership portal
- Integrated event, membership, exhibitor, and sponsorship management
- Administrative dashboard for content, membership, and event management
- User acceptance testing and final launch
- Training materials and technical documentation

Proposal Requirements

Proposals should include:

1. Company Overview

- Canadian-based company, history, and size





- Experience with nonprofit and membership-based websites
- 2. **Team**
 - Key personnel and roles, relevant experience
- 3. **Approach & Methodology**
 - Design and development process, bilingual strategy, accessibility compliance, and mobile optimization
 - CMS recommendation and technical stack
- 4. **Timeline**
 - Estimated milestones and project completion dates
- 5. **Budget**
 - Itemized cost breakdown including design, development, content migration, portal functionality, and optional support
- 6. **Portfolio**
 - Examples of similar nonprofit, healthcare, or membership websites
- 7. **References**
 - At least two client references from comparable projects

Evaluation Criteria

- Understanding of CFAS mission and requirements
- Relevant experience with nonprofit and membership organizations
- Technical and bilingual approach
- Design quality and mobile responsiveness
- Budget feasibility and value
- References and client satisfaction

Submission Details

- **Submission Deadline:** November 30th, 2025
- **Format:** PDF, max 20 pages
- **Subject Line:** *RFP Submission – CFAS Website Redesign & Membership Portal*

Project Timeline (Estimated)

Milestone	Target Date
RFP Issued	October 29 th , 2025
Vendor Q&A Period	November 7 th to 14 th , 2025





Milestone	Target Date
To Proposals Due	November 30 th , 2025
Vendor Selection	December 5 th , 2025
Project Kickoff	December 12 th , 2025
Beta Site Review	March 1 st , 2025
Final Launch	March 16 th , 2025

Budget Range

Anticipated budget: **CAD \$45,000**, inclusive of design, development, migration, event functionality, portal features, and training. Optional support/hosting may be quoted separately.

Terms and Conditions

- CFAS reserves the right to accept or reject any proposal
 - All proposal costs are the responsibility of the bidder
 - Intellectual property of all developed content belongs to CFAS
 - Vendor must adhere to Canadian privacy laws (PIPEDA compliance)
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Website Management Considerations

To ensure CFAS staff can manage the website efficiently, the following considerations must be addressed:

- **Multiple user access:** The backend must allow multiple staff users with role-based permissions. The system should be intuitive and easy to learn, with full training provided.
 - **Content updates:** Staff should be able to update pages, news, events, and resources without needing technical expertise.
 - **Dynamic content integration:** Where appropriate, consider incorporating automated feeds (e.g., social media, news updates) to keep pages fresh without requiring manual updates.
 - **Analytics and reporting:** Integrate Google Analytics and other data tools to track site traffic, event registrations, membership activity, resource downloads, and other metrics valuable to CFAS communications, development, and governance teams.
 - **Ease of maintenance:** The CMS should allow easy document cleanup, media management, and file handling (including large files).
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Further Requirements





The CFAS website must provide functionality that enhances user experience while reducing administrative burden:

- **Locations, services, and hours:** Provide an elegant and clear solution to display clinics across Canada, services, health care providers and hours. Users should easily find the nearest clinics, service offerings, and contact details.
- **Event calendar:** Include an organization-wide calendar that displays all CFAS events. Optionally, allow tagging or segmentation so users can filter events based on type (e.g., conferences, webinars, workshops).
- **Newsletter or text subscriptions:** Include a permanent signup area for CFAS newsletters (e.g., general news, events, educational updates) or text updates with event information with opt-in selection for users.
- **Dynamic, low-maintenance content:** The site should have features that make it appear lively and up-to-date (e.g., auto-populating social media posts, news highlights) without placing a heavy load on limited communications staff.
- **Accessibility and bilingual functionality:** All features must work seamlessly in both English and French.
- **Integration with other channels:** Ensure smooth connection with CFAS email systems, social media, and CRM tools to support communications, member engagement, and development activities.

Reference Websites

Vendors are encouraged to review the following websites for inspiration on design, functionality, membership engagement, and user experience:

Website	What the Site Does Well
• International Federation of Fertility Societies (IFFS)	Professional presentation of international resources and guidelines; clear structure for members and public; strong educational content.
• Spring Fertility – https://springfertility.com/	Modern, visually engaging website; clear calls to action; easy navigation for patients and professionals; strong integration of resources and service information.
• Sick Kids Foundation	Compelling storytelling through images and videos; minimal clicks to key actions; strong donor engagement and peer-to-peer fundraising features.





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Website	What the Site Does Well
• Society of Obstetricians and Gynaecologists of Canada (SOGC)	Professional, member-focused site; easy access to educational content, guidelines, and events; strong resource library; membership portal functionality.
• American Society for Reproductive Medicine (ASRM)	Well-organized educational and scientific content; strong member services and portal; easy navigation for professionals, researchers, and patients.

Purpose of this section: These websites exemplify:

- Clear, intuitive navigation for multiple audiences (members, professionals, patients/public)
- Integration of membership, event, and educational content
- Effective storytelling and professional branding
- Accessibility and responsiveness across devices
- Seamless bilingual or multilingual content where applicable

CFAS expects its redesigned website to incorporate similar principles while adapting to its Canadian bilingual context, nonprofit structure, and professional mission in reproductive health.



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