

Request for Proposals: Responsive Web Design, Development, and Implementation

I. Summary

The MSPCA-Angell seeks to update and improve its web presence (mspca.org) both technically and aesthetically in order to provide an exceptional user experience to all site visitors across multiple devices, while serving the individual needs of the MSPCA-Angell's programs.

The successful candidate will demonstrate past experience developing and designing nonprofit organizations' websites that were built utilizing the Blackbaud Convio Luminate platform as well as Convio CMS.

II. About the MSPCA-Angell

The MSPCA-Angell is a national and international leader in animal protection and veterinary medicine and provides direct hands-on care for thousands of animals each year. Founded in 1868, we are the second-oldest humane society in the United States. Our services include animal protection and adoption, advocacy, humane education, law enforcement, and world-class veterinary care.

The MSPCA-Angell is a private, nonprofit organization. We do not receive any government funding nor are we funded or operated by any national humane organization. The MSPCA-Angell relies solely on the support and contributions of individuals who care about animals.

The mission of the MSPCA-Angell is to protect animals, relieve their suffering, advance their health and welfare, prevent cruelty, and work for a just and compassionate society.

III. Key objectives of the new mspca.org

- a. Accessibility across multiple devices (particularly mobile and tablet)
- b. Improved site usability through simplified and improved navigation
- c. Optimized donation form, e-commerce store, and Teamraiser pages to promote an increase in conversions
- d. Streamline content to clearly and efficiently convey program information of key areas as defined by the MSPCA-Angell
- e. Aesthetically pleasing homepage and interior pages designed to convey the MSPCA-Angell's mission, consistent with existing brand identity (*see attachment A – available by request only*)
- f. Back-end development consistent with modern technologies and implementation techniques; being flexible and adaptive enough to carry through a product lifecycle of five years, and built with SEO that will achieve high search rankings

- g. Seamlessly integrate with social media and other 3rd party platforms utilized by various MSPCA-Angell programs (i.e. Petfinder, Pet Portal)

IV. Project Proposal Schedule

- a. Notification of intention to bid (November 2013)
- b. Q & A Period (October 2013)
- c. Proposals due (December 6th 2013)
- d. Finalist identification & interviews (January – March 2013)
- e. Project Start Date (April 2013)

V. Current Site Information

- a. Visitors: mspca.org received 1.87 million visits in 2012 (1.25 million unique visitors). Over 20% of those visits were made via mobile and tablet devices. This percentage is expected to grow for 2013.
- b. Traffic: In 2012, 49% of mspca.org's site traffic was referral traffic from organic Google searches. Top keywords/phrases are mspca, nevins farm, angell memorial, animal shelters in ma, and animal adoption.
- c. Pages: Currently, mspca.org has over 12,000 indexed pages. However, many of these are archived and will not be migrated to the new site. The precise number of pages to be migrated to the new site will be determined during a full content review of key content areas conducted by the project management team with the goal of streamlining content.
- d. Key Demographics: Veridata available for mailing list house-file only (*see attachment B – available by request only*)
- e. Main Content Areas/Programs (in no specific order):
 - i. Development
 - ii. Angell Memorial
 - iii. Advocacy
 - iv. Adoption Centers
 - v. Animal Cruelty Prevention
- f. Staff Resources: Point of contact for project will be Dina Zawaski, Senior Web Marketing Manager. A project committee comprised of Senior Management and key Program Managers will also be established. The successful project candidate will also be expected to work directly with Convio Luminato and CMS staff for technical specifications during the development process to ensure system compatibility.

VI. Project Deliverables

- a. Design

- i. Template-driven Homepage and internal page responsive design for Convio Luminate and CMS “pagewrappers” that visually unify embedded components such as donation forms, surveys, e-stores, events, general content, as well as 3rd party platforms such as Petfinder, Pet Portal, and social media initiatives
 - ii. Responsive design template for Teamraiser registration pages
 - iii. Responsive design template for donation forms
 - iv. Two (mobile optimized) email templates that complement mspca.org’s new design (newsletter and appeal/alert)
- b. Content and Maintenance Requirements
 - i. Content management instructions including best practices to ensure ease of maintenance by current and future web administrators
 - ii. Thorough documentation for all components and deliverables, including but not limited to templates, style sheets, fire hierarchies, software installations and dependencies, and sitemap
 - iii. Proposed new site structure, including build of internal pages for main content areas, based upon ease of navigation and optimal content delivery (upon review of new site structure by the project management team)
 - iv. One year of support, including relevant training following MSPCA-Angell sign-off, as well as options for support in year two and beyond
- c. Technical
 - i. Site must perform exceptionally well under anticipated level of usage, ensuring consistently fast load times across all content
 - ii. Documentation of SEO initiatives implemented, including projected Google search rankings amongst top site keywords
 - iii. Site must be built using technical best practices, and employ flexible, template-driven design elements that will grow with mspca.org for the next five years and support periodic facelifts

VII. Required Proposal Information

- a. Company name, Federal Identification Number, address, telephone number, website address, as well as contact information of the lead project staff
- b. Company description and qualifications, including previous client references, as well as URL’s of past work
- c. Description of company’s overall development process, naming key staff and responsibilities
- d. Complete project timeline including relevant deliverables
- e. Cost: All aspects of this project should be broken down individually to allow MSPCA-Angell to determine individual component costs
- f. Engagement terms and conditions

VIII. Proposal Evaluation Factors

- a. Services provided: 20 pts
- b. Qualifications and Expertise: 20 pts
- c. Professional References: 20 pts
- d. Timeline, development plan, technical plan, proposed deliverables: 20 pts
- e. Development Process: 10 pts
- f. Cost: 10 pts

Please demonstrate through the submission of portfolio samples, including assignment and/or speculative projects that show technical and creative execution, particularly for likeminded clients.

IX. General Information

MSPCA-Angell reserves the right to reject any proposals for any reason throughout this process.

X. Responses

Proposals submitted in response to this Request for Proposals must be received in hardcopy form no later than 5:00PM (EDT) on December 6th, 2013. Proposals which arrive after this date shall not be considered unless the MSPCA-Angell determines an additional solicitation of bids is necessary.

An electronic copy of proposals should also be emailed to dzawaski@mspca.org

Please mail two hardcopies of proposals to:

Dina Zawaski, Senior Web Marketing Manager
MSPCA-Angell
350 South Huntington Ave
Boston, MA 02130