
Report of the Trustee-Regent ISO Website Committee

Presented to the Board of Trustees
Fall 2026 Meeting

Committee Members: Harold A. (Chair – Area 1A), Ara H. (Co-Chair/Chair BoR – Area 1), Mike S. (Co-Chair/Trustee – Area 15), Rob S. (Trustee – Area 14), Wendy B (Past Trustee/BoR Member – Area 1B), Diane A (Trustee – Area 8A), Walter G (Trustee – Area 12), Donna M (Trustee – Area 8), Brandon S (Past Trustee – Area 1), Jo K (Past Trustee/Past BoR Member – Area 8B), Ed G (Trustee – Area 10), Scott R (Member – Area 13)

I. Executive Summary

This report summarizes seven months of work by the Trustee-Regent ISO Website Committee, covering the period from March 2026, when the committee circulated its first draft Request for Proposal, through September 2026, when a Contract Service Agreement was executed with the selected developer.

The committee was charged with modernizing gamblersanonymous.org: the fellowship's single largest point of contact with the compulsive gambler who still suffers. Over the reporting period the committee completed a competitive procurement, negotiated and executed a development contract, and advanced several parallel improvement efforts that do not depend on the outside developer. Completion of the upgrade work is currently projected to coincide with launch of the modernized site in early 2027.

The following report speaks to the various tasks undertaken and completed by the committee over the course of the timeframe listed above, inclusive of twelve full Committee meetings, dozens of Subcommittee meetings, many hundreds of phone calls, and more than one hundred (100) virtual Zoom meetings among committee members, prospective developers, and other associated individuals.

The trusted servants would also like to take a moment to thank every single member of the committee – every aspect of the work completed to date has represented a collaborative effort among multiple committee members, and every single committee member has been actively engaged across multiple efforts. The work accomplished to this point, as well as numerous projects which remain in progress, would not be possible without the tireless efforts (and enduring commitment to Group Unity) of the GA Members, Past Trustees/Regents, Current Trustees, and Current Board of Regent members who comprise this committee's membership.

Summary of principal accomplishments

- Drafted, approved, and issued a Request for Proposal to thirty-one developers identified through committee research, supplemented by an open posting to broaden the candidate pool.

- Received and evaluated twenty-nine proposals through four successive rounds of review, including written questionnaires and live interviews with three finalists.
- Secured a 31% reduction in Year One cost through negotiation, from \$24,550 to \$17,000, together with discounted maintenance pricing in Years Two and Three and a doubling of the staff training provision.
- Obtained unanimous affirmation from the Board of Regents on 22 August 2026 and executed a Contract Service Agreement with Seahawk Media on 11 September 2026.
- Developed, in house and at no cost to the fellowship, a WordPress meeting directory plug-in providing live virtual meeting listings, filtered search with geolinking, and automated new meeting and meeting change submission workflows.
- Launched a Meeting Audit Subcommittee now reviewing approximately 3,100 meeting listings across eighty-five Intergroup and RSO areas, with completion targeted at/prior to launch.
- Completed a full content audit and rewrite of the GA Shop, including translated descriptions for Spanish and Chinese materials.

II. The Case for Modernization: Reach and Usage

The committee has consistently held that investment in the website is not a matter of appearance but of carrying the message as a living and enduring application of Recovery Step 12. The traffic data below, drawn from the International Service Office analytics report for August 2026, indicates the scale at which gamblersanonymous.org is already serving as the fellowship's front door.

A. Volume and growth

Month	Unique visitors	Visits	Pages viewed	Hits
Jan 2026	141,808	241,318	1,648,877	6,000,232
Feb 2026	138,131	258,785	1,596,794	5,881,371
Mar 2026	139,834	258,467	1,592,737	5,707,902
Apr 2026	157,734	274,828	1,685,799	5,527,027
May 2026	180,583	316,952	1,783,049	5,564,822
Jun 2026	239,707	386,731	1,883,377	5,976,301
Jul 2026	256,383	413,126	2,175,528	6,536,711
Aug 2026	221,547	406,174	2,237,505	6,444,402
YTD Total	1,475,727	2,556,381	14,603,666	47,638,768

Source: AWStats SSL logs, gamblersanonymous.org, January through August 2026. September figures are excluded as the reporting month was incomplete at the time of publication.

In the first eight months of 2026 the site received 1,475,727 unique visitors across 2,556,381 visits, who viewed 14,603,666 pages. Traffic has grown steadily and substantially throughout the year: unique visitors rose from 141,808 in January to a record 256,383 in July, an increase of roughly 81% over seven months. August returned 221,547 unique visitors and 406,174 visits, an average of 13,102 visits per day.

The August decline in unique visitors follows a record month and is consistent with normal post-peak settling. Engagement per visit in fact improved: average pages per visit rose from 5.26 in July to 5.50 in August, and total pages viewed increased 2.8% even as visit counts fell. Visitors are going deeper into the site, not bouncing off of it.

B. What visitors are looking for

Page	Views (Aug 2026)	Share of pages
Homepage	820,295	36.6%
U.S. meetings directory	85,866	3.8%
Virtual meetings	82,741	3.7%
Find a Meeting (search)	72,599	3.2%
20 Questions self-assessment	34,486	1.5%
U.S. hotlines	21,292	1.0%
Recovery program	20,623	0.9%

Selected pages from the August 2026 top-ten report.

Setting the homepage aside, the three highest-trafficked destinations on the site are all meeting-finding pages. Together the U.S. meetings directory, the virtual meetings page, and the Find a Meeting search accounted for 241,206 page views in August alone, or roughly 10.8% of all pages served. The 20 Questions self-assessment, which for many visitors is the first honest look at their own gambling, drew a further 34,486 views, and the U.S. hotlines page 21,292.

This distribution is the strongest available evidence for the committee's priorities. The functions visitors use most heavily are precisely the functions the current site performs least well, and are the functions the upgrade is designed to repair.

C. Literature Reach

The site is also a substantial literature distribution channel. In August 2026 the site served 8,434 document downloads consuming 28.10 GB of bandwidth. The Large Print Combo Book alone was downloaded 2,129 times, followed by the Working the Steps brochure at 818, Suggestions for Coping with Urges at 670, and the 20 Questions booklet at 635. These are figures no physical distribution channel available to the fellowship could approach.

