



# Request for Proposals

## Website Design, Development, and Content Creation Support

**Issue Date:** May 9, 2025

**Proposal Due Date:** May 30, 2025



## **Overview**

The Health Care Foundation (the Foundation) is seeking proposals from experienced vendors to design and develop a strategic, donor-focused website, with support in creating and developing digital communications assets. This project will strengthen the Foundation's ability to engage donors, showcase impact, and drive philanthropic action through compelling content, an optimized user experience, and seamless integration with fundraising initiatives.

The website and digital asset development will transform how donors connect, contribute, and experience their impact, ensuring the Foundation remains the leading philanthropic voice for adult health care in Newfoundland and Labrador.



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## **About the Health Care Foundation**

The Health Care Foundation advances adult health care in Newfoundland and Labrador, providing vital support to Newfoundland and Labrador (NL) Health Services. Through the generosity of its donors, the Foundation funds state-of-the-art equipment, groundbreaking programs, leading-edge research, and advanced education—empowering health care teams to deliver exceptional, life-changing care across the province.

With a focus on cardiac care, mental health, women’s health, emergency services, medical innovation, and more, the Foundation is dedicated to enhancing patient outcomes, strengthening the health care system, and shaping a healthier future for generations to come.

## **Project Overview**

The Health Care Foundation’s website is the primary digital hub for donor engagement, fundraising, and impact storytelling. This project will develop a modern, intuitive, and content-rich website that seamlessly integrates with the Foundation’s strategic priorities while guiding users through a structured donor engagement funnel.

The redesigned website and digital communications strategy will:

- **Enhance donor engagement:** Streamline the user experience and storytelling to inspire action and strengthen connections.
- **Optimize online giving:** Improve donation functionality for seamless, secure, and user-friendly transactions.
- **Strengthen campaign effectiveness:** Deliver targeted digital content to maximize fundraising impact and audience reach.
- **Ensure accessibility and ease of use:** Comply with Web Content Accessibility Guidelines (WCAG) 2.1 AA standards, ensuring all visitors can navigate and engage effectively.



- **Establish a cohesive digital presence:** Maintain a consistent brand identity, messaging, and trust-building framework across all online touchpoints.

By prioritizing a seamless, donor-centric experience, this project will elevate the Foundation's digital presence and drive long-term philanthropic support.

### **Project Goals**

The redesigned website and digital communications strategy should:

- **Enhance user experience:** Improve navigation, accessibility, and overall usability to ensure a seamless interaction for donors and stakeholders.
- **Optimize online donation processes:** Ensure a streamlined, intuitive, and secure giving experience.
- **Strengthen digital storytelling:** Engage audiences through compelling written, visual, and video content that highlights donor impact and health care advancements.
- **Support campaign development:** Provide strategic digital content that aligns with the Foundation's fundraising priorities and philanthropic initiatives.
- **Integrate with social and marketing tools:** Ensure a cohesive and consistent digital presence that strengthens donor relationships and extends campaign reach.

Primary audiences include donors, corporate partners, health care stakeholders, and the general public.

### **Key Strategic Priorities**

This project must align with the Foundation's strategic communications priorities, ensuring digital engagement reflects its broader mission and vision.

#### **1. Donor Engagement and Storytelling:**

- Showcase real impact stories from patients, donors, and hospital teams.
- Use high-quality photography and videography to create emotional connections.



- Ensure messaging aligns with the Foundation's core values and philanthropic community.

## **2. Digital Fundraising and Conversion Optimization:**

- Develop a streamlined, mobile-optimized donation experience with Blackbaud and Raiser's Edge integration.
- Optimize conversion points with clear, persuasive calls to action for one-time and recurring gifts.
- Design a dedicated corporate giving section to attract and engage major donors and sponsorships.

## **3. Accessibility and Seamless User Experience:**

- Implement WCAG 2.1 AA compliance to ensure usability for all audiences.
- Prioritize mobile-first design, aligning with donor behavior trends.
- Structure content with intuitive navigation and search functionality for a frictionless experience.

## **4. Brand Cohesion and Recognition:**

- Maintain a strong, consistent visual identity and messaging across all digital platforms.
- Develop content that reinforces the Foundation's leadership in health care philanthropy.
- Build trust and transparency through clear donor impact reporting and stewardship features.

## **5. Performance Tracking and Data-Driven Insights:**

- Integrate Google Analytics, CRM tracking, and engagement dashboards.
- Establish KPIs for donor interactions, campaign performance, and fundraising impact.
- Use data-driven content optimization to refine messaging and improve engagement over time.



## **Proposed Sitemap**

The final structure will be refined in collaboration with the selected vendor.

