

# Request for Proposals: Pro Bono Website Platform Design

RFP Issue Date: Wednesday, May 13, 2026

**RFP Submission Deadline: Tuesday, June 9, 2026**

## Overview

Legal Services State Support (State Support) seeks proposals from qualified website design and development vendors to design, build, and implement a user-centered statewide pro bono platform. This project will translate recently completed assessment findings and recommendations into a functional, accessible, and scalable technology solution that better connects pro bono attorneys with opportunities and resources, and supports legal aid organizations in engaging volunteer attorneys more effectively.

Through this RFP, State Support aims to select a vendor with demonstrated experience in user-centered design, complex web platforms, and stakeholder-driven development to create a cohesive, intuitive platform that strengthens Minnesota's pro bono ecosystem.

## Background

State Support's mission is to improve access to justice for all Minnesotans. State Support plays a unique statewide role by providing information, connections, and tools for the public and for advocates, and by supporting the civil legal aid programs that share this mission. State Support collaborates with a broad array of civil legal aid organizations, pro bono providers, and other justice system partners. For administrative purposes, State Support is housed within Mid-Minnesota Legal Assistance.

State Support currently maintains ProJusticeMN, a statewide pro bono website on the national Pro Bono Net platform. ProJusticeMN includes legal resources, a CLE archive, a Pro Bono Organization Directory, a Case Placement Tool, and a calendar of events. This platform has long been underutilized and no longer meets the needs of Minnesota's pro bono systems. To meet statewide needs, State Support seeks to build a pro bono website that provides greater flexibility and responsiveness than the existing platform.

State Support retained consultants to assess the existing platform, gather stakeholder input, and develop clear design priorities and functional recommendations for a new platform that is accessible, intuitive, and responsive to the needs of volunteer attorneys

and legal aid organizations. State Support is now entering the implementation phase and seeks a vendor to design and develop a new pro bono platform informed by those recommendations.

## Project Scope

The primary goal of this project is to design and implement a user-centered statewide pro bono platform that improves visibility, engagement, and coordination across Minnesota's pro bono ecosystem. The platform should lower barriers to participation for volunteer attorneys, support legal aid and pro bono organizations in managing opportunities efficiently, and allow State Support staff to maintain and evolve the site with minimal technical overhead.

The selected vendor will be responsible for the design, development, launch, and initial support of the new pro bono platform, informed by stakeholder input and prior assessment findings. The solution must balance ease of use, functional depth, accessibility, and security, and be structured to support phased implementation and ongoing improvement over time.

### 1. Site Design and Development

The vendor will design and develop a user-centered web platform that serves as a centralized statewide hub for pro bono opportunities and related resources. The site should be built using a content management approach that allows State Support staff to manage routine content updates, organization information, and opportunity listings without vendor intervention. Custom development should be limited to areas where it is necessary to support core functionality or long-term maintainability.

The platform should:

- Use a content management system or administrative interface suitable for non-technical users
- Clearly separate content management from system-level configuration
- Minimize reliance on custom code for routine updates
- Support role-based access for staff and partner organizations
- Be designed with appropriate security and privacy controls to protect user data, organizational information, and system integrity.

See Appendix A for a summary of platform functionality requirements.

## 2. Phased Implementation

The vendor will support a phased implementation approach that prioritizes early delivery of core functionality.

**Phase 1** will focus on priority features and launch with a select group of pilot organizations. This phase includes:

- Configuration and onboarding for pilot organizations
- Pilot launch support and issue triage
- Mechanisms for collecting and responding to user feedback
- Training sessions for State Support staff

**Phase 2** will expand functionality and optimize workflows as the platform is adopted more broadly. This may include:

- Additional or enhanced platform features identified during Phase 1
- Expanded or refined reporting and analytics
- Enhanced notification or alert functionality
- Improvements to workflows based on real-world use
- Additional configuration or limited integrations, as feasible

The platform must be designed so that additional features can be introduced incrementally without disruption to live users or significant redevelopment.

## 3. Ongoing Support and Maintenance

State Support anticipates the need for ongoing technical support at the conclusion of this contract, including maintenance, security updates, bug fixes, and limited enhancements. The platform should be designed to minimize ongoing vendor dependence while recognizing the need for continued technical support beyond initial deployment.

Respondents should describe available options for post-launch support, which may include:

- Technical maintenance and updates
- Security patches and platform monitoring
- Bug fixes and minor enhancements
- Limited feature expansion or configuration support

Vendors should clearly distinguish between:

- What is included during the initial project period (Phases 1 and 2)

- What ongoing support options are available post-contract, after launch
- Pricing models for continued support (e.g., retainer, hourly, fixed packages)

## Platform Requirements Overview

The platform must include the following core functional areas:

- **Organization Profiles:**  
A standardized, publicly accessible, and searchable directory of legal aid and pro bono organizations. Profiles should include mission, practice areas, types of opportunities, training and support models, contact information, branding, and links to opportunities. Organizations must be able to independently manage and update their profiles.
- **Events & Calendar:**  
A centralized statewide calendar for clinics, trainings, and pro bono events. Organizations must be able to create, edit, and manage postings with defined lifecycles (including expiration dates). Users should be able to view events without logging in and register directly where applicable.
- **Opportunity Listings:**  
A searchable inventory of pro bono opportunities (e.g., cases, clinics, and other engagements). The platform must support flexible workflows, including direct sign-up for clinics where appropriate, and approval-based processes for case referrals. Features should include robust search and filtering and simple workflows for volunteers to express interest and organizations to follow-up with interested volunteers.
- **Training & Resources:**  
A curated hub for practice resources and training materials. The platform should support linking to external systems as well as direct upload of resources. Resources should be easily associated with relevant pro bono opportunities.