D. Who is being reached

Country	Pages (Jul)	Pages (Aug)	Share (Aug)
United States	1,289,724	1,332,438	59.5%
India	165,937	179,771	8.0%
Great Britain	78,705	87,267	3.9%
Canada	93,718	82,744	3.7%
Russian Federation	46,215	44,397	2.0%
Germany	27,001	35,987	1.6%
Sweden	34,111	35,804	1.6%
Brazil	30,484	32,378	1.4%
Netherlands	not in top 15	30,411	1.4%
Indonesia	30,230	27,434	1.2%

Top ten countries by pages viewed, August 2026.

While the United States accounts for 59.5% of pages viewed, more than 900,000 page views in August, over 40% of all traffic, originated outside the United States. India is now the second largest national audience at 179,771 pages, and Great Britain, Germany, Sweden, Brazil, and the Netherlands all registered substantial and in most cases growing volume. The fellowship's website is functionally an international service, and it should be built and maintained as one.

E. How they are reaching us

Mobile devices account for 47.1% of pages served, with Android at 26.2% and iOS at 20.9%. Nearly half of everyone arriving at gamblersanonymous.org is doing so from a phone, very often the phone in the hand of someone in the middle of a crisis. Mobile-first design and full WCAG accessibility are therefore not enhancements to the scope of work; they are the core of it.

III. Site Health and Technical Findings

The analytics reporting has also surfaced defects in the existing site that the committee has tracked and, where possible, addressed in advance of developer handoff.

- **Search errors.** The site returned 189,674 HTTP 404 responses in August, representing 25.3% of all error responses, alongside 15,643 HTTP 500 internal server errors. The root cause was identified in prior reporting as malformed SQL generated by the site's fuzzy search plug-in, which produces empty conditions on every search page load. A fix is in progress ahead of the Seahawk handoff. This defect sits directly on the meeting search path, which is the most heavily used function on the site.
- **Legacy URLs.** The site issued 492,922 HTTP 301 redirects in August, indicating that a large volume of superseded URLs remains in circulation externally. Preserving or

properly mapping these paths is a requirement of the migration so that links printed in literature, shared in meetings, or indexed by search engines do not break at launch.

- **Anomalous referral traffic.** A single meeting page, GA Gavle Monday, recorded 76,527 views in August, ranking fourth on the entire site and above the meeting finder itself. The traffic is apparently attributable to referrals from commercial gambling platforms.

IV. Procurement and Vendor Selection

The committee conducted a competitive selection process spanning five months, evaluating twenty-nine proposals across four successive rounds of review before recommending an award. The process was structured to be defensible on the record and to give the fellowship confidence that the award reflects merit and value rather than familiarity.

Date	Action
23 Mar 2026	Draft Request for Proposal circulated to committee members for review.
8 Apr 2026	Revised RFP approved by the committee for use in soliciting proposals.
13 Apr 2026	RFP distributed to thirty-one developers identified through committee research, spanning firms at a range of institutional scales.
15 Apr 2026	RFP also posted publicly to the Upwork Freelance site to broaden the candidate pool and to test the market valuation of the stated scope of work.
19 May 2026	Twenty-nine proposals received and evaluated: fourteen from direct outreach and fifteen from the public posting. Ten developers advanced to Round Two and received a follow-up questionnaire.
June 2026	Round Two responses evaluated. Three developers advanced to final interviews: Seahawk Media, All-D LLC, and Developers Hub. Each received a pre-interview questionnaire tailored to its own proposal.
7 to 9 Jul 2026	Live interviews conducted with the three finalists, each represented by one to two principals and attended by six committee members.
14 Jul 2026	Supplemental meeting with Seahawk Media's VP of Operations to assess the named project lead.
22 Jul 2026	Committee voted unanimously to recommend Seahawk Media for BoR approval, contingent on negotiating acceptable scope and fee.
11 Aug 2026	Negotiation meeting with Seahawk Media's Co-Founder/COO and VP of Operations on scope and pricing.
17 Aug 2026	Seahawk submitted a revised proposal with multiple concessions, including a 31% reduction in Year One cost.
22 Aug 2026	Board of Regents affirmed the committee's recommendation by unanimous vote.
2 Sep 2026	Final contract terms negotiated and accepted; Notice of Award and Direction to Proceed acknowledged.
11 Sep 2026	Contract Service Agreement executed between GAISO and Seahawk Media.

Complete procurement chronology. The Request for Proposal, Bid Addendum, and followup Round 2 Questionnaire sample are provided at Exhibit One.

Evaluation criteria

Proposals were scored against an objective qualitative framework, including price, portfolio breadth and depth, institutional longevity, the thoroughness with which the requirements of the RFP were addressed, and the level of technical detail supplied. Round Two questionnaires were tailored to the specific technical and organizational needs of the fellowship and to the provisions of each respondent's own proposal, so that finalists were assessed on what they had actually committed to rather than on general capability.

V. Award and Contract Terms

Following the Board of Regents' unanimous affirmation on 22 August 2026, final terms were negotiated on 2 September 2026 in a call among Seahawk Media, the committee's trusted servants, one of the committee's technical advisors, and the Chair of the Board of Regents. The Contract Service Agreement was executed on 11 September 2026, signed on behalf of GAISO by the Chair of the Board of Regents and on behalf of Seahawk Media by its Co-Founder and Chief Operating Officer.

Term	Provision
Tier One and Tier Two development	Fixed fee of \$14,000, payable in four progress milestones
Year One maintenance and service	SeaCare VIP at \$3,000 (58% reduction from originally proposed cost of \$599/month)
Year One total	\$17,000, reduced from \$24,550 as originally proposed (31% reduction)
Year Two maintenance	\$3,000 at a discounted rate (58% reduction from originally proposed cost of \$599/month)
Year Three maintenance	Not to exceed \$3,900
Accessibility standard	WCAG 2.2 AA
Staff training	Provision doubled from the original proposal at the committee's request

Two aspects of the negotiated scope deserve particular note. First, GAISO supplies its own meeting management plug-in, developed within the committee, rather than purchasing that functionality from the developer. Second, GAISO performs the meeting directory migration in house. Both decisions reduced the contract price materially and, more importantly, keep the fellowship's most sensitive asset, the meeting directory itself, under fellowship control.

