



# Best Friends

ANIMAL SOCIETY

Response required by July 5<sup>th</sup>, 2011 8:00am CST

## **About Us**

Best Friends Animal Society is a nonprofit organization whose mission is to bring about a day when there are No More Homeless Pets®. By building no-kill programs and partnerships, helping animals find homes, and addressing problems at the very root of animal homelessness, Best Friends has become a leader in the animal welfare movement. But its heart and headquarters is still in the place where it all began, at the nation's largest no-kill sanctuary for homeless pets.

Located within Angel Canyon in southern Utah, the Best Friends sanctuary houses more than 1,700 dogs, cats and other domestic animals, many of whom were once deemed unadoptable. The sanctuary was also the setting for DogTown, the popular documentary TV series produced by National Geographic.

- The nation's leading organization advocating for a no-kill approach to helping homeless animals
- More than 350,000 supporters strong
- Creator of innovative outreach programs resulting in fewer homeless animals and more loving adoptions
- A provider of safe space for animals coming from dangerous or abusive situations nationwide to begin to heal and eventually find forever homes

## **Invisible Dog Campaign**

The Invisible Dog is a social awareness campaign that will bring attention to “invisible dogs”—the thousands of unseen, homeless dogs waiting to be adopted from shelters. The campaign will promote:

- Dog adoption from a local shelter or rescue
- Best Friends Animal Society and No More Homeless Pets® message
- A National Animal Shelter Check In Day

The iconic invisible dog leash will be the primary visual used to inspire audiences across a variety of mediums. Visuals will include images of people walking invisible dog leashes.

## **Invisible Dog Microsite Project**

Best Friends Animal Society is looking to hire a vendor to engage in the design and building of a microsite for the Invisible Dog Campaign. It is our intention that this microsite will be built to be used multiple times over the coming few years (repurposed for other campaigns) and will be powered by .Net and a lightweight CMS and will be mobile friendly

Here are our thoughts on some of the creative and page layouts for the site. Pay special attention to sections and creative that we will build in house. These are clearly marked and should not be included in cost.

Samples we love:

<http://www.joinred.com/static/red2015/#red2015>

<http://www.handsacrossthesand.com/>

<http://www.onedaywithoutshoes.com/>

<http://www.savetigersnow.org/>

<http://www.girleffect.org/question>

<http://www.vivint.com/givesbackproject>

We are looking for a Home page with logo and the following header tabs across the top which when clicked will lead to the pages listed below.

Home | Find your ID | Take Action | Blog | Events | Your Impact | Go Mobile | Store | Social Icons

### **Home Page Content**

One main Dynamic Lead, otherwise know as an interactive promotional area. This enables editors to easily feature a rotating space with 5 panels/banners. (Banners/panels to be created in house by BFAS)

Three columns under the main banner across the page. Please see sketch below.

1<sup>st</sup> Column - What is Invisible Dog?

Explains the campaign and lets you order a dog leash. Should be an infographic that people can click on, with another infographic on secondary page. (Infographic done in house by BFAS)

2<sup>nd</sup> Column - Counter that constantly counts pledges (large number). People can make the number in our counter go up in 4 ways. They can pledge to adopt a dog. They can pledge to walk a dog at a shelter. They can pledge to take a photo of a dog at a shelter and upload to our site. They can join or start an ID Walking Event. Sample: <http://www.vivint.com/givesbackproject>

3<sup>rd</sup> Column - National Shelter Check in Day

COMING SOON! w date of event. Will eventually show all Foursquare and Gowalla Checkins. We will need a developer familiar with their API's. Or we can just pick the Foursquare API.

### **Find your Invisible Dog Page Content**

BFAS can write this. Should be a txt page.

### **Take Action Page Content**

Page with same giant counter from the home page.

Underneath that counter people can make the number go up in 4 ways.

Sample: <http://www.vivint.com/givesbackproject>

- They can pledge to adopt a dog. (Then goes to PetFinder API after giving us their info)
- They can pledge to walk a dog at a shelter.
- They can pledge to take a photo of a dog at a shelter and upload to our site.
- They can join or start an Invisible Dog Walking Event.

