

ELCR Responses to Website RFP Questions – 5.26.26

A significant update which will cover many questions about the interactive map: ELCR will NO LONGER seek a map for this website.

Questions & Answers:

To clarify: Does ELCR currently have a preferred CRM or donation platform in place, or are you looking for agency guidance and recommendations as part of this engagement?

Currently we use Donor Perfect as its donation platform and constant Contact to distribute monthly eblasts. We have become familiar with these platforms but open to recommendations for something different if it is economical AND user friendly (not too complex).

Does ELCR currently have an established library of professional photo and video assets available for the redesign, particularly for storytelling and fundraising efforts?

We have a very limited amount of professional photos and will make those available. Stock imagery will be acceptable and/or some cost effective “professional” shots may be considered in this project and budget – please be sure to identify and describe at high level the production plan if that is suggested.

Along those lines, has ELCR ever developed a brand film or mission-focused video piece? If not, would the organization be open to exploring a focused media component if it could fit responsibly within the overall project budget?

*We have but it is dated. <https://youtu.be/zqmDznPPcwo?si=a0M3NONwzrkt17IE>
We’d ask for the proposal to be based upon ability to build this new site without a new video being produced but welcome a separate line item on offering it.*

Approximately how many pages or content types are expected to migrate into the new site experience?

ELCR expects to work collaboratively with the partner to help manage this breadth of page scope. We will work to identify significantly old/dated material that can be archived but still assume much of the pages will need to carry over.

Will copywriting and content strategy support be needed from the selected agency, or does ELCR plan to provide finalized copy internally?

Some copywriting should be planned - for example compelling page headlines and subheads, function navigation language etc... We would look to the agency for content strategy support in service of our most important objectives which we would discuss in better detail with selected partner however serving access to helpful information AND attracting donations would be key to guiding the content strategy.

Do you currently use a CRM? If so, which platform?

Currently we use Donor Perfect as our donation platform. We have become familiar with it but open to recommendations for something different if it is economical AND user friendly (not too complex).

Beyond “In Honor Of” gifts and employer matching, do you require:

- Recurring donations
- Donor-covered fees
- Campaign-specific landing pages

No

Will any existing donor or transaction data need to be migrated into the new system?

Only if we decide a new platform other than Donor Perfect is required.

Are there any fundraising tools you’ve used previously that you prefer or want to avoid?

Other than Donor Perfect, no.

Which email marketing platform are you currently using?

We use Constant Contact and distribute monthly eblasts through this platform. We have become familiar with it but open to recommendations for something different if it is economical AND user friendly (not too complex).

Beyond basic integration, is there interest in ongoing digital support such as:

1. Website hosting, security, and/or maintenance

We don’t require this but would be open to a separate line item to be proposed.

2. Email marketing support

No.

3. Campaign landing page creation

No.

4. Analytics reporting

No.

5. Donation platform support

No.

Content Structure & Case Studies

To Answer all of the below questions: We believe a new page template and consistent format is important for case studies. We would work with selected partner to complete these with our information but look to the partner to give ELCR a page template design with best SEO/AEO recommendations so that we develop these smartly and they are formatted consistently.

1. Do you have an existing library of case studies, or will new content need to be created or rewritten?
2. Should case studies follow a standardized template for consistency and SEO/AEO?
3. Should case studies be filterable by region, conservation type, or audience?

4. Will case studies require multimedia (photos, videos, PDFs)?

Do you have updated brand guidelines, color palettes, typography, and image libraries?

We have performed a basic design update which is visible on the site currently and like that style of color and font direction however we have not had deep design resources in past and are open to creative recommendations that expand this aspect by the selected partner.

Are there specific equine-industry audiences you want to prioritize visually or structurally?

No. In fact, we want to make sure we are not too focused on any type of equine audience. From protected lands for trail rides to competitive aspects (showjumping, racing, etc) to farms and ranches.

Do you have a preferred hosting provider, or are you open to recommendations?

We are open to a recommended provider switch, but it is not a requirement.

Are there any specific security requirements beyond industry standards?

No.

Beyond GA4 and Search Console, do you need custom dashboards for board reporting or fundraising KPIs?

No, we don't believe so however we are open to exploring options that enhance our visibility into performance. The key is ease of use and cost conscious.

Should dashboards include CRM, email marketing, or social media data?

See previous answer.

Do you require automated monthly or quarterly email reports?

No.

Are there specific equine-industry stakeholders you want to prioritize (landowners, policymakers, donors, conservation groups)?

These are all important audiences. Because they are all looking to us (or we are looking to surface on their radar) for different things at different times – one audience is not priority (though keeping in mind we need donors to be functional is important.

Do you have partnerships with other equine organizations that should be featured or integrated?

Very few at this time but we envision this to expand and would like to have that considered in the future of the website design. We don't expect to make partnerships a massive or dedicated category, but how they are treated will be something to consider.

Are there upcoming events, campaigns, or initiatives the new site should support?

No. As a small organization we are limited with how much we do around events and campaigns. But considering that we do things like webinars and will want to feature our efforts around opportunistic fundraising times of year (especially year end for tax considerations) – that should be thought through.

Will answers to all submitted questions be shared with all RFP respondents to ensure proposals are evaluated on equal footing?

Yes