VI. Parallel Work Streams

While the procurement was underway, the committee pursued several improvement efforts that did not depend on the outside developer. These represent work already completed or substantially advanced, and they reduce both the cost and the duration of the development engagement.

A. Meeting directory: deficiencies identified

The ability of members and newcomers alike to locate a Gamblers Anonymous meeting was identified as the area of greatest need. The committee documented four categories of deficiency:

- **Inconsistent data.** For many meetings the name of the host facility is not identified. Information on the specific entrance or location within a facility is not consistently provided, nor is information on wheelchair accessibility or time zone.
- **Outdated information.** Prior efforts to audit the directory proactively have proven unsuccessful. Hundreds of listings have not had their status verified in years. This creates the risk that a person in crisis seeking help arrives at a location where no live Gamblers Anonymous meeting has been held for some time.
- **Flawed search functionality.** The Find a Meeting search function fails in many instances to return meetings that exist in a given area, owing to faults in the underlying search logic. This defect is corroborated by the error data in Section III.
- **Virtual meeting search difficulties.** Virtual meetings are currently organized by affiliation to a physical location and listed in local time. This limits the practicality of listing virtual meetings that are not bound to any physical location, where meeting time expressed with relative time zone support would have far greater utility.

B. The meeting directory plug-in

To address these deficiencies, a committee member with extensive coding experience developed a plug-in utility compatible with the WordPress environment in which the website operates. The plug-in has been extensively tested for WCAG and ADA compliance and was custom-built to provide the following functionality:

- A scrolling banner on the home page identifying virtual meetings currently in progress and those starting soon, with direct access links enabling anyone to join a meeting at any time. The feed identifies the native language of each meeting and any distinguishing information, such as whether the meeting is Open, Closed, or Modified.
- A dialog window on the home page tailored to helping a visitor locate a meeting, with accessible filters for meeting type (in person, virtual, telephone, hybrid), location, day of week, and timeframe. In-person and hybrid listings returned by a search include geolink data providing navigable directions; virtual, telephone, and hybrid listings include login and dial-in access information.
- A web-based form allowing anyone to submit a new meeting for ISO review. Once information is confirmed, a single approval action adds the meeting to the directory and notifies appropriate staff and trustees by email. This replaces the current process of telephoning ISO, reporting the information verbally, having ISO enter it manually into the database, and then scanning and emailing the new meeting form to local area trustees.

- An equivalent change submission path for existing meetings, with verified updates applied automatically to the directory and notifications transmitted to appropriate staff and trustees.

Representative images of the plug-in interface are provided at Exhibit Two. The committee notes that this utility was produced within the fellowship, is owned by the fellowship, and carried no development cost.

C. Meeting Audit Subcommittee

A Meeting Audit Subcommittee was formed for the express purpose of auditing all current meeting listings for accuracy and, where necessary, supplying information not presently recorded. Beginning in July 2026 with a download of the current directory, the subcommittee has been working through the approximately 3,100 meetings listed; following is an update of the work in place through mid-September 2026 –

The meeting audit process has seen significant progress across various areas. Completed audits include Areas 2, 8D, 12, 14, and 15, ensuring their meeting information is accurate and current. Ongoing audits are in different stages for Areas 1, 1B, 6A, 6C, 8, 8A, 8C, 10, 13A, 20, and 22. These are either awaiting feedback from area trustees under review, or utilizing local meeting lists for verification. Trustee support, first requested via the Trustee WhatsApp channel, has been encouraging, however, we hope trustees and area intergroups become more helpful and willing to provide the information the committee requests. Cooperation of the local areas will be critical in completing and maintaining a current and accurate Meeting Finder Tool.

Efforts are also focused on developing a comprehensive training manual for the meeting tool to serve both meeting managers and users. This initiative aims to streamline the input and management of meeting data. Concurrently, updates to the database are being undertaken to include area numbers and relevant website information.

In collaboration with the committee member who has developed the new meeting plug-in, code errors are being addressed, and necessary updates are implemented to enhance the system's functionality. Originally, there were 3,100 meeting listings, but data clean-up has begun to eliminate duplicates and inconsistencies. Some meetings were listed in different ways, and corrective actions are ongoing.

Coordination with the ISO through area trustees has led to the updating of the ISO website. Meetings not listed are being added, and obsolete meetings are being removed, facilitated by communication with area trustees to ensure all meeting data is correctly reflected online. In this way, the meeting audit subcommittee is working toward improving the clarity and accuracy of the current site's directory, while concurrently building/enhancing the directory data in the meeting plug-in which will be feature prominently in the new site launch.

D. GA Shop content audit and revision

A subcommittee conducted a detailed review of every entry in the GA Shop area of the website, evaluating image quality for all literature and supplies, reviewing posted approval and revision dates to identify errors, and assessing the quality of each item description.

- The subcommittee drafted revised descriptions for all GA Shop inventory against agreed criteria: verified approval and revision dates, a concise description of the item, a description of format, and identification of the target audience.
- Descriptions were written to incorporate targeted search terms where practical, improving the fellowship's visibility in search engine results at no additional cost.
- The finalized English descriptions were approved by the committee at its 26 August 2026 meeting. Translations were subsequently developed for Spanish and Chinese literature and materials.
- Updated descriptions are targeted for upload to the GA Shop in mid-September 2026.
- The subcommittee is presently reviewing photographic image quality across the Shop and will develop a standing procedure for ensuring clear, high-resolution imagery.

VII. Projected Schedule

Completion of the website upgrades is currently projected to coincide with launch of an upgraded gamblersanonymous.org website in early 2027. The sequence below reflects the committee's present working schedule.

