

# Opportunity: Development Partner for Website & Mobile App

## Overview

We're a membership-based community that provides both immediate relief for American women while building infrastructure to champion their interests for decades to come. We're seeking an experienced development partner to build a scalable website and mobile app that will power our fast-growing membership community.

## What We're Building

- Membership Portal including microgrant applications – onboarding, account management, tiered access, and exclusive resources including a grants application portal
- Perks Platform – member discounts, benefits, and rewards integration
- E-Commerce Shop – merchandise, donations, and fundraising transactions

## Key Requirements

- **Web Platform:** Mobile-first, responsive, PCI-compliant, GDPR/CCPA-compliant, with integration for secure payments and donations.
- **Mobile Apps:** Native or cross-platform (iOS & Android) with single sign-on (SSO) integration between web and mobile.
- **Integrations:** Perks platform (Access Perks), payment gateways (Stripe, PayPal), and e-commerce tools (Shopify, WooCommerce, CMS).
- **User Management:** Role-based access control (admin, staff, and members), microgrant application workflow, perks access, and the Zero Dollar Store.
- **Compliance:** Adherence to PCI, GDPR/CCPA, and WCAG 2.1 AA accessibility standards.

## Who We're Looking For

A partner with proven experience developing:

- Large-scale membership-based platforms
- Integrated e-commerce solutions
- Mobile apps (iOS & Android) with seamless web/app experience
- Secure, compliant systems (PCI, GDPR/CCPA)

## Deliverables

- **Responsive Website:** A fully functional, mobile-first website with tiered membership

access.

- **Mobile Apps (iOS & Android):** Single sign-on and feature parity with the website.
- **Backend Infrastructure:** Scalable architecture to support growing membership and engagement.
- **Integrations:** Perks platform, payment gateways, e-commerce, CMS.
- **Staff Training & Documentation:** Complete training for NFW's team with documentation for ongoing operations.
- **Ongoing Support:** Post-launch support for maintenance, troubleshooting, and future updates.

### **Proposal Requirements**

Interested firms should provide:

- Company overview and team bios including org chart structure of who we'll be working with
- Examples of relevant past work (membership, shop, perks/rewards)
- Technical approach and recommended platforms
- Timeline and cost estimate
- Client references

## **Evaluation**

Proposals will be evaluated on technical expertise, design capabilities, security compliance, track record, and long-term scalability. A firm is preferred.

## **Technical Details**

- **Platform Features:**

- **Web & Mobile:** Single sign-on, tiered access for different user types (members, admins), integrated perks platform (Access Perks), secure donation management (PCI compliance), responsive design.
- **Integrations:** Payment gateways (e.g Stripe, PayPal), e-commerce backend (Shopify API), CMS (Strapi, Sanity, headless WordPress).
- **Performance & Security:** Cloud-native deployment with scalability, end-to-end encryption, PCI DSS and GDPR/CCPA compliance, WCAG 2.1 AA accessibility.

## **Business Goals & Expected Outcomes**

- **Primary Goals:**

- Build a scalable platform to support membership growth (targeting 100,000 users by Year 1, 500,000 by Year 2, and 1,000,000 by Year 3).
- Facilitate community engagement through microgrants, perks, and the Zero Dollar Store.
- Provide a seamless user experience across web and mobile platforms.

- **Key Performance Indicators:**

- Monthly Active Users (MAU) and Daily Active Users (DAU) tracking.
- Engagement metrics for grants, perks, and store items.
- Member retention and growth over the first three years.

**\*\*\*NOTE: SEE SAMPLE NEEDS BELOW\*\*\***

# Sample Needs

## Key Acquisition Channels

Our digital acquisition strategies will engage women, make them feel seen through feel-good content and provide immediate relief that directly impacts our members at the individual level. We'll continuously listen to women's concerns to help identify and validate problems in their lives with our three key acquisition channels: (1) microgrants, (2) perks platform, and (3) Zero Dollar Store. We've run minimum viable products (MVPs) of each acquisition and engagement strategy, allowing us to launch with proven strategies that directly impact our members at the individual level.