All of these actions have a big blue button next to them to "take action." Then an AJAX or other popup to fill in first name, last name, email and zip code with a donate button underneath that links off to our donation form. The donate button will be passive. We are encouraging action over donations. After these actions are taken we can lead them elsewhere on the site. Every time blue button is pressed (and the data is entered/pledge taken) the number in counter goes up. The info collected on this pages should be fed into our email database.

### **Blog Page Content**

A simple, easy to use Blog (powered by Wordpress or similar) with 'sort by' categories, and a tag cloud and feedburner option.

## **Events Page Content**

List of all of our events and how you can start your own. Interactive map of the USA provided by agency. Mouseover of state takes you to event. Copy the functionality seen here:  
<http://www.handsacrossthesand.com/organize-join-a-beach/>

## **Your Impact Page Content**

This is where we will implement the VWALL. Example here: <http://www.toms.com/flag>  
We are currently working with the VWALL team on the product and it should be easily customizable into an iFrame on this page. This page will also have a donate button that links off to our donation form. The donate button will be passive. We are encouraging action over donations.

## **Go Mobile Page Content**

This page will list how people can make a difference on their mobile phones and will feature a photo of a mobile phone and the following text. This can also be the default mobile site for mobile browsers to connect to.

### 1.) GIVE:

text2give \$5 or \$10 – we could add text or graphic to website with this call to action or add it to the donation page. Could also be an api; like here: <http://www.bestfriends.org/love/mobilelove.aspx> –

### 2.) PLEDGE:

pledge to adopt – text ADOPT to 90999 to go to the mobile data collection with option to donate page. This could be an api on the site, too, so folks just plug in their mobile number.

### 3.) FIND:

Zipcode dog finder via Petfinder API - text ADOPT & your zipcode to 50555 and you'll get back a text with link to adoptable dogs in your area. Or go to <http://pets.bestfriends.org/> (page is only formatted for mobile BUT we could do this online too).

## **Store Page Content:**

Order Invisible Dog merchandise (leash, Tshirt, Poster, sticker). Linking back to current Best Friends eCommerce store. Or done in an iframe.

