



Website Request for Proposal

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Introduction

The Global Alliance of Non Governmental Organizations (NGOs) for Road Safety (the Alliance) is exactly that: an alliance of NGOs from around the world collectively advocating for road safety and road victims.

According to the World Health Organization, worldwide, an estimated 1.3 million people are killed in road crashes each year and as many as 50 million are injured. Projections indicate that these figures will increase by about 65% over the next 20 years unless there is new commitment to prevention. Nevertheless, the tragedy behind these figures attracts less mass media attention than other, less frequent types of tragedy.

The Alliance aims to focus the efforts of NGOs working against the epidemic of road crashes. To do so effectively, a update of the existing website is required. The revisions of the website must take into account that Alliance member NGOs are spread across 90 of countries and have many native languages.

The Alliance is now soliciting requests for proposals to update and revise the website www.roadsafetyngos.org. The deadline for proposals is 5 June at midnight GMT.

Proposals should be sent to: lotte@roadsafetyngos.org

Any questions can be addressed to that email address.

In the proposal we would like to know:

- Proposed process and timeline for design
- Proposed process and timeline for technical build
- Proposed technical details
- Budget
- Maintenance and Hosting costs after finishing website (cost per change/hour work)

Website Goals

The main goal of the site is to share information and aggregate information on member NGOs for both the NGOs themselves and outside stakeholders (governments, media, potential partners) seeking information on the NGOs and their activities. Additionally, the site will be used as a platform to coordinate joint advocacy activities of the NGOs, share news and seek information about the Alliance and our members work.

There would be two essential components of the website:

- **The home page of the site** in addition to news features and drop down menus with information about the Alliance and our members the existing map of the globe should be maintained. As for now it dynamically is populated from a database of information about the NGOs – this has to be revised and corrected.
- **Information about the Alliance and its work:** this should be revised and build with dropdown menus and if possible be built on WordPress.

In addition: **a graphic style guide** is requested that links the website graphic design to all communication material coming from the Alliance e.g. mail-, newsletter- (Mailchimp), presentations-, Banner, billboards and other templates etc.

Website Details

- In general the front-end of the website should be **‘lean and mean’** and is user-friendly for the visitors also for blackberry use.
- The website is easy to edit for the administrators with a **Self-explanatory** Content Management System at the back-end.
- The website should **not be text heavy**, because, as mentioned, it will be used by speakers of many languages.
- The design should be **very clean and simple**. For example: dark text on a white background. The map of the world should be simple border outlines.
- The design should be **cool, contemporary, and minimal** almost to the point of being austere. This site is for NGOs from around the world who conduct a wide variety of activities, and so should not have design that will turn anyone off.

- The header of the site should include the Alliance logo and the navigation bar, which should include the following menu items (which are also the interior pages):
 - About the Alliance
 - Board of Directors
 - Secretariat
 - Committees
 - Administrative documents
 - Annual reports
 - Contact
 - Membership
 - Alliance Activities
 - The Alliance issue (Mailchimp) a Newsletter twice a month and Newsletter articles go here at the moment. These should also be displayed on the front page
 - About Road Traffic Injuries
 - Option to add a extra banner on a specific topic
 - A calendar for members to propose their activities. These should be approved by admin

- The **global map** on the home page should be maintained, but home page should also include News which are linked to the Newsletter, When one roll over the map the NGOs active in that country should pop up in a box that is clickable for more information on the NGOs in that country – names of countries should be updated
- There should be a dynamic counter above the map that says: X NGOs in Y countries (with the X and Y being dynamically loaded), and number of members should correspond to actual numbers.

- The database that will populate the map should continue to have the following details:
 - The ability for the NGOs to log in and edit their own data (accounts)
 - The administrators have to be able to invite an NGO to open an account (it can't be just anyone)
 - The database will need a number of fields, including:
 - NGO name
 - Contact name
 - Contact email
 - Articles of incorporation
 - Letter of interest of becoming a members
 - Three references
 - Activities (the NGO will choose from a list) – information should be revised
 - Countries active – information should be revised
 - A 50 word or less description of the NGOs activities

- NGO URL
 - NGOs should not be able to registrar unless they upload all required material – automatic reminders should be send out with deadlines and an alert to the admin if the deadline is exceeded.
 - It would be ideal if the data base page could be maintained via Google spreadsheets or other user friendly Content Management System, which has an ‘exportation’ function into a spreadsheet.
 - We expect to have around +300 NGOs registered in 2018,
- We will need the capacity to ‘**email blast**’ Alliance members (all members, and in segments e.g. languages, regions, area of work, and all members + subscribers), with automatic export of information to Mailchimp – where we already have an account.
- **Social media** should be incorporated throughout the entire website: there should be Facebook/Twitter/Add this/Google+ links on all pages.

Accessibility

Language Barriers

As mentioned, the site will be used by NGOs from many countries. By necessity, the site will be English-centric, but it should be visually oriented rather than text oriented, and text will be kept to a minimum. An option in a later stage would be to expand the website with other languages: Spanish and French. The website should be ‘ready’ when the Alliance decides and is ready to take this on.

Internet Connection

Many Alliance NGOs are located in developing countries where internet connection speeds can be variable, so bandwidth issues must be taken into account.

Use

Users				
	See	Edit Own Data	Edit All	Publish

Administrator	✓	✓	✓	✓
Alliance NGO member	✓	✓		
Stakeholders	✓			
Interested parties	✓			
Random visitors	✓			

See	Read content, download multimedia files, contact, follow us,
Edit Own Data	Access and edit the data for their NGO
Edit All	Edit all site data, including NGO database data
Publish	Publish all pages (except NGO-editable data)