

Luethi Peterson Camps, International (LPC) Website Renewal Call for Proposals



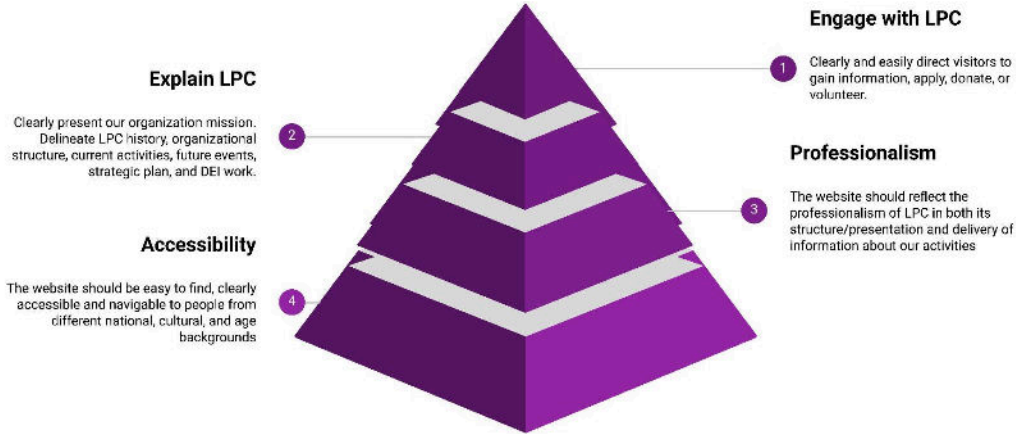
LPC International

Luethi Peterson Camps (LPC) International is a nonprofit international camp organization. LPC was founded in 1947 in the wake of World War II with a mission to build international understanding and community through the shared experience of summer camps. LPC believes that good human relations and responsible community living can best be learned by personal experience at an early age. LPC hosts about six summer camps per summer and is governed by volunteer boards.

Introduction to the initiative

LPC is in the process of renewing its website. The current LPC website was built using WordPress, a popular website builder with a built-in content management system (CMS). The website today provides information about LPC camps, applications for campers and counselors, news and events, donation options, and contact details. The site is also available in multiple languages.

LPC’s web redesign initiative was approved to create a website that is more accessible, professional, informative, and straightforward to execute key functions. Community members have found the current website to be outdated, challenging to navigate, challenging to update, and ultimately unsuccessful in facilitating key functions like learning about LPC, applying, donating, and getting involved. LPC is a word-of-mouth organization and the initiative was not designed to advance marketing-focused web redesign goals such as increasing web traffic or conversion rates. The LPC Association approved the following “pyramid” of priorities to organize our web redesign effort around.



A volunteer LPC Website Committee (WebCom) was created to specify many of the requirements of a renewed LPC website, hire a designer, and collaboratively lead the initiative. WebCom has done significant work to audit the current website and frame and support the designer’s approach. WebCom

will play an ongoing collaborative role during the execution of this contract. This has involved identifying key criteria and requirements for a future website, mapping user stories, and identifying key decision points related to the accessibility, design, content, functionalities, and maintainability of the website.

While WebCom is the committee responsible for guiding this initiative, LPC as an organisation operates on a consensus-based model. WebCom answers to the broader LPC Association, and the wider LPC community may be engaged or consulted at key points throughout the process. Candidates should be comfortable working within a collaborative, volunteer-driven governance structure where decisions may involve input beyond the immediate project team.

A key aspect of renewing the website is bringing in a contractor to lead the development of new website design and architecture, in collaboration with WebCom. WebCom looks forward to sharing, discussing and further refining the details of this work throughout the contractor onboarding process.

This document frames the contractor role and responsibilities, desired qualifications, and project scope. LPC International invites proposals from interested contractors.

Role of the contractor

LPC is seeking a contractor with a background in web design, graphic design, and project management.