Period	Milestone
Sep 2026	Contract executed; initial deposit transmitted; project kickoff with Seahawk Media.
Sep 2026	Revised GA Shop descriptions uploaded, including Spanish and Chinese translations.
Q4 2026	Tier One and Tier Two development against four contract progress milestones. Search plug-in defect remediation completed ahead of handoff.
Q4 2026	Meeting directory audit continued across the eighty-five Intergroup and RSO areas.
Q4 2026 / Q1 2027	Integration and testing of the fellowship-developed meeting directory plug-in; WCAG 2.2 AA accessibility verification; ISO staff training (doubled allocation).
Q1 2027	Meeting directory migration performed in house; legacy URL mapping verified; content freeze and final review.
Early 2027	Launch of the upgraded gamblersanonymous.org website.

The committee notes that the meeting directory audit is the schedule item carrying the greatest risk, as it depends on the responsiveness of eighty-five separate areas rather than on the committee or the developer. The committee asks the Board's assistance in encouraging area trustees to respond promptly to audit inquiries, as delay in this work stream is the most likely cause of any slip in the launch date.

VIII. Exhibits

The following exhibits are attached to this report under separate cover:

Exhibit	Description
Exhibit One	Request for Proposal and Bid Addendum
Exhibit Two	Sample images from the meeting directory plug-in tool
Exhibit Three	Service Agreement between GAISO and Seahawk Media (partially redacted)

IX. Conclusion

Over the past seven months the committee has moved this project from a draft specification to an executed contract with a selected developer, while simultaneously completing content work and building directory functionality within the fellowship that would otherwise have been purchased. The negotiated Year One cost of \$17,000 represents a 31% reduction from the developer's initial proposal, and two significant scope components, the meeting directory plug-in and the directory migration, are being delivered by the fellowship itself.

The traffic data set out in Section II makes the underlying case plainly. In eight months, gamblersanonymous.org received nearly 1.5 million unique visitors. Almost half arrived from a mobile phone. More than 40% came from outside the United States. The pages they sought most were the pages that help a person find a meeting, and those are the pages the current site serves least reliably. Every defect described in this report is a defect standing between a compulsive gambler and the room where the help is.

The committee respectfully submits this report and will continue to report to the Board at each subsequent meeting through launch.

Respectfully submitted,

Harold A., Committee Chair, Past Trustee

Trustee-Regent ISO Website Committee

Ara H., Committee Co-Chair / Board of Regents Chair

Trustee-Regent ISO Website Committee

Mike S., Committee Co-Chair/Recording Secretary, Current Trustee

Trustee-Regent ISO Website Committee

Request for Proposal (RFP)

Website Modernization and Digital Platform Enhancement
Gamblers Anonymous International Service Office

1. Introduction

Gamblers Anonymous (GA) is an international fellowship of men and women who share their experience, strength, and hope with one another in order to solve their common problem and help others recover from compulsive gambling. The Gamblers Anonymous International Service Office (GAISO), a 501(c)(3) non-profit organization, serves as the administrative arm of the fellowship.

The GAISO operates **gamblersanonymous.org**, which serves as the primary digital resource for individuals seeking recovery support, meeting information, literature resources, and fellowship information.

Gamblers Anonymous seeks proposals from qualified web development firms for a comprehensive modernization of the gamblersanonymous.org website; it is expected that this will require some combination of upgrades/enhancements for existing website infrastructure in conjunction with development and implementation of new functionality.

2. Organizational Goals

- Improve accessibility for individuals seeking help
- Modernize the user experience and visual presentation
- Improve meeting directory functionality
- Enhance search engine visibility
- Improve presentation of GA literature resources
- Support future international expansion and digital initiatives

3. Scope of Work

The selected vendor will be responsible for:

- Website design updates and UX development
- Backend development and database architecture
- Content management system implementation
- Meeting directory architecture
- SEO improvements
- Mobile optimization
- Integration with external resources
- Testing and deployment
- Administrative training and documentation

Website Maintenance and Stability Monitoring

The selected vendor should provide an option for **ongoing operational maintenance of the website following launch**. This service should include periodic monitoring of the website platform and associated plug-ins, widgets, APIs, and integrations to ensure continued operational stability and security. The service should include implementation of updates as required to maintain compatibility and functionality of the website environment.

4. Tier One Project Deliverables

Meeting Directory Modernization (Upgrade/Enhancement to Existing Site Functionality):

- Web-based submission forms for meeting additions/updates (template will be provided by client)
- Administrative review and approval workflow
- Standardized meeting information template
- Advanced search filters (location, day, time, type)
- Dedicated virtual meeting navigation system

SCOPE NOTES (for vendor consideration and review): The current meeting system is plugin-based and not fully standardized. Data consistency varies by region. As a result, the awarded vendor may need to refactor or rebuild some portion(s) of this component. Any required data for new/existing meetings shall be entered by the end user; proposal shall be limited to implementation of required forms, templates, and architecture.

Website Visibility and Engagement (Upgrade/Enhancement to Existing Site + New Content Development):

- SEO architecture improvements
- Homepage content framework (testimonials, LifeLine excerpts)
- Intergroup and RSO website integration
- Updated typography, layout, navigation, and color palette

SCOPE NOTES (for vendor consideration and review): Current website architecture environment includes the following:

- *The focus of this portion of the scope is enhancement, with new content development limited to the minimum required to permit regular entry/updating of homepage content and SEO architecture improvements as needed to improve website search visibility.*
- *WordPress (current CMS)*
- *Apache/LiteSpeed hosting, PHP 8.1, MariaDB*
- *Impreza theme + WPBakery*
- *Key Plugins (WooCommerce, WP Event Manager, GA Search Meetings)*
- *Approximate Size (site ~5.6GB, database ~250MB)*

Additional Enhancements (New Content Development):

- Fully responsive mobile-friendly design
- GA Store visual and layout improvements

Implementation Task Tracking

During implementation, the selected vendor should maintain a **structured task tracker or development backlog reflecting the functional deliverables described in this RFP.**

This tracker should identify development tasks, dependencies, and implementation status so that ISO staff and the **Trustee-Regent Website Committee** may monitor project progress.

Vendors may utilize their preferred project management methodology (Agile, Scrum, Kanban, or equivalent).

