

# Equine Land Conservation Resource Website & Fundraising Platform

## Project Overview

ELCR is a non-profit dedicated to the protection of equine land by equipping communities with the educational and advocacy resources, tools, and support needed to protect and conserve the land and places where horses live, work, and inspire. We have recently undertaken steps to strategically assess, refresh, and realign our brand to increase support and impact to our core cause, and focus on overall growth as a non-profit. Our website is a key area for improvement to become more visible, consistent, relevant and interactive with our key audiences. We are seeking a digital agency to design and develop a modern, responsive website that serves two primary goals:

### EDUCATION

Becoming the most trusted destination of information and resources to support individuals, communities, advocates, and policy makers with an interest in equine land conservation.

### CONVERSION

Elevate the brand and online destination to become a high-performance engine for donor acquisition and retention.

## Strategic Objectives

### STORYTELLING

Use immersive visuals (maps, galleries) to show the impact of our work.

### FUNDRAISING

Create a frictionless donation experience, including recurring giving and campaign-specific landing pages.

### EASE OF USE

Implement a CMS that allows non-technical staff to update content, blog posts, and project maps quickly.

### INTEGRATION

Seamlessly connect our website to our CRM, email marketing, and social media platforms.

### INFORMATION RESOURCE

Easy visibility of case study content (for site visitors and search traffic)



# Scope Of Work & Technical Requirements

FEATURE CATEGORY	SPECIFIC REQUIREMENTS
Content Management	User-friendly CMS (e.g., WordPress, Webflow, or Craft CMS) with modular “drag-and-drop” page building.
Experience	Seamless user experience, including navigation, mobile responsiveness, and WCAG 2.1 AA compliance.
Fundraising Tools	Integration with a best in class recommendation platform. The core need is for ease of use (ELCR administrators and the donation audience). We are seeking recommendations with rationale. Must support “In Honor Of” gifts and employer matching.
Interactive Maps	A “Protected Lands” map showing project locations, acreage, and descriptions (e.g. Mapbox or Google Maps API). This map should be CMS managed and pending complexity and cost, we would prefer search capability based on terms but is not a requirement. This function and feature is open to consultation if it is considered a significant impact on cost. A static map may be alternate.
Case Content	Develop cast study templates which house a consistent form and flow of relevant information that is easily found/searched by site visitors.
Connectivity	API integration with recommended email platform such as Mailchimp or other less complex platforms.
Social Media	Automated social sharing previews and live feeds.
SEO	SEO-friendly architecture, AI-assisted search for AEO/GEO.
Analytics	Robust GA4 tracking setup and additional performance visibility tools that easily communicate all aspects of site audience data, actions taken (pages visited, materials downloaded, calls/contact requests, journey from/to our site, etc.)
Budget	Budget expectation and range is \$50,000-\$60,000.

## Target Audience

### CURRENT/PROSPECTIVE DONORS

Seeking transparency, ease of giving, and proof of impact.

### LOCAL COMMUNITY

Interested in public access trails and volunteer opportunities.

### LIKE-MINDED ASSOCIATIONS & ADVOCACY GROUPS

Interested in supporting the mission and sharing relevant information.

### LANDOWNERS

Looking for information on easements, tax benefits, and stewardship.

### PARTNERS

Government agencies and other NGOs looking for collaborative data.

# Submission Requirements

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Please include the following in your proposal:

## PORTFOLIO

A minimum of 3 full-site builds. Please show at least one example of non-profit or conservation-focused websites.

## PROJECT MANAGEMENT & COLLABORATION

Outline your firm's project management approach including timelines, milestones, and communication protocols. Describe your firm's experience working with small staff clients. ELCR envisions a collaborative approach to editing down unneeded pages/content and ELCR will take lead on the deep dive for outdated and irrelevant content within the current site.

## QUALITY ASSURANCE & TESTING

From implementation forward, describe any quality assurance processes your firm uses (including accessibility, componentry, and documentation) and meeting cross-browser/device compatibility standards.

## TECHNICAL APPROACH

ELCR is open to recommendations in responses for the website's overall technical ecosystem (if that's true), but responses should include projected pricing for recommended options. Your recommended CMS and integration strategy for fundraising.

## TIMELINE

A phase-by-phase schedule (Discovery, Design, Dev, Launch).

## BUDGET

Detailed breakdown of costs, including any recurring maintenance fees.

## CASE STUDIES

Three case studies of similar work; one example should exemplify where your work directly increased digital conversions or donations.

## REFERENCES

Provide at least three (3) client references for similar services, including organization name, contact name (title, email, and phone), a description of the services provided, and project timeline and outcomes.

## Timeline

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**RFP DISTRIBUTION:** May 15, 2026

**DEADLINE FOR QUESTIONS:** May 25, 2026 (Questions may be submitted later than date however proposal submission date will not change unless a scheduled addendum is issued by ELCR)

**PROPOSAL SUBMISSION DEADLINE:** June 12, 2026

**FINALIST INTERVIEWS (ESTIMATED):** Week of June 22, 2026

**AWARD:** July 6, 2026

*Note: Our goal is a "Launch Date" no later than **November 1, 2026***



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CONSERVATION RESOURCE

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