

Donate Life California

Website Redesign and Development

Request for Proposals

August 2012

Request for Proposal for Website Redesign and Development

Submission Timeline and Format

August 6, 2012	RFP distributed
September 3, 2012	Deadline to submit RFP
September 17, 2012	Interviews with selected firms
August 28, 2012	Firm selection
October 1, 2012	Project begins
January 1, 2013	Project completed – website launch

The RFP coordinator for this project is:

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Donate Life California

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Submissions must be in PDF format and delivered via e-mail to the RFP Coordinator. All questions should be directed to the RFP Coordinator. All submissions received after the due date will not be considered.

For ease of reference, each firm receiving this RFP is referred to as a “firm” and the firm selected to provide services for Donate Life California is referred to as the “selected firm.” This RFP states the instructions for submitting proposals, the procedure and criteria by which a firm may be selected.

Introduction

Donate Life California is the state authorized nonprofit organization responsible for managing the Organ and Tissue Donor Registry. Our mission: Donate Life California saves lives by inspiring people to sign up with the state organ and tissue donor registry. The DLC Board membership includes representation from California's four federally designated nonprofit Organ Procurement Organizations which facilitate the donation process throughout California and are committed to giving every person waiting for a transplant a second chance at life.

In April 2005, DLC launched California's first online donor registry, a confidential database allowing Californians to designate their donation directive. With the goal of registering 15,000 people in the first 12 months, the registry attracted more than 175,000 registrations in the first six! The online registry's success was driven by a well-crafted strategic communication campaign based on two core strategies - media advocacy and grassroots support within local communities.

In partnership with the California Department of Motor Vehicles, customers are now asked to become organ and tissue donors. Their affirmative decision is then linked directly to the DLC donor registry. Since the partnership began in July 2006, approximately 25,000 new Californians register each week. Currently, more than 9.3 million Californians have registered their decision through the DMV, accounting for 97% of all designations to the registry.

Project Overview

Donate Life California (DLC) seeks an experienced firm to redesign www.donatelifecalifornia.org and implement technologies to meet the objectives outlined in this document. This will be a concept to completion production, from scoping to information architecture, design, development, deployment and support. The website will also serve as a template for the mirror site www.donevidacalifornia.org, the Spanish version of www.donatelifecalifornia.org.

The purpose of the Donate Life California website is to be the primary resource to register Californians on the Organ and Tissue Donor Registry. The website will enhance organ and tissue donor registration, consolidate branding efforts and provide what is envisioned as the primary source of organ and tissue donation information. This RFP addresses the need for a scalable platform on which subsequent phases can be rolled out.

The DLC website should be intuitive and easy to use resulting in visitor participation in the fulfillment of the organizational mission.

Budget

Donate Life California's budget for this project is \$8,000 - \$12,000. Responses beyond this range should present a very compelling argument for the additional investment.

Donate Life California is a small non-profit with a similar budget. We honor our financial supporters and fiscal goals by carefully spending the funds with which we have been entrusted. As such, we will be carefully vetting responses based on their reasonable pricing and high quality, among other features.

Additionally, as a small non-profit, our staff time is already focused on current projects. In light of this, responses should not presume to use Donate Life California staff time as an inexpensive way to implement features, transition data, etc.

Target Audience

The primary audience for the Donate Life California website is a fairly broad in range from young people (13+) to mature adults (60+). While there are segments of the population that are at higher risk and thus have a greater need for organ transplantation, the site needs to connect across all ethnicities and social strata. It is extremely important for the site to establish trust with first-time visitors, convey a strong brand identity and provide a complete picture about the organization's mission and values.

The current site traffic sees an average of 12,000 unique visitors per month spending an average of three minutes on the site. New site visits average 88%; and 56% of the traffic comes from referral sites with only 30% coming through as direct traffic. Most traffic on the site is spent on the sign up form to become a donor followed by the login page for "update/remove" donor records. The third most visited page is the "contact us" page that contains FAQ's.

Typical site visitors fall into five task categories: the general public who are looking for information and want to sign up on the donor registry, registered donors who are looking to be removed, donor/recipient families who are seeking upcoming events/opportunities, individuals who are interested in starting a fundraising or eCampaign and members of the media.

Brand Strategy

At the core of our identity, Donate Life California's mission is to save lives by inspiring people to sign up with the state organ and tissue donor registry. We are closely connected with the four federally designated organ recovery organizations in California as well as Donate Life America (www.donatelife.net). Our brand should reinforce our individual impact and connection to the community as well as the partnering organizations we service.

Donate Life California brand personality:

- We are hopeful and optimistic – DLC is a beacon of hope for people waiting for transplantation and a valuable resource for altruistic citizens and organ and tissue recipients who wish to help by becoming donors and volunteers.