Subsection 1 — Committee Deliverables

Tier	Initiative	Deliverable	Description	Dependency	Responsible	Status
Tier 1	Meeting Directory	Meeting data schema	Define standardized meeting listing structure	ISO meeting data	Trustee-Regent Committee / Developer	Planned
Tier 1	Meeting Directory	Meeting submission form	Allow users to submit meeting updates online	ISO moderation workflow	Trustee-Regent Committee / Developer	Planned
Tier 1	Meeting Directory	Directory audit	Review existing meeting listings	Intergroup cooperation	Trustee-Regent Committee	Planned
Tier 1	Meeting Directory	Enhanced search filters	Filter meetings by city, state, day, and type	Schema definition	Developer	Backlog
Tier 1	Meeting Directory	Virtual meeting reorganization	Highlight next available virtual meeting	Virtual meeting data	Developer	Planned
Tier 1	Digital Visibility	SEO improvements	Improve search engine discoverability	Content updates	Developer	Planned
Tier 1	Digital Visibility	Homepage engagement	Add testimonials and LifeLine excerpts	ISO content approval	Developer	Planned
Tier 1	Digital Visibility	Intergroup linking	Connect GA.org with local Intergroup websites	Intergroup directory	Developer	Planned
Tier 1	GA Store	Product imagery upgrade	Replace low-resolution product photos	Literature inventory	ISO	Planned
Tier 1	GA Store	Product descriptions	Improve explanations of GA literature	Content writing	ISO	Planned

Subsection 2 — Developer Task Tracker (Light Scrum Structure)

All developer tasks have a dependency on Board of Regents approval of the developer contract.

Task ID	Initiative	Task	Priority	Owner	Status	Dependency
DEV-1	Meeting Directory	Define meeting schema	High	Developer	Backlog	ISO meeting data
DEV-2	Meeting Directory	Build meeting submission form	High	Developer	Backlog	Trustee-Regent Committee design
DEV-3	Meeting Directory	Implement search filters	High	Developer	Backlog	Schema definition / BOR developer contract
DEV-4	Meeting Directory	Redesign virtual meeting listings	Medium	Developer	Backlog	Virtual meeting data
DEV-5	Digital Visibility	Implement SEO improvements	Medium	Developer	Backlog	None
DEV-6	Digital Visibility	Homepage engagement modules	Medium	Developer	Backlog	Board of Trustees content approval
DEV-7	Digital Visibility	Intergroup map interface	Low	Developer	Backlog	Geographic data / BOR developer contract
DEV-8	GA Store	Upgrade store imagery	Medium	ISO	Backlog	Photo assets

5. Tier Two Project Components (Alternates) – Provide pricing for future phased implementation

- Global map identifying Intergroups and RSOs (with links for respective areas, provided by client)
- Internationalization support for global GA regions
- Email subscription and distribution system
- Video, podcast, and multimedia integration
- Live virtual meeting feed on homepage (which would use updated Meeting Directory Modernization output to show a graphic/link for the next available virtual meeting in real time).

6. Vendor Deliverables

- UX/UI design (if included in vendor proposal)
- Backend development
- Database architecture
- CMS implementation (if used – proposal should clarify recommendations if/as applicable)
- SEO improvements
- Testing and quality assurance (Performed jointly with ISO and Trustee-Regent Committee)
- Deployment and launch support
- Documentation and staff training

7. Project Schedule

Vendors should propose a timeline following these phases:

1. Project kickoff and requirements validation
2. UX/UI design and approval (if needed)
3. Architecture and backend development
4. Meeting directory system development
5. Content migration and CMS configuration (if used)
6. SEO and engagement feature implementation
7. Testing and Quality Assurance
8. Deployment and launch
9. Training and documentation, including administrative protocols

8. Pricing Template

Vendors should provide itemized pricing and verbiage clarifying proposed scope for the following categories:

- Discovery and planning
- UX/UI design
- Meeting directory system
- Database architecture
- CMS implementation
- SEO optimization
- Live meeting feed
- GA Store enhancements
- Testing and QA
- Deployment
- Training
- Project management

Ongoing Website Maintenance (Monthly Fee)

Provide pricing for ongoing website maintenance services including:

- Monitoring and system health checks
- Platform and dependency updates
- Plug-in, widget, and API maintenance
- Operational stability support

Maintenance pricing should be provided as a **monthly service fee**, allowing the Board of Regents to determine the desired service duration following project completion.

9. Proposal Evaluation Criteria

- Relevant experience
- Web development capabilities
- UX/UI design quality
- Technical approach
- Cost structure
- Implementation timeline
- Long-term support capability

10. Proposal Submission Requirements

Proposals should include:

- Company background
- Relevant project examples
- Technical approach
- Proposed timeline
- Itemized pricing
- Maintenance/support options
- Client references

Basis of proposal should assume continued utilization of WordPress. If proposing based upon an alternative platform, proposal must include:

- Separate migration cost
- Justification
- Explanation of long-term benefits

**GAMBLERS ANONYMOUS INTERNATIONAL SERVICE OFFICE (GAISO)
REQUEST FOR PROPOSAL (RFP) – WEBSITE MODERNIZATION AND
DIGITAL PLATFORM ENHANCEMENT**

BID INSTRUCTION ADDENDUM

(Submission Requirements, Evaluation Procedures, and Compliance Standards)

1. PURPOSE OF THIS ADDENDUM

This Bid Instruction Addendum supplements the Request for Proposal (RFP) and establishes standardized requirements for proposal submission, formatting, evaluation, and compliance.

All responding firms (“Respondents”) should adhere strictly to these instructions. Failure to comply may result in disqualification.

2. PROCUREMENT PROCESS OVERVIEW

This is a competitive solicitation process. GAISO intends to:

1. Issue RFP and Addendum
2. Receive written confirmations of intent to bid
3. Accept written questions and issue consolidated responses
4. Receive proposals by submission deadline
5. Evaluate proposals using defined criteria
6. Shortlist selected firms (if applicable)
7. Conduct interviews/presentations (if required)
8. Select vendor and proceed to contract negotiation

GAISO reserves the right to modify, suspend, or terminate the process at its sole discretion.

