

ELEPHANT AID INTERNATIONAL

Organization Overview

Elephant Aid International (EAI) is a (501)(3) nonprofit organization that works hands-on with mahouts, NGOs, tourist facilities, elephant welfare groups, researchers and government officials in joint efforts to effect change by improving elephant welfare in captivity and in situ, as well as the lives of mahouts and their families who care for elephants.

EAI's work is based on understanding the culture and traditions of the countries in which it works, respect for elephants and the men and women who live and work with them, and the knowledge that small changes can make a huge difference.

Project Overview

The project is a complete redesign and development overhaul of the existing Elephant Aid International website to incorporate desired features, achieve the goals of the site, and promote the organization's brand image. This includes a new front-end visual interface design, site architecture, back-end development, and new content management system. Additionally, we are looking for a designer who will provide us with expert advice and guidance regarding how to optimize our website to achieve the intended goals.

The deliverable at the end of the project should be a fully designed and functioning website including any designated code needed, design-related elements, and templates. EAI will require transfer of all rights to the final deliverables for modification or re-use on the organization's website or printed materials.

Scope

Design a website in Wordpress—to include home page, interior pages with distinct templates (roughly 6), your expertise in advising us in the development, and the other needs detailed in this RFP.

- All templates need to be compatible with Wordpress.
- Can use Wordpress Template as base, with custom coding as needed.
- Does not include converting existing pages in the site to the new design template.

Project Goals and Objectives

The project's goals and objectives are as follows:

- persuade visitors to donate
- inspire visitors to take action and become supporters
- educate the public about elephants
- present Carol Buckley and EAI as the foremost experts on elephants in captivity to all audiences, including the media.

Audiences

We have identified the following audiences (in no particular order):

- Donors – potential and existing
- Activists and advocates
- Government representatives and elected officials, both in the U.S. and Asia
- Researchers
- Media
- Other animal protection groups

Our web traffic from January 1, 2014 to December 31, 2014:

64,052 visits

34,524 unique visitors

228,611 page views

Required and Desired Features

- Content pages – built using a WYSIWYG interface, allowing various formatting options including image and video embeds, text formatting and styling, and scripting allowance.
- Integrated PayPal interface that appears on EAI website (not redirect to PayPal.com)
- Meta data editing capability
- Friendly/Vanity URL and redirecting capabilities
- Image, document, and file hosting
- Site search including documents
- Form building
- Home page design allowing for dynamic and featured content (rotating banner)
- Social sharing features
- FAQ
- Sign up for email communications (handled by Constant Contact)
- Shop
- Ability to dynamically display news articles or related content
- Slideshows
- Archives for emails and newsletters
- Press Room
- Google Analytics
- “eBay” style auctions held on EAI site
- Compatible with future Elecam for live streaming

Design Requirements

We will likely require several distinct templates, including:

- Home page design, editable rotating banner, video player on lower half of home page
- Integrated donate page with dropdown menu, containing list of projects to fund.
- Inner content page designs – with functionality of a blog (backend identification of category, keywords, etc)

- Three forms – Media Requests, General Contact, and Request for Consultation Form (all with editable automated message)

EAI's organizational branding and style guide will be supplied when the contract is awarded. EAI will also supply existing logo, and photographs for creative.

Deliverables should include Photoshop files of the design elements, CSS stylesheet, and a written addendum to our style guide.

Content Requirements

Content migration will be completed by EAI, based on the new site architecture. This will include migrating supporting content such as PDFs and images not integral to the website's design.

EAI will be responsible for ongoing content edits and additions.

Technical Parameters

Our users primarily use IE as their web browser. Cross browser compatibility is important. Responsive design and multiplatform compatible are important.

EAI's demographic skew older. Every effort should be made to have the website adhere to web accessibility and 508 compliance.

Functional Parameters

Forms and CRM integration, multiple donation pages

SEO Optimization priority

Expectations include onsite SEO, to include tags and headers or SEM consultation

Proposal Directions

Timeline

We can be flexible based on constraints, but have a goal of a completion date of February 28, 2016.

Companies wishing to receive consideration for this project should submit the following no later than midnight, **October 31, 2015.**

Project Management

In your proposal please outline the milestones/benchmarks and deadlines for both parties.

Submission

The following must be included in proposal submissions:

- References
- Samples of three websites the company has designed (links to active sites preferred)
- Number of proofs included in quote fee

- Description of all services included in quoted fee
- Timeline for completion
- Fee

Proposals for consideration shall be submitted to Carol Buckley, EAI at:

info@elephantaiddinternational.org

Deadline: **October 31, 2015**