



## Great Swamp Watershed Association

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Please note the following changes in our RFP schedule of deliverables:

- **August 31 — Q&A publication**
  - **September 4 — Proposals due (electronic format only please) by 5:00PM EST**
  - **September 11 — Presentations for top proposals**
  - **September 17 — Vendor Selection & Notification**
  - **September 18 & 21 — Contract Negotiation**
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### Questions & Answers Published for Great Swamp Watershed Association's RFP for Redesign of its Corporate Website

- Q. Would you be open to receiving proposals from outside of the area?
- A. Yes, but you will need to make provisions for presenting your proposal to us on the scheduled presentation date.
- Q. Can we submit our response via email?
- A. Yes. This is preferred since we are an environmental organization. PDF files are preferred. Send them to Steve Reynolds at [sreynolds@greatswamp.org](mailto:sreynolds@greatswamp.org).
- Q. Who will be providing/creating all design elements like pictures, logo design, etc.?
- A. The vendor is expected to provide a complete site design. An in-house designer is preferred, but a sub-contracted designer is acceptable. If you do sub-contract a designer you will need to note this in the proposal. We can provide images, our logo, and, of course, content as needed.
- Q. API Integration: Can we get access to the APIs, in-order to study the data-format that will be accepted in GSWA Systems
- A. Yes, the API documentation is available at—  
[http://www.softerware.com/doclib/DP/Manuals/DPO\\_SUP\\_Manual\\_XML\\_API\\_Documentation.pdf](http://www.software.com/doclib/DP/Manuals/DPO_SUP_Manual_XML_API_Documentation.pdf)  
Please remember that this API will help you work with Donor Perfect's WebLink module, which GSWA does not use right now. If you need help figuring out the API documentation, please call Julie Blatt, Client Account Manager, DonorPerfect Fundraising Software, 800-220-8102 Phone 215-648-4404 Fax [jblatt@donorperfect.com](mailto:jblatt@donorperfect.com). She will do her best to help, but she is not to be used in the absence of great need.

- Q. Can we get access to the existing constituent management system of GSWA? What is the format of data that will be accepted in GSWA systems?
- A. For security and confidentiality reasons we will not be allowing vendor to access Donor Perfect donor management system. A complete guide to the system API can be retrieved here—  
[http://www.softerware.com/doclib/DP/Manuals/DPO\\_SUP\\_Manual\\_XML\\_API\\_Documentation.pdf](http://www.softerware.com/doclib/DP/Manuals/DPO_SUP_Manual_XML_API_Documentation.pdf)  
The Donor Perfect Module you will be working with is called WebLink. Details are available here:  
[http://www.donorperfect.com/fundraising-software/online\\_fundraising\\_sites.asp](http://www.donorperfect.com/fundraising-software/online_fundraising_sites.asp).  
You will need to include the annual fee for WebLink in your proposal since they would be considered a sub-contractor. There is no need to account for more than one year of service.
- Q. From the RFP: *Site needs to be responsive*. Can you please let us know whether you would prefer custom designs development? **OR** a responsive template need to be integrated? Ref. <http://www.templatemonster.com/responsive-wordpress-themes/> - We assume that the designs for the entire website need to be provided by us. Please confirm.
- A. We lean toward custom design because we do want this site to stand out from the crowd; however, if you know a prefab responsive you think will work for us, add it to the proposal as an option vs. custom design.  
Yes, the designs for the website need to be provided by you. (We can provide content materials for design purposes if needed.)
- Q. SEO: Please let us know whether the keywords, and meta-data for [all website pages] will be provided to us by the client?
- A. We would prefer that your team supply keywords and metadata, but a member of our staff will be happy to work with you on specific tags that may not be clear to someone outside this niche market.
- Q. Search criteria: Basic keywords search will be considered. Do we need to consider any search criteria (Advanced Search) on the website?
- A. No.
- Q. Can we get access to the existing Google account of the company for Google Analytics?
- A. Yes. Contact Steve Reynolds, Director of Communications and Membership (see above, or volunteer webmaster Ann Campbell at [acampbell6@gmail.com](mailto:acampbell6@gmail.com)).
- Q. Integration with Donor Perfect: Do you already have an account?
- A. Yes, we have an account, but the website will require the WebLink module, which we do not subscribe to now. See the answer to the fourth question on this list.
- Q. [Will] the entire content for the newly developed website be provided to us by the client? Please confirm.
- A. Yes, the Great Swamp Watershed Association will provide all the content, including photos.