### **Microgrants**

Ranging from \$100 to \$5,000, microgrants will be available and distributed on an ongoing cadence, — think grants to women who are making impossible choices (e.g. do I let my water get shut off or do I let my kids skip a meal) or who need a small amount of capital to try a new business endeavor.

The screenshot shows the NFW website with a purple header featuring the NFW logo and navigation links for About, Membership, Community, and Donate. The main section is titled "MICROGRANTS". Below this are four cards, each with a photo and a grant application button:

- NOMINATE A MOM FOR \$500 MICROGRANT**  
Closing Sep 30, 2025 - 6pm EST  
According to recent data from the American Psychological Association, over 70% of mothers report feeling burned out at least once a week—a noticeable increase from just a few years ago. We get it—mothers have a lot on their plates so we'd love to help take something off.  
**APPLY TODAY**
- \$1,000 GRANT TOWARDS STUDENT LOANS**  
Closing Oct 7, 2025 - 6pm EST  
In the United States, 63.6% of all student loan debt belongs to women with the average student debt for women in the U.S. sitting at \$31,700. On average, it takes 20 years for women to pay off their student loan debt—we want to help with that. For this grant.  
**APPLY TODAY**
- \$750 GRANT TOWARDS HEALTHCARE COSTS**  
Closing Oct 14, 2025 - 6pm EST - In partnership with Blue Cross Blue Shield  
Women over 65 are 80% more likely to fall into poverty in retirement due to wage gaps—meaning more expenses to care for. Our members report experiencing retirement and/or recently returning from healthcare as a leading financial stressor in their daily lives. Our friends at Blue Cross Blue Shield want to help with that.  
**APPLY TODAY**
- \$100 RAINY DAY FUND**  
Closing Oct 21, 2025 - 6pm EST - In partnership with K  
Because sometimes, you just need it. A rainy day fund is money that's set aside for unexpected and lower-cost expenses, like home repairs or paying tickets. This financial cushion helps you handle minor surprises without derailing your budget or accumulating debt.  
**APPLY TODAY**

## **™grfis W DiscounĒs**

We will contract Access Perks, the company that white labels the AARP perks platform, to curate a unique offering for our membership base. The platform allows us to customize offerings based on our member cohorts — i.e., a college student might see discounts for chai lattes, a young mom might see discounts for Disneyland a late 40s/early 50s woman might be directed to menopause resources, and someone 60+ would see perks similar to the AARPs offerings.

### **Zgro Dollar SĒorg**

If everything at the Dollar Store costs one dollar, then everything at the Zero Dollar Store costs members absolutely nothing. The Zero Dollar Store is a members-only online shop with daily drops of free necessities, surprise giveaways, experiences, and more.

Housed in the membership portal, the shop will be randomly populated with free surprise and delight items—think Taylor Swift tickets, strollers, tickets to WNBA games.



The screenshot shows the homepage of the NFW Zero Dollar Store. At the top, there is a navigation bar with links for 'ABOUT', 'MEMBERSHIP', 'NFW' (a circular logo), 'COMMUNITY', and 'DONATE'. The main heading 'ZERO DOLLAR STORE' is prominently displayed in large, bold, white letters. Below the heading are six promotional cards arranged in a 2x3 grid. The cards are:

- WNBA TICKETS** (Indiana Fever @ Minnesota Lynx): Includes a photo of a WNBA game and a 'SECURE YOUR SPOT' button.
- COLUGO STROLLER** (Compact Stroller in Olive): Includes a photo of the stroller and a 'SNAG IT NOW' button.
- DUKE ENERGY** (One Month Free on Electricity Bill): Includes a photo of a family and a 'LEARN MORE' button.
- TAYLOR SWIFT TICKETS** (Lexington, KY): Includes a photo of Taylor Swift performing and a 'SECURE YOUR SPOT' button.
- \$100 GIFT CARD** (To CVS Pharmacy): Includes a photo of a CVS pharmacist and a 'SNAG IT NOW' button.
- STANLEY CUP** (Pink Mesa Sunset): Includes a photo of a Stanley cup and a 'GET IT NOW' button.