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**REQUEST FOR QUOTATIONS**

**ALHFAM Website/Webmaster & Membership Coordinator Services**

The Association for Living History, Farm and Agricultural Museums (ALHFAM) seeks Requests for Quotations for Webmaster and Membership Coordinator Services.

ALHFAM is an organization of people who bring history to life. ALHFAM enables its members to make history a valuable part of the lives of museum visitors. It achieves this purpose through the exchange of ideas, information and experiences based on accurate, active, participatory and object-based historical interpretation.

The Website [www.ALHFAM.org](http://www.ALHFAM.org) is critical to communication between the organization and ALHFAM’s membership. The Websiteprovides access to A.S.K. ALHFAM (the portal to digitized articles from the *Bulletin* and the *Proceedings*); ALHFAM *eUpdate*; ALHFAM-L email discussion list; regional and annual conference programs and registrations; access to the numerous ALHFAM services made available through Professional Interest Groups and Regional Representatives; and to official information about ALHFAM. Members produce the majority of the material published on the Website.

**Scope**

* Ensures dissemination of ALHFAM’s Publications: *Bulletin*, *Proceedings,* and *eUPDATE* (but the solicitation of material for these publications remains the responsibility of editors and compilers).
* Oversees the ALHFAM Website design and posts material on *ALHFAM.org* that furthers the ALHFAM mission. The Webmaster works with ALHFAM officers and board members, regional representatives, chairs of Professional Interest Groups (PIGs) and the Communications Committee, to ensure that information on ALHFAM activities and events and official communications reach the membership in a timely manner. The Webmaster undertakes these tasks in a fiscally-responsible manner.
* Provides set up of conference and workshop registrations, membership purchases (new and renewals) through the website
* Works with the Communications Manager, the Membership Committee chair, and Committee on Regional Networking (CORN) Chair, Conference Planners and ALHFAM Treasurer to provide support as needed
* Implements marketing strategies approved by the Board of Directors to grow ALHFAM’s membership, as outlined below in *Marketing Duties*

**Webmaster Duties**

* Working with the ALHFAM Communications Manager and ALHFAM Executive Committee to ensure ALHFAM branding guidelines provide consistency for the Website.
* Solicit web content submissions and remain in steady contact with the ALHFAM Board, Professional Interest Group chairs, and Regional Representatives to ensure content is provided.
* Upload materials (updated contact information, electronic publications, conference programs and registration materials, PIG and Regional news, e-Update link; blog links, etc.) in a timely fashion.
* Troubleshoot any issues with the website. Answer questions from members as they come in. Forward to other officers as needed.
* Communicate with *Bulletin* and *Proceedings* editors, and Communications Manager and Communications Committee Chair, to post content submitted to ALHFAM.org.
* Post new content to ALHFAM.org at least weekly based on new information received from PIGs, committees, Regional Representatives, etc.
* Maintain the Website as a timely electronic “communication” for ALHFAM, abiding by the budget provided by the Board approval.

**Membership Duties**

* Coordinate with Annual Conference Chair for the timely posting of annual conference call for session proposals, conference program, and electronic registration.
* Coordinate with CORN and PIG Chairs for the timely posting of regional conference call for session proposals, conference program, and electronic registration.

**Marketing Duties**

* Generate monthly membership reports of lapsed and new members to send to Regional Representatives, so they can communicate with these members
* Add member benefits to all renewal emails; add “Welcome to ALHFAM” information and benefit information to welcome emails sent to new members by Wild Apricot.
* Respond to all membership questions/inquiries that come to the Webmaster email account.
* Create/implement (digital) campaign for living history museums to join ALHFAM.
* Manage Google AdWords account (free for nonprofits) to promote ALHFAM membership and the content in A.S.K.
* Develop a “non-member” email list that would help cultivate potential members

**Production Schedule**

1. Posting/Updates to ALHFAM.org as they are submitted(weekly).
2. Timely posting of annual and regional conference call for session proposals, programs, and registrations (within 7 business days).
3. Regional membership reports (listing new and lapsed members) sent to Regional Representatives (monthly)*.*
4. Creation of email templates for new/lapsed members.
5. Distribution of the e-Update (monthly).
6. Electronic publication of the *Bulletin* (quarterly).
7. Electronic publication of the *Proceedings* (annually).
8. Electronic posting of publications to the ALHFAM Skills and Knowledge Base (ongoing).
9. Reports to Board on success of membership recruitment, web traffic, results of Facebook ads etc. (biannually).

**Client Responsibilities**

* Setting policy, procedures and guidelines for website content, membership communications.
* Timely approvals.
* All production expenses.
* Domain Name.
* Wild Apricot costs.
* Facebook ad costs (not to exceed $500 per year).
* Misc. supplies and materials.
* Travel stipend for attendance at one Board meeting ($600).

**Compensation**

This is a 1-year renewable, fee-for-service contract, not to exceed 12 hours per month for website activities and 5 hours per month for marketing activities, plus any additional expenses previously approved by the Board.

Please submit summary of your qualifications and compensation proposal by **June 1, 2019** to:

Susan Reckseidler

Vice-President, ALHFAM

sreckseidler@heritagepark.ca