- Q. Joining GSWA [requires a membership payment] on the website at—<http://greatswamp.org/how-you-can-help/join-us/>. Can we get access to the login credentials of different user roles, in-order to estimate the website functionalities in more detail for different user roles?
- A. GSWA currently uses a third-party online payment system called Greater Giving to collect donation and fees for attending event. Moving forward with the new website, our intent is to detach ourselves from Greater Giving and move all our online payment functionality into the WebLink module offered by Donor Perfect. The Greater Giving portal would become irrelevant. Read over the first question in the list for information about Donor Perfect’s WebLink and its API. In an ideal world, we would like a place where our existing members may log in and check their own giving histories AND register for events w/o having to input their personal information over and over again. That said, we DO NOT want the site to remember and Personally Identifiable information such as credit card numbers or social security numbers. Donor Perfect’s WebLink should handle and secure all the kind of data.
- Q. Will the membership module change in the newly developed website, or will it continue to remain the same as per the existing website, for different user roles?
- A. The membership module will change. See the answer to the question above. If you would like to clarify the phrase “for different user roles” please contact me, Steve Reynolds, because I may be misinterpreting what you’re looking for.
- Q. For subscribing to email list, we propose to use MailChimp - <http://mailchimp.com/>. Please let us know if you have any other preference?
- A. We use Constant Contact and like it. This is our preference. Convince us otherwise if you wish. The WebLink module also might have an impact here. I would examine that.
- Q. Referring to Section 9 [of the RFP] *Available Technology Resources / Integration Issues*: Does GSWA have current content numbers? For example, how many pages/posts need to be converted?
- A. Currently, we have 85 pages of content. As we work with our website redesign committee, we may wish to adjust the information architecture to include fewer pages, or we may need to add. (Reduction is more likely.)
- Q. How many more content pages does GSWA anticipate the need to produce prior to the 11/20 launch?
- A. If we add instead of reduce, we are not likely to go over 100 content pages.
- Q. How was the RFP developed?
- A. The RFP was developed to build a website that will (a) inspire a new audience (primarily young professionals) to find a passion for protecting water resources, especially in NJ’s Great Swamp and along the Passaic River; we want them to become members because they empathize with our mission to protect and preserve our water resources and open space; (b) improve the website experience for our current members by giving them access to tools that will improve their ability to navigate their relationship with and responsibilities to the organization; (c) will improve overall usability both on the front end for visitors and on the back end for staff and volunteers who are creating content. We will measure this by seeing if our bounce rate falls, if our site penetration improves, and if our time on site lengthens. It’s time to move our web presence into the 21<sup>st</sup> century and make it the hub of our online stewardship, education, advocacy, and fundraising activities.

- Q. From the RFP: *The current site is maintained with a combination of staff and volunteer resources through the GSWA Communications and Membership unit.* Please provide more details on staff titles, skills etc., along with volunteers.
- A. Staff titles may be found by visiting— <http://greatswamp.org/who-we-are/board-staff/>  
Staff skills vary, but all will require some level of comfort and understanding of the WordPress UI. (The intent is to allow all employees to write posts/pages that can be moderated prior to publishing.  
We retain the services of a longtime volunteer who is very well-versed in WordPress and Web development in general. As a Web development provider in her own right, she will be an important asset moving forward. We have another volunteer who is also a provider of web development and brand marketing services. Neither volunteer will be bidding on the project, but they will be on the review team.
- Q. Does GSWA have WordPress resources on staff for maintenance, support and any future enhancements?
- A. Yes, however you should seriously consider providing an extra support package in the form of flat-rate blockhours (5 to 10) if you are looking to win the bid.
- Q. Who implemented the current WordPress installation?
- A. Our volunteer webmaster
- Q. If the WordPress was implemented by an outsourced consultant, will they be bidding on the project? If not, why?
- A. Our builder is one of our volunteers. She will not be bidding the project in part because of the design demands we want and application integration (WebLink) we are looking for.
- Q. How was the budget parameter of \$20,000 determined?
- A. That is what we can reasonably afford. We welcome any and all charitable donations of time and service contributed to this project. Our Director of Finance or our Director of Development will be able to work out a plan for such a donation.
- Q. Content migration: who will be expected to do the content migration, vendor or GSWA staff and volunteers?
- A. The vendor will migrate content with very close assistance from GSWA staff and volunteers.
- Q. Integration with Donor Perfect: Does GSWA have documentation for Donor Perfect on how the API works with WordPress that can be shared with vendors seeking to respond responsibly to the level of effort required for the integration?
- A. Yes. See the first question answered.
- Q. Who will be the GSWA's point of contact for the project?
- A. Your initial point of contact will be Communications Director Steve Reynolds. Another point of contact will be provided after September 15. You will be notified of any changes before they happen.

