



## Website Development and Support Request for Proposal

This RFP is for design and development and support services for an existing website for Secondhand Hounds (SHH).

RFP Sent: May 22, 2018

Responses Due: June 22, 2018

Send any questions on the RFP to: [info@stubei.com](mailto:info@stubei.com)

Send proposals to: [info@stubei.com](mailto:info@stubei.com)

Yearly Website Budget: \$10,000

### **Secondhand Hounds Overview**

Secondhand Hounds is a 501(c)(3) nonprofit animal rescue in Minnesota. Founded in July of 2009, our many volunteers have made a positive impact on the lives of many dogs and cats in our community. Our organization provides safe shelter, proper veterinary care and daily necessities for animals at risk, while working hard to find each a permanent, loving home.

### **Our Audience**

Secondhand Hounds rescues dogs from shelters around the Midwest and the South, and from owners who can no longer provide care for their dogs. We rescue cats from local shelters and owners who can no longer provide care for their cats. Our audience is people looking to rescue a pet, surrender a pet, volunteer to work at our rescue, or donate to a non-profit that is meaningful to them.

### **Current Website**

SHH's current website, <https://secondhandhounds.org> is about two years old. Currently, our site receives 45,000 visitors per month on average. The site is hosted by Bluehost until December 29th, 2019 and leverages WordPress using a custom theme and multiple plugins which service various workflows.

### **Current Website Usage Statistics**

1. 45,000 average visits/month
2. Highest volume times: Monday – Thursday, 8:00 am – 10:00 pm CT

### 3. Country of Origin

- a. 97% United States
- b. .90% Canada
- c. .25% United Kingdom
- d. .19% India

### 4. Device Usage

- a. 57% Mobile
- b. 34% Desktop
- c. 8% Tablet

### 5. OS Usage

- a. 58% iOS
- b. 23% Windows
- c. 17% Android
- d. 10% Macintosh
- e. 1% Chrome OS

### 6. Browser Usage

- a. 48% Safari
- b. 35% Chrome
- c. 5% Internet Explorer
- d. 3% Android Webview
- e. 2% Firefox

## **Ecommerce Details**

SHH currently uses Big Cartel for ecommerce with a goal in the future to better integrate ecommerce with exiting site.

## **Current Issues**

Animal data that is being created and updated in Rescue Groups (RG) is not syncing in a timely manner to display on the secondhandhounds.org website. The SHH business model is reliant on animals for adoption to be accurately represented on the website so potential adopters know which animals are available for adoption, pending adoption, or no longer accepting applications. When the RG data is incorrect on the website, this provides additional manual work for SHH employees that deteriorates their productivity and causes frustration and confusion to potential adopters (customers). Additionally, there are existing RG features, such as animal profile videos, that were on the old SHH website and were not implemented in the website redesign project

## **Proposal Requirements**

- Overview of your company
- Overview of how you will meet our objectives
- Outline of your website design & development strategy
- Details about your team
- Recent design & development examples for similar clients

- References
- Any key differentiators about you
- Pricing with optional elements line-itemed
- Options for support included in monthly fee and for hourly support and consultation provided on an as needed basis.
- Terms & conditions

## **Website Functionality Current State Requirements**

### **Requirements**

- The vendor shall have the ability to:
  - design and support a WordPress website
  - maintain the current website with APIs and other hooks until SHH decides to move
  - manage a MySQL database
  - configure any APIs (i.e. Rescue Groups) connected to the current site
  - troubleshoot and fix any APIs (Big Cartel) connected to the current site
  - provide a Service Level Agreement for routine and on-demand support cases
  - adapt and advance design for future feature requests

### **Nice to Have**

- The vendor should have:
  - experience with Ninja Forms and supporting them
  - experience integrating PayPal
  - NeonCRM integration knowledge
  - knowledge of Rescue Groups and their needs for web design

### **Budget Details**

SHH will require a 1-year contract detailing routine support costs, along with a development rate for future projects. Contract will include a service level agreement and non-disclosure agreement. Pricing should be competitive but structured for a non-profit organization.

### **RFP & Project Timeline Details**

RFP Sent: May 22, 2018

Responses Due: June 22, 2018

Finalists Selected & Contacted: July 6, 2018

Winner Selected & Contacted: July 22, 2018

Contract Finalized: July 31, 2018