3. SUBMISSION REQUIREMENTS

3.1 Proposal Format (Mandatory Structure)

All proposals must be submitted in a single PDF document and organized in the following order:

1. Cover Letter
2. Company Overview
3. Relevant Experience / Case Studies
4. Technical Approach
5. Project Plan and Timeline
6. Cost Proposal (Itemized)
7. Maintenance and Support Plan
8. Assumptions, Exclusions, and Dependencies
9. Team Structure and Key Personnel
10. Client References

Proposals that deviate materially from this structure may be deemed non-responsive.

3.2 Submission Method

- Submit proposals electronically in PDF format
- Email to: mikes.nyga@gmail.com ; brandonsxchevy@yahoo.com ; marketingharoldabend@gmail.com
- Subject Line: “RFP Submission – GAISO Website Modernization – [Firm Name]”

3.3 Submission Deadline

- Proposals must be received no later than: **Monday, April 27th, 2026, 6:00 PM Eastern Standard (US & Canada)**
- Late submissions may be rejected without review

4. COST PROPOSAL REQUIREMENTS

Respondents must provide a fully itemized cost breakdown, including at minimum:

- Discovery / Planning
- UX/UI Design
- Backend Development
- Meeting Directory System
- Database Architecture
- CMS Implementation
- SEO Enhancements
- Testing and QA
- Deployment
- Training
- Project Management
- Optional Tier Two Components (clearly separated)

4.1 Pricing Standards

- All pricing must be stated in **U.S. Dollars (USD)**
- Clearly identify:
 - Fixed fees vs. hourly rates
 - Assumptions affecting pricing
 - Third-party costs (if any)
- Provide **monthly maintenance pricing** with defined scope

5. REQUIRED TECHNICAL DISCLOSURES

Respondents must clearly disclose:

- Proposed **WordPress approach** (or justification for alternative platform)
- Use of **custom development vs. existing plugins/modules**
- Approach to:
 - Structured data (meeting directory)
 - Submission and approval workflows
 - SEO architecture
- Hosting, security, and scalability considerations
- Any reliance on proprietary systems or frameworks

6. INTERNATIONAL BIDDER REQUIREMENTS

International firms must additionally confirm:

- Pricing in USD
- Ability to coordinate with **U.S. Eastern & Pacific Time Zones**
- English-language communication capability
- Defined communication structure and response times
- Ability to contract with a U.S. nonprofit entity
- Payment terms and invoicing process

7. QUESTIONS AND CLARIFICATIONS

- All questions must be submitted in writing by: **Friday, April 17th, 2026, 6:00 PM Eastern Standard Time (US & Canada)**
- Email: mikes.nyga@gmail.com ; brandonsxchevy@yahoo.com
- Responses will be consolidated and distributed to all participating bidders

No verbal clarifications shall be considered binding.

8. EVALUATION CRITERIA

Proposals will be evaluated based on:

- Cost Structure and Value Alignment
- Technical Approach and Feasibility
- Relevant Experience (Nonprofit Preferred)
- Understanding of Project Requirements
- Implementation Timeline
- Long-Term Support Capability

GAISO may request additional information or clarification as part of the evaluation process.

9. SHORTLIST AND INTERVIEWS

GAISO reserves the right to:

- Shortlist selected firms
- Request presentations or demonstrations
- Conduct interviews with proposed project teams

Selection may be made with or without interviews.

10. DISQUALIFICATION CONDITIONS

Proposals may be rejected or deemed non-responsive for any of the following:

- Failure to meet submission deadline
- Incomplete or missing required sections
- Lack of itemized pricing
- Non-compliance with required format
- Failure to address core scope requirements
- Submission of pricing in non-USD currency
- Unclear or undefined technical approach
- Excessive reliance on assumptions without disclosure
- Evidence of materially inaccurate or misleading information

11. RESERVATION OF RIGHTS

GAISO reserves the right to:

- Reject any or all proposals
- Waive minor irregularities
- Request revised proposals
- Negotiate scope, pricing, or terms with any respondent
- Select a vendor based on overall value, not lowest cost

12. CONFIDENTIALITY

All materials provided by GAISO are confidential and intended solely for the purpose of preparing a response to this RFP. Respondents shall not disclose, distribute, or reuse such materials without prior written consent.

13. ACCEPTANCE OF TERMS

Submission of a proposal constitutes acceptance of the terms and conditions outlined in the RFP and this Addendum.

GAMBLERS ANONYMOUS INTERNATIONAL SERVICE OFFICE

Round 2 Bidder Questionnaire

Website Modernization & Digital Platform Enhancement

About This Questionnaire

Thank you for submitting a proposal in response to the GAISO Website Modernization RFP. To assist in our evaluation process, we ask that all short-listed candidates complete this questionnaire.

Your responses will be reviewed alongside your proposal and used to assess technical capability, project judgment, and long-term support suitability. Please provide specific, concrete answers: references to live project examples are strongly encouraged where applicable.

Completed questionnaires should be returned by Monday, May 26th, 2026 at 6:00 PM Eastern Time.

RESPONDENT INFORMATION

Firm / Developer Name	Date Submitted
Primary Contact	
Email / Contact	

SECTION 1 — WordPress & Technical Environment

The current gamblersanonymous.org environment includes WordPress with the Impreza theme, WPBakery page builder, WooCommerce, and WP Event Manager, running on Apache/LiteSpeed hosting with PHP 8.1 and MariaDB. The site is approximately 5.6GB with a 250MB database.

Q1. Describe your experience working with the Impreza theme and WPBakery page builder. Have you encountered limitations with this combination, and if so, how did you address them?

We are looking for direct experience, not general familiarity. If you have not worked with this specific stack, please describe your approach to onboarding to an unfamiliar theme/builder combination.

Response:

Q2. How would you approach a site of this scale (5.6GB / 250MB database) - specifically, what steps would you take before making any modifications to ensure stability and recoverability?

Consider: backup strategy, staging environment setup, migration risk assessment, and how you would validate the environment before beginning development work.

