

The Cooper Foundation
Request for Proposal: Web Design and Development
May 18, 2011

I. Introduction

The Cooper Foundation is a charitable, tax-exempt organization dedicated to supporting Cooper University Hospital in Camden, N.J. and the Cooper Health System. The Foundation raises funds for the hospital in a variety of ways including direct mail campaigns, its annual employee appeal and a variety of events held throughout the year. In addition, donors may make gifts in honor or memoriam of a friend or loved one and may also pursue naming opportunities and sponsorships.

Funds raised by the Foundation support a multitude of initiatives and projects that help keep Cooper University Hospital on the leading edge of medicine in the Delaware Valley. Gifts to the Foundation help to build state-of-the art facilities, advance groundbreaking research, fund innovative technology, expand programs and revitalize neighborhoods.

II. Brief Project Description

The Cooper Foundation is requesting proposals for the design and development of a new Foundation website. The existing site resides within the hospital site and is maintained and updated by the hospital. The new site will be a stand alone web site, apart from the site maintained by Foundation staff, although it will link to the hospital site. The design of new site should be fresh and original, while at the same time incorporating aspects of the Cooper brand, such as the Cooper “C” and the existing Cooper Foundation logo.

The goal for the site is to drive donations to the Foundation by making a compelling case for giving and making the giving process visually engaging, easy to navigate and hassle-free. The site must serve as a one-stop shop for donors, whether they are giving directly online, registering and buying tickets for a fund-raising event or committing to sponsorships. Ideally, the site will integrate with the Foundation’s donor database.

In addition, the site must provide visitors with a dynamic experience and must be capable of interfacing with social media sites such as Facebook and hosting photo galleries and video as well as a blog. The Foundation intends to launch the site not later than November 15, 2011.

III. Scope of Work

A. Design Working with the Cooper Foundation, the selected vendor will present at least three different creative concepts for the new website. Each concept should present the design of the home page and interior pages as well as proposed content including page layouts, images, graphic and typographic treatments, color schemes, navigation systems, and copy all in a motif that projects a professional, accessible, and capable organization. .

B. Development and Programming The selected vendor will work closely with the Foundation to develop content for the site and to ensure the site offers the functionality that is necessary to support fundraising. At a minimum, the site must allow visitors to:

- ☐ Browse an event calendar by month and share events via Facebook, Twitter and email
- ☐ Register and purchase tickets for events and invite other participants to do the same
- ☐ Commit to sponsorships
- ☐ Submit questions
- ☐ Sign-up for e-mail updates and manage messaging preferences using a form interfacing with Listrak or another outside service via API
- ☐ Follow the Foundation on Facebook and Twitter
- ☐ View and bid on auction items directly on our website via eBay Giving Works API
- ☐ Purchase raffle tickets
- ☐ Share stories whether about their fight against cancer, their experience at Cooper or why they donate.

The site will integrate with the Foundation's donor database, automatically updating the database when someone makes an online donation and alerting the database manager. At

present, the Foundation uses Telosa, but is considering other solutions including Razors Edge. In addition, the site should meet ADA requirements, be compatible with mobile devices, including BlackBerry, Droid and iPhone, and employ Google Analytics to enable the Foundation to gauge traffic to its site and analyze the effectiveness of its campaigns.

We are seeking to have this web property built utilizing the Drupal content management framework. Other content management options, including proprietary systems, will be considered if they offer an open architecture and an application programming interface (API) that will allow our web property to easily integrate into outside web-based applications.

The selected vendor must also employ search optimization techniques, including a clean URL structure, META keywords, META descriptions, proper header tags, etc. to ensure the site is optimized for a selection of keywords to be provided by the Foundation.

C. Testing, Training, Delivery and Hosting Prior to launch, the selected vendor will test the site to ensure that all features and pages work across all platforms and with modern browsers including the latest versions of:

- ☐ Apple Safari
- ☐ Mozilla Firefox
- ☐ Google Chrome
- ☐ Internet Explorer

The selected vendor also will provide on-site training and supporting materials to Cooper Foundation staff on how to manage and update the site and identify and troubleshoot common pitfalls. The vendor will be responsible for delivering and uploading the site to the Foundation for internal hosting, to an outside third party or hosting by the vendor (to be determined.)

IV. Qualifications

Respondents must have in-house web design and development capabilities and must be able to demonstrate they have the capacity to complete the project in a professional and timely manner. It is of particular importance that respondents can bring both a creative design sense and robust technical competence to this project. Experience with other fundraising sites, especially in the healthcare arena, is preferred.

V. Proposal Requirements

To be considered complete, proposals must include the following in order:

- ☐ Cover letter with complete contact information
- ☐ Brief introduction of your company and the project team
- ☐ Description and outline of your project approach
- ☐ Three (3) case studies describing your successful completion of similar projects
- ☐ Project timeline with specific tasks that your firm and the Cooper Foundation will be responsible for
- ☐ A detailed list of all proposed deliverables
- ☐ Cost proposal (All costs associated with the delivery of this project – with the exception of hosting services – should be presented in a flat rate, fee for service format.)
- ☐ Hosting service cost (Include one preferred hosting option with price)
- ☐ Any value added services that will be made available to the Cooper Foundation without additional cost.
- ☐ Three (3) references with complete contact information
- ☐ List of clients lost in the past three years with explanations as to why
- ☐ Copy of your certificate of insurance. Responder must maintain commercial general liability insurance in the amount of \$1 million per occurrence / \$3 million aggregate, naming Cooper as an additional named insured.
- ☐ List and explanation of any matters of litigation facing your firm

- Name and contact information for individual who will function as the Responder's representative during the course of bidding, negotiating, and performance of the agreement

VI. Timeline

Eight (8) hard copies and one electronic copy of your proposal must be received by the Cooper Foundation no later than Noon (EST) on Friday, June 10, 2011. Proposals received after that date and time will be disqualified. The Foundation will likely schedule interviews for mid-July. You will be notified if this is requested. The selected vendor should be prepared to begin work August 1, 2011. All other candidates will be notified accordingly.

V. Submission Information

Deliver eight (8) hard copies and one electronic copy of your proposal to the attention of:

Leah Sivieri
The Cooper Foundation
Suite 146
200 Federal Street
Camden, NJ 08103
Sivieri-Leah@cooperhealth.edu

Cooper reserves the right to accept or reject any proposal, in whole or in part, as it deems necessary. Once you submit your proposal, you cannot modify, withdraw, or cancel it, in whole or in part for a period of ninety (90) days. Cooper reserves the absolute right in its sole discretion to select the vendor to provide services on any basis whatsoever, with or without regard to the content of the proposal. Cooper reserves the right to purchase the services without regard to this RFP, and the proposals submitted in response thereto. Cooper reserves the right to withdraw this RFP at any time prior to or after proposals are submitted.