

## Trocaire.org – expression of interest

### Section One: Information for agencies

Trócaire is seeking an experienced agency to redesign and develop <https://www.trocaire.org/>. The successful agency will deliver (from concept and design through to build and go live) a new website for Trócaire. This will be built to the highest standards of user experience and will be fully optimised for mobile and search engines. Once this project is complete and signed-off the website design and all its contents, software and architecture will become property of Trócaire.

#### Purpose

The purpose of this website is to provide a showcase for Trócaire's work in order to generate donations, raise awareness, recruit volunteers, house resources and inspire people to the mission of the organisation.

#### Description

The website should be designed and built according to Trócaire's brand guidelines. It should be eye-catching and creative, functioning to the highest of standards and presenting the full range of Trócaire's work in a way that engages supporters and new visitors.

#### Objectives

- To deliver – from concept and design through to go live – a website to the highest user experience standards.
- Showcase Trócaire's work in a way that optimises donations and supporter engagement.
- Increase online income and supporter sign-ups (to campaigns, petitions etc.).
- Increase visitor attraction and retention.
- Increase brand awareness and identity online.
- To facilitate tailored journeys for each Trócaire audience from front end to action (e.g. donate, sign-up etc.).

#### About Trócaire

Trócaire envisages a just and peaceful world where people's dignity is ensured and rights are respected; where basic needs are met and resources are shared equitably; where people have control over their own lives and those in power act for the common good.

We believe in the dignity and inalienable human rights of each person, regardless of their culture, ethnicity, gender or religion.

As we work to achieve our vision, we practice the following values, both within our programmes and our relationships: solidarity, perseverance, accountability, participation and courage.

#### Target Audience

- Trócaire supporters (all age groups and demographics)
- Volunteers
- Parish groups
- Youth groups and advocacy campaigners
- Teachers and educators

## Proposal Requirements

### Design

- Design will be informed by research, evidence and the latest thinking in UX.
- Visually appealing with a strong focus on video and imagery.
- A clear and user friendly architecture.
- Clear and concise information and links.
- Built according to Trócaire's existing brand guidelines (as evidenced on the existing website).
- Minimal clicks to get what you need.
- Mobile-first design.

### Technical

1. The website should be built to the highest UX and design standards.
2. The website must be designed, developed, deployed, and maintained using the "Open Web Application Security Project" (OWASP) framework. No specific CMS is prescribed, although the bidder will be expected to provide the appropriate rationale for their preferred CMS, outlining why it is best suited to the project.
3. The website must capture online payments, preferably using Global Payments (Realex) and Paypal.
4. The website must incorporate an online store.
5. The website must have the functionality to send e-actions and gather petitions signatures.
6. The website cannot hold user banking details.
7. The website needs to be PCI compliant.
8. The website needs to integrate with Salesforce.
9. The website must facilitate easy A/B testing of pages and forms.
10. The website must facilitate the easy embedding of multiple donation/ data-capture forms for each donor journey.
11. Staging and development of the site must be incorporated into the cost.
12. The website must house resources, blogs and news features.
13. The website will be under warranty for one year with any functionality errors or bugs that occur being fixed immediately.
14. This website will must be fully GDPR compliant.

## Section Two: Information to be supplied by agencies

Please provide answers to the questions below, keeping the following information in mind:

### The bidders must be able to display:

- Evidence of having previously designed and developed a large website from concept to delivery within the past twelve months. The bidder is asked to submit URLs for this work and document technical specifications of this website.
- Evidence of having built websites integrated with online payment providers, preferably Relax and Paypal.
- Evidence of experience and expertise with design for direct marketing and optimisation for conversion.

### Ideally, the bidder would be able to show:

- Evidence of having integrated websites with Salesforce.

### The following is not required but evidence of such would be an advantage:

- Experience working with NGOs, either domestic or international.

### Questions for agencies:

Please provide concise answers to the follow questions:

1. Provide a minimum of three examples of websites your agency has designed and delivered over the last 24 months.
2. Do you have experience working with the following integrations / functionalities:
  - a. Salesforce
  - b. Donation / shopping cart
  - c. Petition
3. Please give an overview of the services provided by your agency. Information to be included: number of staff and breakdown of services provided. (200 words max.)
4. How many staff would you envisage working on this project?
5. Which are your preferred CMS platforms?
6. Does your agency provide ongoing maintenance and support service to websites? If the answer is yes, please provide details of cost per hour.

7. Can your agency provide hosting services? If the answer is yes please provide details of yearly costings to include hosting of development and staging environments.
8. What is your estimated timeline for completion of a project of this size?
9. Please provide details of fees (cost per hour) for design and site build.
10. Please provide any further information which you feel could support your bid.

## Next steps

- Applications will be judged on the following criteria:
  - Previous experience
  - Cost
  - Agency capacity
- Following this initial process, a number of agencies will be requested to submit more detailed proposals.
- Any agency can request additional information by emailing [website@trocaire.org](mailto:website@trocaire.org). Any information requested will also be provided to all other agencies applying.

**Closing date for submissions is 5pm on May 31<sup>st</sup> 2019.**