Website RFP Discovery
Content Resources, Recommendations & Project Scope

pathintl.org

AUGUST 2020
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Project Brief

PATH International is seeking an agency partner to overhaul and redesign our current website at https://pathintl.org.

Invitation to Propose

You have been selected as a potential vendor to respond and prepare a proposal to accomplish this task which includes timeline, cost, and deliverables. The following website project RFP includes a background of our organization and describes the purpose of the project, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and/or research of more optimal solutions. In your proposal, please feel free to suggest alternatives.

Project Overview

Our current website is about 10 years old and needs a rebuild to accomplish our current marketing and member service objectives. Our primary goals are to strengthen our online presence, build brand awareness, engage potential members, serve current members, and provide a repository of services and resources in order to increase credibility with our members and prospects. Additionally, we want our redesigned website to reflect our mission, culture, and values. The site is currently built in Joomla, but we would like to (ideally) migrate to a self-hosted Wordpress platform. Adding and editing website content will be done in-house so the back end needs to be user-friendly. Additionally, while we do not currently use marketing automation, we would like this site to be a foundation for future marketing efforts.
Organizational Overview

What and who is PATH International?

PATH Intl. was founded in 1969 as the North American Riding for the Handicapped Association (NARHA) to promote safe and effective therapeutic horseback riding throughout the United States and Canada. Today, PATH Intl. has 873 member centers and nearly 8,000 individual members in countries all over the world who help and support almost 69,000 men, women and children, including more than 6,700 veterans, with challenges—physical, cognitive and emotional—each year through a variety of equine-assisted activities and therapies.

Though PATH Intl. began with a focus on horseback riding to benefit those with special needs, the organization and its dedicated members have since developed a multitude of different equine-related activities for therapeutic purposes, collectively known as equine-assisted activities and therapies (or EAAT). Besides horseback riding, EAAT also includes therapeutic carriage driving; interactive vaulting, which is similar to gymnastics on horseback; hippotherapy, which partners with a licensed physical, occupational or speech/language therapist; equine-facilitated mental health, which partners with the horse in cognitive and behavioral therapy with the participation of a licensed therapist; equine-assisted learning for educational purposes, such as leadership training, team building, and human growth and development; groundwork and stable management; and PATH International Equine Services for Heroes®, which uses a variety of EAAT disciplines to specifically help veterans and military personnel. In addition, many PATH Intl. volunteer-driven committees are working on identifying more disciplines and activities as well as refining and upholding the standards that guide and inform the industry, PATH Intl. Member Centers and PATH Intl. Credentialed Professionals while safeguarding the participants and their families, volunteers, professionals and equines.

PATH International Mission

We lead the advancement of professional equine-assisted activities and therapies by supporting our members and stakeholders through rigorously developed standards, credentialing and education.

PATH International Vision

To ensure universal recognition of professional equine-assisted activities and therapies and their transformative impacts that enrich lives.
Project Goals

Overview

Having clear and concise goals will allow PATH Intl. to make the new website a transformative tool for the organization and its members. The following are the high level criteria for the website rebuild which need to be achieved in order to make the project successful.

Purpose/Intent

1. Increase membership
2. Improve engagement with pre-existing members
   a. Education/certification
   b. Collaboration with other members and PATH Intl.
   c. Attendance of events, conferences and trainings
3. Increase engagement with partners
   a. Sponsors/vendors/underwriting
   b. Donors and donations

Strategic

1. A professional, modern presentation of PATH Intl., and its brand, mission and resources
2. A simpler, more engaging experience at pathintl.org
3. A central collection of educational resources with clear paths of progression and completion
4. A foundation for guiding and automating stakeholder journeys in the future
5. Brand-centric from top to bottom

Tactical

1. Fully responsive
2. Compatible with all modern browsers and operating systems
3. Built on leading, supported CMS with open API
4. Less text
5. Logical, intuitive navigation
6. Improved search functionality
7. A single learning management system (LMS) with clear learning paths
Focus: Stakeholder-centric design and content

1. Meets the needs of association membership continuum
   a. PATH Intl. centers represent operational budgets of <$10,000 to >$1 million
2. Designed for a member/end-user who is typically:
   a. Limited in time/resources
   b. Mission focused/result-minded
   c. Tactile learner
   d. Less experienced in computer technology (although this is not across the board by any means)
   e. OR the general public, wanting information on EAAT for self or family member with physical,
      cognitive or emotional challenges or media purposes
3. Focused on
   a. Personal learning/education
   b. Making a difference in others
   c. Improving the affiliated organizations and member centers
   d. Improving lives through interaction with equines
Audience

Site users and organizational member demographics are different. Site users tend to be younger (<45) and a mix of females (~60%) and males (~40%) whereas our membership base tends to be 45+ and predominantly female.