- We're sincere – we “talk the talk and walk the walk” and everything we do is focused on the gift of life that is possible through organ and tissue donation.
- We're knowledgeable – California is home to the largest organ recovery organization in the world as well as the largest donor registry in the country. Our leadership team and staff are extremely knowledgeable and well-versed. “Hands-on” describes both our programs and organizational philosophy.
- We're committed – every day presents an opportunity to save and improve lives through organ and tissue transplantation.
- We're compassionate – we care deeply about those waiting for transplants and know they are counting on us.

Visual Guidelines

Color palette – the dominant colors on the site should be Spot PMS 278 (blue) and 367 (green), and further the evolution of a consistent branding effort reflected in our collateral and other materials.

Logo – Donate Life California will maintain our existing logo and would like to create a powerful visual impression. We envision taking the “swirl of life” found in the Donate Life logo and bringing it to the forefront as a branding element.

Photos – the new site will be image-intensive as we seek to bring the poignancy of donors' stories to the forefront and create a warm, friendly and uniquely human environment. * Donate Life California will provide photography.

Video – the new site will deliver video clips of a variety of different activities; narratives from donor families and recipients, events, news clips and other materials as yet to be determined. * Donate Life California will provide video.

Navigation – the site should feature cascading rollover navigation allowing immediate and easy access to virtually any page in the site (including the donor registry) with only 1 click.

Fonts – the site should use font and page formatting styles that indicate different types and levels of information clearly.

Layout – the layout of all pages should be clean and uncluttered. Pages should be primarily horizontal so as not to require extensive scrolling. The layout of the home page should include a section for social media links and deliver all top-level information and navigation above the fold.

Graphic imagery – the “swirl of life” should be considered as a graphical element and used where and when appropriate. The pink “Donor Dot” (PMS 197) should be used in all registration links.

Project Goals

The project goals of the website redesign include:

- To increase new donor registrations as well as to provide easy to use self service tools for site visitors to remove and/or update their donor records
- An intuitive and easy to navigate site architecture including icons and 5 to 7 top-level page design templates
- The selection and implementation of a content management system (CMS) for updating content that provides remote access and ease of use
- The integration of the site with current CRM software Convio/Salesforce and secure database application that hosts the organ and tissue donor registry
- Mobile friendly capabilities to be viewed on portable PDA/smart phone devices
- The creation of online store to pre-sell Donate Life California license plates and incorporate ecommerce product data to Salesforce/Paypal.
- Reusable templates and style sheets to create a Spanish mirror version of the website as well as branding for newsletters, data forms and micro-site landing pages
- To development and test the DLC website and CMS for error free functionality

Functional Requirements

The following are overall requirements for this project:

1. The website will have a simple, inclusive content management system allowing non-developer staff members the ability to create, edit and remove website pages. The CMS should allow for the upload and use of different media in a page.
2. The site will have seamless integration with current CRM and database application.
3. Search Engine Optimization is to be included in the development of the website.
4. The site should use Google Analytics for usage tracking. Metrics should be included in the website that track conversions from the page visits to/from other sites.

Note: Website content and images will be provided if not already identified in the existing site provided here: <http://www.donatelifecalifornia.org>

Proposal Requirements

The proposal must be divided into the sections listed below:

1. Cover letter – the cover letter should include a brief statement of your intent to perform the services described in the RFP and your qualifications for selection.
2. Scope of work – this section should contain:
 - a. A summary of the firm's experience and number of years in the industry
 - b. A complete statement of the proposed implementation plan, including personnel assignments, anticipated meetings with DLC, interim deliverables, and final deliverables.
3. Personnel – this section should contain the resumes for the principals who will perform the services.
4. References – this section should contain the following information:
 - a. A list of clients
 - b. Two project-related references similar in size and scope to this RFP
 - c. Samples of previous materials produced for these references
 - d. URLs for websites designed by your firm

Note: Selected firms will be required to provide the following for the next round:

Schedule – this section should include the dates for project kickoff, task start and end dates, meeting dates, and interim and final deliverable dates.

Budget – this section should include a breakdown of the cost of the project, including labor rates (including rate for modifications), hours, and anticipated costs by phase and task.

Basis of Selection

Donate Life California will evaluate all proposals and if a firm is to be selected, selection of the firm will be based on:

- The firm's plan to achieve the goals stated in this RFP in a comprehensive manner.
- The firm's experience, examples of work, qualifications and success in providing similar services.
- The firm's pricing and timeline.
- The quality of the proposal, responsiveness to requirements and adequacy of information provided.
- The firm's plan for hosting, post-deployment maintenance, support and upgrades and rates for these services.

Donate Life California prefers open source software and non-proprietary content management systems. All proposals of a pre-existing CMS must provide examples of expertise in using that product.

Submission of a response to this RFP does not bind Donate Life California to engage the firm to provide the requested services. The firm is solely responsible for the costs it incurs in responding to this request for proposal.

Donate Life California will negotiate contract terms upon selection. All contracts are subject to review by Donate Life California legal counsel and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.