### **Main Navigation Bar** (*accordion-style collapsible sections*):

- About
  - Board of Directors
- Impact
  - News
  - Donor Community
- Ways to Give
- Events
- Donate (Button; sticky)

### **Footer Navigation** (*list format*):

- Information
  - About Us
  - News
  - Donor Community
- Inquiries
  - Contact
  - Careers
- Resources
  - Annual Report
  - Audited Financial Statements
  - Frequently Asked Questions
  - Media Kit

The vendor is encouraged to propose additional refinements that enhance user experience and engagement.



## **Scope of Work**

The selected vendor will design and develop a modern, user-focused website that enhances donor engagement, strengthens digital storytelling, and ensures seamless functionality. The final product must be visually compelling, fully accessible, and optimized for visibility across search engines. Additionally, the vendor will provide strategic content support and staff training to ensure effective long-term management.

To achieve these outcomes, the vendor will be responsible for, but not limited to, the following:

### **Website Design and Development:**

- Develop a fully responsive and accessible website.
- Implement seamless donation integration with Blackbaud.
- Optimize SEO to increase visibility.
- Design a content management system (CMS)-driven platform for easy content updates.
- Ensure the website framework can accommodate potential future enhancements, such as an integrated e-commerce section to support retail initiatives.

### **Digital Communications and Content Creation:**

- Develop compelling donor-driven content, including written storytelling, testimonials, and high-quality visual assets (photography, videography) to build a comprehensive media library that supports ongoing and future campaigns.
- Capture high-quality photography and videography, specifically designed to build a sustainable media library for the Foundation. These assets will be used for ongoing campaigns, digital storytelling, and donor engagement.
- Support fundraising campaign development, ensuring digital alignment.
- Design branded digital assets to complement the Foundation's outreach efforts.

### **Training and Support:**

- Provide training on website management and analytics tools.
- Offer technical support options for ongoing maintenance.





## **Technical Requirements**

The website must:

- **Ensure compatibility with Blackbaud's fundraising and donor management tools:**  
The website must communicate with the Foundation's existing Blackbaud systems to support online giving, donor engagement, and reporting.
- **Be built on a scalable CMS (i.e. WordPress or equivalent):** Allow the Foundation's team to manage and update content easily.
- **Be fully responsive across all devices and compatible with all major browsers:**  
Ensure an optimal user experience on desktops, tablets, mobile devices, and across all major web browsers.
- **Ensure Secure Sockets Layer (SSL) encryption and data security compliance:**  
Protect donor and event participant data with industry-standard security measures.
- **Support future e-commerce functionality:** The website architecture should be flexible enough to accommodate potential integration of a retail component or other digital fundraising tools, enabling online purchasing and supporting long-term growth.

Vendors are encouraged to recommend any additional technical features or improvements that would enhance the website's functionality, security, and user experience.

## **Budget**

Proposals should provide a detailed breakdown of costs, emphasizing long-term value and how the proposed budget will enhance the Foundation's digital presence and donor engagement.

This should include, but is not limited to, the following:

- website design and development;
- content creation (photography, videography);
- fundraising and campaign integration;
- third-party software and/or platform licensing fees; and—
- training and support options.



## **Project Timeline**

Proposals should outline estimated timelines for key milestones, including but not limited to:

- Discovery and Research;
- Wireframing and Design;
- Development and Testing;
- Content Creation and Campaign Strategy; and—
- Training and Launch.

The Foundation aims to complete the project promptly, with a target launch date of fall 2025.

The selected vendor will work closely with the Foundation to finalize the timeline and ensure the project is completed within this timeframe.

## **Criteria for Selection**

Proposals will be evaluated based on:

1. **Strategic Alignment:** The ability to translate the Foundation's mission into an engaging digital experience.
2. **Technical Expertise:** Proven experience in website development, CMS management, and accessibility compliance.
3. **Content Creation Quality:** High-quality storytelling, photography, and video production that align with donor engagement best practices.
4. **Fundraising and Conversion Experience:** Demonstrated success in developing donation-driven websites that support philanthropic initiatives.
5. **Cost and Value:** Transparent pricing with a focus on long-term impact and sustainability.



### **Submission Requirements**

Proposals must be submitted in PDF format to Samantha Harding at [samantha.harding@healthcarefoundation.ca](mailto:samantha.harding@healthcarefoundation.ca) by 4 p.m. on Friday, May 30, 2025.

### **Required Materials**

Proposals should provide the following materials to ensure comprehensive responses, at a minimum:

- **Project Approach and Timeline:** A detailed outline of the proposed process, key milestones, and estimated timeline.
- **Budget Estimate:** A transparent cost breakdown, including design, development, content creation, and support options.
- **Company Overview:** Background, experience, and relevant expertise in website development and digital communications.
- **Team Information:** Names, titles, and bios of key personnel who will be involved in the project.
- **Case Studies and Portfolio:** Examples of past work in website development and content creation, particularly for donor-driven or philanthropic organizations.

Vendors are encouraged to provide any additional details they feel are relevant to demonstrating their expertise, approach, and ability to meet the Foundation's needs.