The key functions of the web designer will be to:

- Work closely with WebCom to refine criteria and requirements.
- Develop and iterate on website wireframes.
- Develop and iterate on website design.
- Update LPC visual assets and branding materials as necessary.
- Support WebCom in website implementation (front-end, CMS, and back-end).
- Support WebCom with a plan for ongoing website maintenance.
- Provide ad-hoc maintenance support as long as budget allows.

WebCom will lead aspects of this initiative:

- Define web design criteria and requirements.
- Update website copy.
- Collect updated visual assets (photo, video, logos).
- Website implementation.
- Long-term website maintenance.

The designer and WebCom leadership will be collaboratively responsible for overall project management, holding each other accountable ensuring that the initiative moves forward on the envisioned timeline.

Below is a summary of the overall project management approach approved by WebCom, which we feel leverages the community’s strengths (knowledge of LPC, available technical skills) whilst outsourcing the creative work that benefits most from professional expertise. WebCom plans to leverage AI tools to handle the heavy lifting of implementation.

Task	Leader	Est. Time
Define requirements	WebCom	2–4 weeks
Branding (logos, colours, fonts) and visual design	Contractor	2–4 weeks

Wireframes and user flows (UX/UI design)	Contractor	2–4 weeks
Copy and content (all languages)	WebCom	3–6 weeks
Implementation/development (front-end, CMS, back-end)	LPC member(s) with AI tools and contractor support	4–8 weeks
Testing and launch	WebCom	1–2 weeks
Ongoing maintenance	LPC Office	Ongoing

Desired qualifications

WebCom is seeking a contractor whose professional experience aligns with the key functions above, and who understands the mission and activities of LPC. We specifically seek candidates that bring experiences that satisfy the following professional qualifications. You do not need to satisfy all of the following evaluation criteria:

Primary considerations

- Technical website redesign experience
- Visual and graphic design experience
- Project management experience
- Cost-effectiveness

Secondary considerations

- Experience working with nonprofit or mission-driven clients
- Experience collaborating with teams and volunteers
- Understanding of LPC organization and mission (including involvement in LPC activities and initiatives)
- Willingness to remain in contact with WebCom and the LPC Office beyond September 2026 to support maintenance, if budget allows

Timeline & budget

The goal of this initiative is to phase in a new website before the end of September 2026. That gives the WebCom-contractor team about four months to execute this project. The contractor, in collaboration with WebCom, will be responsible for defining and achieving milestones.

LPC has approved a budget cap of €5,000 for this initiative, billed hourly at €20/hr before taxes (250 total hours maximum). Preference will be given to proposals that demonstrate the contractor’s ability to execute the scope of work in under the maximum amount of allocated budget/hours or with significant buffer. We invite proposals to outline a plan of expected allocation of tasks, such as the example below (from the approved plan).

Task	Description	%	Est. Cost
Orientation	Work with WebCom to clarify initiative scope, define outstanding web redesign requirements, timeline, milestones, key deliverables	5	x

Branding (logo, colours, fonts)	Develop visual schemes and visual asset incorporation based on defined requirements. Solicit feedback, iterate, and finalize	35	y
Wireframes and user flows	Develop web wireframes or architecture based on defined user stories and requirements. Solicit feedback, iterate, and finalize	45	z
Implementation support	Support WebCom in implementing branding and wireframes deliverables into an active website leveraging AI tools	5	xx
Maintenance training	Train LPC Office in website maintenance, create a simple training guide designed for longevity	5	yy
Ongoing support	Support WebCom and LPC Office with ad hoc support as long as budget allows	5	zz

Call for proposals

We invite interested candidates to respond to this scope of work with proposals articulating their plans for effectively executing the project. Please address with as much specificity as possible:

- Proposed approach/methodology for executing the project
- Relevant experience and qualifications
- Expected allocation of time and budget (cost breakdown)
- Timeline
- What sets you apart from other candidates
- Questions for WebCom
- Any additional considerations, insights, or recommendations you have for WebCom based on your review of this scope of work

Deadline and contact

Please email your response to this scope of work by May 22, 2026 to office@luethipetersoncamps.org.