Response:

Q3. Describe how you manage WordPress plugin compatibility and update risk on a live production site. Walk us through your process for a scenario where a plugin update breaks existing functionality.

This question relates directly to the ongoing maintenance component of this scope. We are assessing your process discipline, not just your technical knowledge.

Response:

Q4. The RFP specifies WordPress as the baseline CMS. If your proposal recommends an alternative platform, provide your justification here - including migration cost estimate, long-term benefit rationale, and any risks to existing content and integrations.

If your proposal is WordPress-based, you may indicate 'N/A — WordPress proposed.' Only complete this question if recommending a platform change.

Response:

SECTION 2 - Meeting Directory System

The existing meeting directory is plugin-based with inconsistent data across regions. The scope requires a standardized submission and approval workflow, advanced search filters, and a dedicated virtual meeting navigation system. Some refactoring or rebuilding may be required.

Q5. Walk us through how you would approach auditing the existing plugin-based meeting directory before deciding whether to refactor or rebuild it. What criteria would inform that decision?

We are looking for a structured decision-making framework, not a reflexive preference for rebuilding. Consider: data quality, plugin architecture, customization depth, and ongoing maintainability.

Response:

Q6. Describe your approach to designing a standardized meeting data schema that can accommodate regional variation (e.g., different meeting types, naming conventions, international formats) while maintaining consistency.

Consider: how you would handle legacy data inconsistencies during migration, and how the schema would support the advanced search filters required in the scope.

Response:

Q7. How would you design the administrative review and approval workflow for meeting submissions? Describe the user experience for both the submitter and the administrator.

Consider: email notifications, moderation queue, bulk approval, rejection handling, and how this would be implemented within or alongside WordPress.

Response:

Q8. Provide an example of a directory or database-driven system you have built in WordPress (or another platform). Include a live URL if available. What were the primary technical challenges and how were they resolved?

If you do not have a directly comparable example, describe the most analogous project in your portfolio and explain the parallels.

Response:

SECTION 3 — SEO Architecture & Digital Visibility

Q9. Beyond installing an SEO plugin, describe your approach to WordPress SEO architecture for a site like gamblersanonymous.org. What specific improvements would you prioritize and why?

Consider: technical SEO (site speed, Core Web Vitals, structured data), on-page architecture, local/regional meeting discoverability, and how you would establish a measurable baseline before beginning work.

Response:

Q10. How would you approach improving search discoverability for meeting listings - particularly for someone searching for a GA meeting in their area? What technical and content factors would you address?

This is a high-priority use case: a person in crisis searching for help. Consider both technical SEO and UX factors that affect whether someone finds and uses the meeting directory.

Response:

SECTION 4 - WooCommerce & GA Store Enhancements

Q11. Describe your experience with WooCommerce, specifically with visual/layout customization and product presentation improvements. Have you worked with literature or publication-type stores?

The GA Store sells recovery literature and materials. We are looking for evidence of clean, functional store design, not e-commerce complexity. Provide live examples where available.

Response:

Q12. What is your process for replacing low-resolution product imagery and improving product descriptions in WooCommerce without disrupting existing orders, SKUs, or integrations?

This is primarily a content and asset management task. We are assessing your process for handling it cleanly within a live store environment.

Response:

SECTION 5 - Project Management & Communication

GAISO is a volunteer-led nonprofit with a Trustee-Regent Website Committee overseeing this project. The selected vendor will need to maintain a structured task tracker and coordinate approvals through an organizational governance structure. Responsiveness and clear communication are critical.

Q13. What project management methodology do you use, and how do you adapt it for nonprofit clients with volunteer oversight structures? Describe specifically how you would keep the GAISO Website Committee informed without overburdening them.

Reference the RFP's requirement for a structured task tracker or development backlog. Describe the tool(s) you would use and how status would be communicated.

Response:

Q14. Describe your typical communication cadence and response time commitments during an active project. What is your availability for scheduled check-ins, and how do you handle urgent issues that arise between scheduled touchpoints?

Be specific about your current workload and capacity. We are looking for realistic commitments, not aspirational ones.

Response:

Q15. This project involves multiple stakeholder approvals, including Board of Regents authorization for certain deliverables, which may create delays outside the vendor's control. How do you manage project timelines when client-side dependencies cause blockers?

We want to understand how you maintain momentum and manage scope/schedule risk when organizational approvals take longer than anticipated.

Response:

SECTION 6 - Ongoing Maintenance & Long-Term Support

The selected vendor will be asked to provide an optional ongoing maintenance offering covering platform monitoring, plugin/widget/API updates, and operational stability support. This is a critical component of the evaluation.

Q16. How many WordPress sites are you currently providing ongoing maintenance for? Describe what your maintenance service includes and how you prioritize maintenance clients relative to active project work.

We are assessing capacity and commitment, not just capability. Be honest about your current workload and how a new maintenance client would fit.

Response:

Q17. Describe a situation where a WordPress site you maintained experienced an unexpected issue (e.g., plugin conflict, security vulnerability, hosting outage). Walk us through how you identified it, communicated with the client, and resolved it.

We are looking for a real example, not a hypothetical. If you do not yet have a maintenance client history, describe how you would handle this scenario.

Response:

Q18. What is your guaranteed response time for critical site issues (e.g., site down, broken meeting directory, checkout failure) versus non-critical maintenance tasks? How is this defined in your maintenance agreements?

Be specific. Vague commitments (e.g., 'we respond promptly') will not be scored favorably. Define what constitutes a critical vs. non-critical issue in your framework.

Response:

SECTION 7 - Nonprofit Context & Mission Awareness

Gamblers Anonymous serves individuals in recovery from compulsive gambling. The website is often a first point of contact for people seeking help. Vendors do not need to specialize in nonprofit work, but an understanding of the stakes is expected.

Q19. Have you previously worked with nonprofits, recovery organizations, or mission-driven clients? If so, describe how that context shaped your approach to the project.

If you have not worked with this type of organization, describe how you would approach understanding the needs and sensitivities of this mission before beginning work.

Response:

Q20. The meeting finder is a critical life-access tool for individuals seeking help with compulsive gambling. How does that context influence your design and development priorities for this feature specifically?