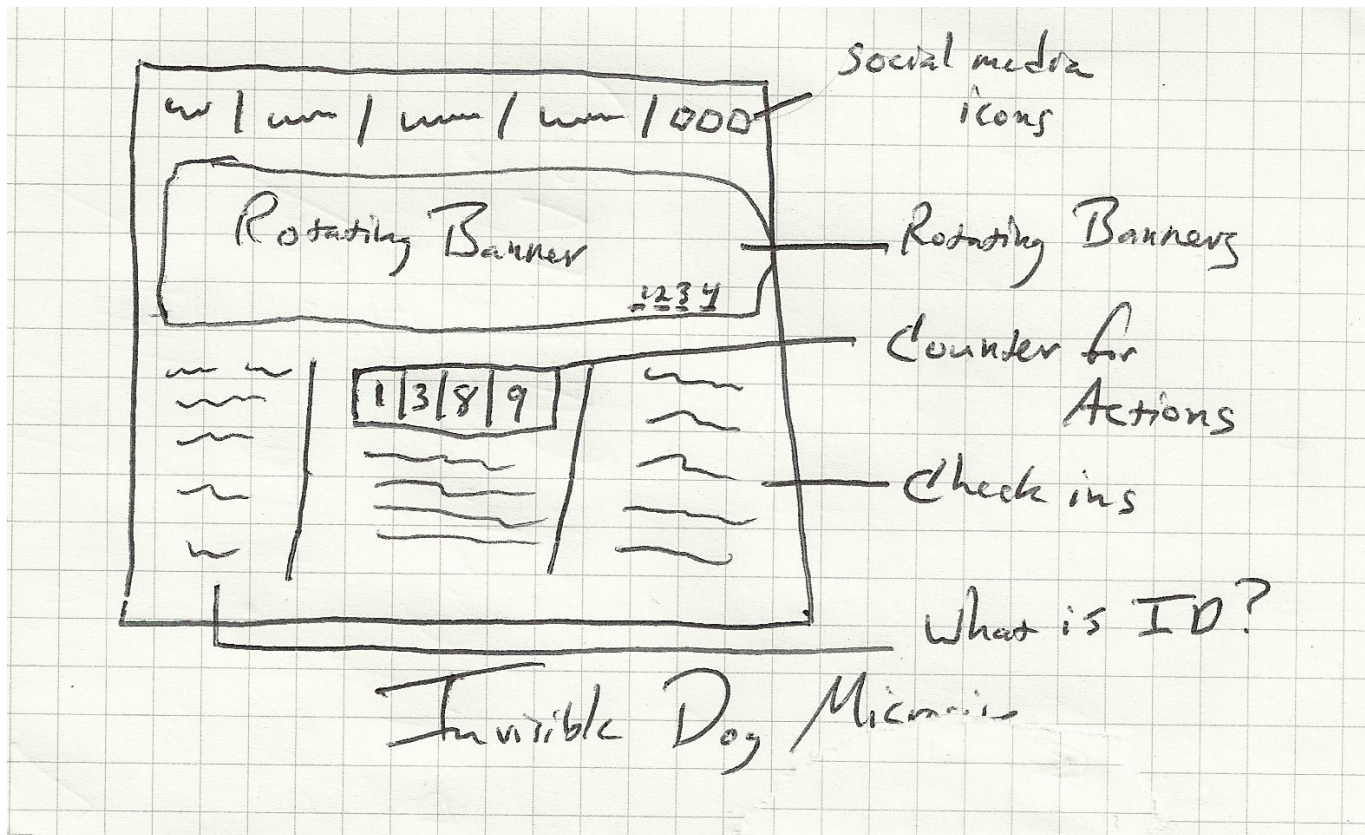
## **Partners/Sponsors Page Content**

Although not listed as a tab, we will need a page to store sponsor logos and info on becoming a sponsor. This could exist and be linked by clicking on a rotating panel from the home page or blog posts.

## **Technical Requirements**

Best Friends will host the site internally on our servers once the site is launched. During development the site may be hosted by the agency. We will need developers who understand and make use of the following (pending final technology approval) APIs: Google Maps API, Mobile APIs (mGive) Foursquare, Instagram API, Facebook Connect, or Gowalla. The developers also need to become familiar with Vwall for user-generated content (<http://www.vwalls.com/maxivwalls.asp>). The site needs to be coded in .NET and powered by a lightweight CMS that will allow us to make our own changes and edits. Including easily changing out the banners on the homepage and language on pages. The site needs to be mobile friendly or at least have mobile accessible content.

## Homepage Comps



## Timeline

The estimated timeline for this project is as follows:

RFP sent to all interested parties – June  
Proposals received by Best Friends Animal Society – July 5th  
Q+A Period – July 5th onward  
Final Determination Made – July 15  
Firms notified – July 18  
Initial Call with selected Firm – July 21st  
Programming Starts – July 25th  
Secondary Update Call – August 8th  
Site Review and Call – August 15th  
Site Live and Call and Alpha Testing – August 29th  
Site Live and Call and Beta Testing – September 5th  
Final Site Live and Call – September 12th

## Budget

The estimated budget for creating and programming this microsite is around \$12,000 +/- . Our terms are 25% up front, 25% upon the secondary timeline accomplished and 50% upon finished product. As a 501c3 nonprofit seeking a world of No More Homeless Pets© we would appreciate a nonprofit discount on the final pricing.

## **Contacts**

The technical and lead contact for Best Friends on this project is David J. Neff. The marketing and content and secondary contact for this project is Claudia Perrone.

David J. Neff  
[david@thefutureofnonprofits.com](mailto:david@thefutureofnonprofits.com)  
512.789.5672

Claudia Perrone  
[claudiap@bestfriends.org](mailto:claudiap@bestfriends.org)  
435.644.2001

## **How this RFP will be Scored**

We will measure all submitted proposals on a 1-5 basis around

- Meeting RFP Basic Requirements
- Relevant Experience
- Design Skills (Aesthetics)
- Technical Skills (Development)
- Workflow Management
- Creative Solutions/Suggestion
- Understanding the Invisible Dog Campaign
- Value for Budget

Please take note of these values and prepare your proposal accordingly.

## **Conclusion**

Thanks again for reading this RFP and considering this challenging, exciting and fun project. We can guarantee you a campaign that will be nothing like you have ever worked on before with our unique subject matter! By bidding on this project and getting accepted (if you are a finalist) you are helping us get amazing dogs all over the United States adopted and continue our work towards a time of No More Homeless Pets©. We look forward to hearing from you on this life saving project.