The platform must also include the following workflows:

- **Opportunity Discovery:** Search, filter, and browse opportunities, events, and training
- **Volunteer Engagement:** Simple workflows to onboard volunteers to the platform, allow volunteers to express interest in opportunities, and facilitate communication between volunteers and organizations
- **Opportunity Management:** Easy creation, editing, lifecycle tracking, and reuse of postings

- **Notifications:** Targeted alerts with configurable user settings
- **Reporting:** Basic reporting on engagement, participation, and placements

## Collaboration and Project Management

The selected vendor will be expected to work closely with State Support staff throughout the project, including:

- Participating in regular project check-ins
- Incorporating feedback from State Support and pilot participants
- Providing clear timelines, deliverables, and decision points
- Supporting knowledge transfer to ensure long-term ownership by State Support

## Proposed Timeline and Milestones

Respondents should include a proposed timeline that identifies:

- Major project phases and milestones
- Key review and approval points
- Pilot launch and feedback periods
- Phase 2 planning and rollout
- Knowledge transfer and handoff activities

State Support recognizes that timelines may vary based on approach and resource allocation; however, proposals should demonstrate a realistic path to launch that supports early adoption and long-term sustainability. **All work should be complete no later than June 30, 2027.**

## Proposal Submission Requirements

Interested vendors should submit proposals that include the following:

- **Development Background:** Detailed information about the vendor's experience with web development, legal technology platforms, and working with pro bono and non-profit legal aid organizations.
- **Design and Development Approach:** Description of the vendor's approach to the platform's design, development, testing, phased implementation, and launch, including collaboration with State Support staff.

- **Timeline and Milestones:** A proposed timeline for the implementation and rollout of the platform, including the phased approach
- **Options for Post-Launch Support:** Descriptions and pricing of options for ongoing technical support including maintenance, security updates, bug fixes, and limited enhancements
- **Budget:** A detailed cost proposal outlining fees for website design, development, testing, phased implementation, launch, and post-launch support, including any anticipated additional or ongoing costs.
- **References:** Contact information for at least 2 professional references who can attest to the vendor's qualifications and previous similar work.

## Vendor Requirements

The ideal vendor will demonstrate the following qualifications:

- Demonstrated experience designing and developing user-friendly websites or platforms
- Experience with platforms that support multiple user types (e.g., volunteers, organizations, administrators)
- Experience working with nonprofit, legal, justice-sector, or mission-driven organizations
- Experience translating stakeholder input into practical design and functionality
- Demonstrated ability to deliver projects using phased or incremental implementation
- Ability to provide post-launch technical support and maintenance

## Evaluation Criteria

Proposals will be evaluated based on:

- Understanding of project goals
- Relevant experience and qualifications
- Practical approach to minimizing ongoing vendor dependence
- Reasonableness and clarity of proposed pricing
- References and past performance

## RFP Timeline

- Deadline to submit proposals: **June 9, 2026**
- Deadline to submit questions: **May 27, 2026**
- Responses to questions provided: **June 1, 2026**
- Contract awarded by: **June 18, 2026**
- Please submit your proposal in PDF format as an email attachment to Kelsey Mize, State Support's Pro Bono Projects Manager, at [kmize@mnlegalservices.org](mailto:kmize@mnlegalservices.org).

**Legal Services State Support reserves the right to reject any and all proposals received, and change the dates listed above, as it deems necessary.**

**All costs incurred in responding to this RFP are solely the responsibility of the vendor.**

# Appendix A: Platform Functionality Requirements



The following platform requirements were developed as part of a recently completed assessment. Each requirement has a proposed priority and phase assigned.