We are looking for evidence that you understand the human stakes of this project — not just the technical requirements. There is no single correct answer; we want your genuine perspective.

Response:

SECTION 8 - Portfolio & References

Q21. List up to three live project URLs that best demonstrate your qualifications for this scope. For each, briefly describe what you built, the client type, and the specific relevance to this project.

Priority relevance: (1) WordPress directory or database-driven systems, (2) WooCommerce implementations, (3) nonprofit or mission-driven websites. Include client permission for reference if applicable.

Response:

Q22. Provide contact information for two client references who can speak to your project delivery, communication, and ongoing support. References should be from completed projects, not works in progress.

Reference Name / Organization / Role / Email / Phone. GAISO may contact references as part of the evaluation process.

Response:

Submission Instructions

Please return this completed questionnaire as a PDF attachment along with your proposal submission by:

Monday, May 26th, 2026 | 6:00 PM Eastern Time

Submit to:

mikes.nyga@gmail.com | brandonsxc Chevy@yahoo.com |
marketingharoldabend@gmail.com

Subject Line: Rd 2 Questionnaire Submission – GAISO Website Modernization – [Firm Name]

• STARTING SOON | 17 in progress | 4 starting soon | Join → • VIRTUAL LIVE Highland Park Join → • VIRTUAL LIVE Hoffman Estates Join → • Updated 09:09 PM     VIEW ALL ▼

THE TOP OF THE GAMBLERANONYMOUS.ORG HOME PAGE WILL INCLUDE A ROLLING FEED OF VIRTUAL MEETINGS CURRENTLY IN PROGRESS OR STARTING SOON, WITH VIRTUAL LOGIN INFORMATION. ANYONE WHO MAKES THEIR WAY TO THE SITE WILL HAVE IMMEDIATE ACCESS TO ANY VIRTUAL MEETING CURRENTLY GOING ON.

THE HOME PAGE WILL ALSO INCLUDE THE CONCISE "FIND A MEETING" WINDOW SHOWN BELOW, ALLOWING SOMEONE TO SEARCH FOR INPERSON, VIRTUAL, OR PHONE MEETINGS, FILTERABLE BY LOCATION, DAY OF WEEK, MEETING TYPE, ETC.

United States ▼

All States ▼

Optional Radius Limit ▼

TYPE ?
☐ In-Person
 ☒ Virtual
 ☐ Telephone

DAY ?
☐ SUN
 ☐ MON
 ☐ TUE
 ☐ WED
 ☐ THU
 ☐ FRI
 ☐ SAT

TIME ?
☐ AM
 ☐ PM

SORT ?

Day & Time ▼

☐ Show times in 24-hour (military) format

Closed Meeting

Only those with a gambling problem, or those who think they may have a gambling problem, with a desire to stop gambling, are eligible to attend and participate.

Modified Closed Meeting

This type of meeting is similar to a "Closed Meeting" but the members would vote to include certain groups.

Open Meeting

Spouses, family, and friends are welcome to attend and observe the meeting.

If you're having trouble finding a meeting, please call the Gamblers Anonymous International Service Office at (909) 931-9056 or reach the Gamblers Anonymous National Hotline at 855-2CALLGA (855-222-5542) for assistance.

NEW MEETING ENTRY FORM - ACCESSIBLE DIRECTLY FROM THE WEBSITE BY ANYONE. ONCE ALL MEETING INFORMATION IS ENTERED AND SUBMITTED, THE DATA IS VERIFIED BY AUTHORIZED STAFF, NAD ONCE APPROVED, AUTOMATICALLY ADDS THE MEETING TO THE SITE'S DIRECTORY. A SIMILAR FORM WILL BE ACCESSIBLE TO PERMIT UPDATING EXISTING MEETINGS AS INFORMATION CHANGES (NEW MEETING TIMES, CHANGE IN LOCATION, ETC.).

Meeting Information

Mtg Title *

Meeting Format *

In-Person

Meeting Type *

— Select —

Meeting Modification

e.g. Beginners

Primary Spoken Language

English

Country *

United States

Province/State *

— Select —

Mtg Day *

— Select —

Mtg Start Time *

07:00 PM

Mtg End Time

--:-- --

☐ Show times in 24-hour (military) format

Time Zone ?

(GMT-05:00) Eastern Time (US & Can)

Area # (RSO / Intergroup)

— Select —

Local Area GA Website

https://

Mtg Modified Date

—

Mtg Modified Author

—

Facility Name / Group Affiliation *

Notes (max 500 characters. If Hybrid, indicate here)

Meeting Address / Location Information

Building/Street Number *

Street *

City / Province *

Zip Code *

Wheelchair Accessible?

— Unknown —

Meeting (Facility) Entrance Information

Submitter / Group Representative

For G.A. internal use only — used by staff to verify the submission. Never published in the meeting directory.

First Name *

Last Initial

Email *

Phone Number

Mtg Contact (Name)

Mtg Contact (Type)

— Select —

Mtg Contact Info

Submit Meeting

Cancel

Meetings are reviewed by GA staff within 3–5 business days.

**Forest Hills G.A. -
Thursday**

IN-PERSON

 Thursday, 7:30 PM – 9:30 PM EDT

Closed Meeting

First Presbyterian Church of Forest Hills

 7035 112th Street, Forest Hills, New York,
11375

 Lower Level of building; entry through red
door past church.

Not Wheelchair Accessible

English

; formerly Middle Village Thursday G.A

 Directions

 Share

MEETING SEARCH RESULTS WILL APPEAR AS SHOWN HERE, INCLUDING MEETING NAME/TITLE, DAY/TIME (WITH TIME ZONES), MEETING TYPE, FACILITY NAME, ADDRESS (WITH GEOLINK TO PERMIT DIRECTIONS TO MEETING FROM ANY ENTERED LOCATION), MEETING LOCATION WITHIN FACILITY, INFORMATION ON WHEELCHAIR ACCESSIBILITY, AND A SHAREABLE LINK TO PERMIT SHARING MEETING INFO VIA EMAIL, TEXT MESSAGE, ETC.