- Q. What lessons do you learn from the current installation (April 2015) that you want to avoid?
- A. We wish to merge our corporate website with our blog site. Currently the blog exists as a separate WordPress installation.
- Q. Examples of sites you like and why?
- A. **Top Picks**  
<https://lawaterkeeper.org/#&panel1-7> -- With a few modifications, this style would work really well. Secondary pages are excellent. A true favorite. I want to read more.  
<http://www.amnh.org/> -- Great site over all. Very visual and accessible. I want to read more.  
<http://www.redcross.org/> -- Good, simple page with simple visual design. Includes secure, password protect account/sections  
<http://anacostiaws.org/> -- I managed development of this site in 2008/9. I's older now, by the interface is engaging and the secondary pages are well thought out when not linked to an outside service.
- Middling Picks**  
<http://www.raritanheadwaters.org/> -- clean design and some dynamic content. This is just okay for me.  
<http://www.nature.org/> -- The very visual quality draws instant attention and piques curiosity. I want to read more.  
<http://www.pinelandsalliance.org/> -- a little clutter and no prominent "Donate" area on home page. Otherwise okay.
- Please Don't Picks**  
<http://www.delawariverkeeper.org/>  
[http://www.riverkeeper.org/?gclid=CNXlGlnOyccCFdMWHwodAcIA\\_g](http://www.riverkeeper.org/?gclid=CNXlGlnOyccCFdMWHwodAcIA_g)  
<http://www.wildnewjersey.tv/>  
<http://sdcleanwateralliance.org/>
- Q. Quoting Section 4.1: *Having completed a successful migration to WordPress, GSWA seeks to move forward with a complete redesign of the site that will address issues related to content organization, graphical design, usability, and integration with existing systems – particularly GSWA's constituent management system.* What are the existing systems?
- A. Of primary concern is the integration of Donor Perfect's WebLink module. See answers about API availability above or locate the link to the API documentation on the original RFP blog post.
- Q. Who is the vendor to support us on the system integration for other systems? What will be their commitment/motivation for supporting this integration?
- A. See above for contact information for Donor Perfect Client Account Manager Julie Blatt. She (and Softeware) are motivated to do this because they will be making a major (recurring) sale for the WebLink service. Remember, the cost of the initial installation of WebLink needs to be reflected in your proposal.
- Q. We need technical specs for the other system integration.
- A. See API documentation link above or at <http://greatswamp.org/blog/gswa-website-development-rfp/>

- Q. Quoting Section 4.2: *To be effective, our Website must be: Easy and intuitive, visually pleasing, Informative, Safe and secure, Quick to load and operate.* Please provide any GSWA policies, or the metrics to use, that document the measure of these objectives.
- A. We will measure this by referencing records of past performance on the last two iterations of our website. If bounces go down, time-on-site goes up, and site penetration goes up, we will be happy. We will also examine our conversion rate from the website which we will be able to measure precisely using the WebLink module. Currently, we do have the ability to do this manually, so we will have a baseline for comparison.
- Q. Quoting Section 4.4: *Maximize online and social technologies to disseminate information and build community.*
- A. We want users to share out pages via various social media platforms. We want to be able to embed our social media feeds into our pages. Fairly straightforward. If you have additional ideas in this area, please propose them. We want to hear them.
- Q. Quoting Section 4.4: *Improve delivery of information regarding GSWA's educational, activist, and community-based programs.* Do we need to integrate with any other platforms for community based programs?
- A. We want our blog tied into the main site and we want the social media tie-ins mentioned above. We have no other platforms to integrate at this time. Note that we do use a service called Greater Giving to collect donations and event registrations. The idea is to consolidate that functionality into the WebLink module.
- Q. Quoting Section 4.5: *Retain current donors and program participants and inspire new ones.* Where is the current data associated with current donors?
- A. Current data associated with our members and constituents are primarily retained in our donor management system, Donor Perfect Online. We also collect demographic information at most of our events. If you want specific demographics, they can be provided.
- Q. Will donor information be stored in the new platform or integrate with another system?
- A. Likely, all donor information will be maintained by the secure servers behind the WebLink module DonorPerfect. In short, no.
- Q. It looks like you plan to use the WebLink product to create forms and payment transactions for your constituents. From what I can see these are customizable forms that reside on the DonorPerfect Secure server. The API allows the extraction of data and changes in real time via your website. Do you plan to allow users/constituents to manage their data via API? Or do you want to pull information on donors for listing, etc.? The reason I ask we need to take into if API calls will need to be related to authenticated users.
- A. Based on my interpretation of your question, the latter is most likely. The former is unlikely.