ID	Category	Requirement	Description	Priority	Phase	Notes
1.1	Opportunity Discovery	Public browsing	Users can view opportunities without login	High	1	Critical for adoption
1.2	Opportunity Discovery	Search & filters	Filter by practice area, format, etc.	High	1	Keep simple
1.3	Opportunity Discovery	View opportunity details	Clear, complete posting info	High	1	Must support decision-making
1.4	Opportunity Discovery	Training visibility	View training/resources without friction	High	1	Especially important for providers
1.5	Opportunity Discovery	Save for later	Bookmark opportunities	Low	2	Not core
2.1	Volunteer Engagement	Lightweight profile	Minimal required fields	High	1	Avoid drop-off
2.2	Volunteer Engagement	Express interest	“I’m Interested” action	High	1	Core interaction
2.3	Volunteer Engagement	Confirmation workflow	Clear next steps after interest	High	1	Avoid confusion
2.4	Volunteer Engagement	Profile management	Edit/update profile	Medium	2	Keep simple
2.5	Volunteer Engagement	Advanced preferences	Saved filters, follows	Low	2	Deprioritized
3.1	Opportunity Posting	Create posting	Case + clinic/event postings	High	1	Core function
3.2	Opportunity Posting	Edit posting	Ability to update after publishing	High	1	Strong signal
3.3	Opportunity Posting	Required fields	Standardized structure	High	1	Supports quality
3.4	Opportunity Posting	Expiration management	Set and manage expiration	High	1	Prevent stale content
3.5	Opportunity Posting	Attach training	Link resources to posting	High	1	Core for providers
3.6	Opportunity Posting	Auto-save draft	Save incomplete postings	Medium	2	Helpful, not essential
4.1	Governance & Approval	Configurable approval	Auto vs. admin review	High	1	Must be flexible
4.2	Governance & Approval	Posting standards	Required structure/fields	High	1	Quality control



<b>4.3</b>	Governance & Approval	Admin oversight	Ability to review/manage content	High	1	Maintain trust
<b>4.4</b>	Governance & Approval	Role-based permissions	Different user roles	High	1	Security + governance
<b>5.1</b>	Interest & Placement Workflow	Interest notification	Org notified of volunteer interest	High	1	Core
<b>5.2</b>	Interest & Placement Workflow	Volunteer sign-up	Ability to sign up directly	High	1	Must be easy
<b>5.3</b>	Interest & Placement Workflow	Placement confirmation	Org confirms placement	High	1	Balance control
<b>5.4</b>	Interest & Placement Workflow	Hybrid workflows	Different rules by opportunity type	High	1	Key design need
<b>6.1</b>	Lifecycle Management	Edit/extend posting	Update and extend opportunities	High	1	Strong signal
<b>6.2</b>	Lifecycle Management	Close/archive	Manage completed postings	Medium	1	Needed for cleanup
<b>6.3</b>	Lifecycle Management	Track interest volume	Count interested volunteers	Medium	2	Helpful insight
<b>6.4</b>	Lifecycle Management	Auto-expiration	Automatic closing	Medium	2	Mixed feedback
<b>7.1</b>	Reporting & Metrics	Engagement tracking	Track volunteer activity	High	1	Core
<b>7.2</b>	Reporting & Metrics	Placement tracking	Track outcomes	High	1	Core
<b>7.3</b>	Reporting & Metrics	Basic reports	Summary reporting	High	1	Avoid overbuilding
<b>7.4</b>	Reporting & Metrics	Export data	CSV or similar	Medium	1	Useful
<b>7.5</b>	Reporting & Metrics	Advanced dashboards	Real-time analytics	Low	2	Not required initially
<b>8.1</b>	Notifications	Interest alerts	Notify org of activity	High	1	Core
<b>8.2</b>	Notifications	Expiration alerts	Notify about stale postings	High	1	Maintenance tool
<b>8.3</b>	Notifications	Digest emails	Periodic opportunity summaries	Medium	2	Use carefully
<b>8.4</b>	Notifications	Notification controls	User-configurable settings	High	1	Avoid overload



<b>9.1</b>	Integration	LegalServer integration	Optional integration	Medium	2	Not universal
<b>9.2</b>	Integration	CRM/CMS integration	Flexible connections	Medium	2	Varies by org
<b>9.3</b>	Integration	API access	Data access endpoints	Low	2	Future flexibility
<b>9.4</b>	Integration	Single sign-on	Optional SSO	Low	2	Not critical
<b>10.1</b>	Organizational Profiles	Org profile page	Dedicated page for each organization	High	1	Core trust feature
<b>10.2</b>	Organizational Profiles	Org overview	Mission, services, practice areas	High	1	Helps volunteer decision-making
<b>10.3</b>	Organizational Profiles	Support model description	Training, supervision, expectations	High	1	Reduces hesitation
<b>10.4</b>	Organizational Profiles	Link to opportunities	Show all active postings	High	1	Drives engagement
<b>10.5</b>	Organizational Profiles	Branding elements	Logo, basic visual identity	Medium	1	Builds credibility
<b>10.6</b>	Organizational Profiles	Reusable content	Shared across postings	High	1	Reduces duplication
<b>10.7</b>	Organizational Profiles	Edit/manage profile	Org can update easily	High	1	Must be low burden
<b>10.8</b>	Organizational Profiles	Public visibility	Viewable without login	High	1	Supports browsing
<b>10.9</b>	Organizational Profiles	Advanced org filtering	Filter by org attributes	Low	2	Optional
<b>11.1</b>	Firm Visibility & Participation	Firm notification	Notify firm PB manager of attorney activity	High	1	Optional/configurable
<b>11.2</b>	Firm Visibility & Participation	Firm dashboard	View attorney participation	Medium	2	Summary-level
<b>11.3</b>	Firm Visibility & Participation	Participation tracking	Track attorney engagement by firm	High	1	Supports reporting
<b>11.4</b>	Firm Visibility & Participation	Opt-in controls	Allow firms to configure visibility into their attorney activity	High	1	Avoid friction