Users largely fall into two categories: those who work and/or volunteer in the EAAT field and the general public. Anecdotally, those internal users are largely connected through a love of and experience with horses and with teaching; they are driven and mission-oriented; they are good people who want to help others through interaction with equines. The general public, on the other hand, consists of families/caretakers who may be looking for help with someone with challenges; with the media that wants more information on this quickly expanding field; with therapists who want to expand the services they offer. While many of our users are not digital natives, we want our new site to be forward-leaning and modern.

16% of site traffic is International traffic (outside the USA), an increase of 3.5% in the past year.

There are PATH Intl. members in over 37 countries and all 50 US states.
Project Scope & Deliverables

Brand Identity

While we are committed to our logo and primary colors, we are open to continuing to define how our brand is used online including logo version alternatives (ex: favicon) and secondary color palette refinement and definition.

Site Hierarchy

One of our primary goals with this project is to improve the site navigation and reduce complexity and the total number of pages. Consequently, we would like our partner agency to help define the new site hierarchy, website sections, and ideas for ensuring navigation is intuitive. We do not anticipate adding any additional sections that are not already on the current site; we’ll just be reorganizing most of the content.

Anticipated/Approximate Page & Form Count

- **Pages**: 150
- **Posts**: 2000 - 3000 (migrated from previous platform)
- **Forms**: 30

We anticipate most forms being of a simple nature with minimal and default field types and being used for lead generation and resource delivery.
Content Migration Requirements

Content will need to be migrated from our current website (Joomla) to the new platform. In particular, post content will need to be converted and republished with their original publish date. The goal is to keep metadata intact. New categorization will need to be implemented. Content needing migrated includes:

- **Center locations** (currently part of Salesforce)
  - The site and member search tools are currently part of the Salesforce Community functionality, but we’re interested in a more unified solution with the website that provides a better user experience. We’re interested in exploring an integration with Salesforce Contact and Account data to feed a “Store Locator” type functionality on the website including filters based on Salesforce data.

- **Events/Conferences**
  - National and regional
  - Going back one year
  - A good deal of information is in linked PDFs, including forms
    - PDFs will need to be mined for content and published as text and images where possible

- **Events/Calendar**
  - Currently through a Joomla plug-in
  - Entries automatically expire after the event ends

- **FAQs**

- **Jobs** (PATH Intl. Centers + PATH Intl. Office) - All active job postings and all classifieds posts will need to be migrated

- **Strides Magazine**
  - Going back to 2010
  - Will need to embed/install/configure a digital magazine viewer (PDF)
    - Currently using omagdigital.com

- **Newsletters** – currently links to Constant Contact email
  - E-news (2/mo)
  - Education News (1/mo)
  - Region Newsletters (6-11/qtr)
  - ED Update (1/qtr)

- **Press Releases** - All of them; currently PDFs to be published as text and images where possible

**301 Redirects**

Additionally, 301 redirects of decommissioned URLs will need to be established in order to maintain SEO rankings and user expectations.

**Pre-launch Content Migration**

A secondary content migration will need to be completed immediately prior to the website launch to ensure all content has been migrated to the new site including content created on the current site since the time of the initial content migration project.
Creative Requirements

**Graphic Design**

We do not anticipate using internal graphic design resources and would like our partner agency to provide all creative resources to complete this project.

**Photography**

We have a healthy library of professional industry-specific photography and do not anticipate needing additional photos or stock.

**Videography**

We will provide any videos required as part of the final content plan.

**Copywriting**

We believe that much of the content needed for the new site exists on the current site; it just needs reorganized. Additionally, the current site lacks modern formatting and a content hierarchy, so that will need part of the content development process for the new site. We do anticipate some possible copywriting needs to fill in gaps and ensure that our brand tone is updated (more conversational, less informational). For any new content requirements, our team will provide a first draft, which can then be refined by the partner agency for the new website.

**Conferences/Events/Calendar**

Conferences and events, whether in-person or virtual, are a fundamental benefit for our members. Consequently, these sections of our website are and will continue to be primary and heavily trafficked sections of the site. Conferences are currently managed on several singular landing pages (ex: https://pathintl.org/path-intl-conferences/regional) that then link to many PDFs with additional, more specific event information. The conference pages are divided into the international conference and the regional conferences calendar.

The events calendar is a Joomla plug-in and hosts onsite workshops for PATH Intl. centers. The new website will need a dedicated events section including a filterable calendar and backend management tool.

**Classifieds & Job Board**

This section may be one or two different tools, but we will need the ability to post classified ads and job postings to the site. We would also like the ability for users to submit classified and/or job postings from the front-end of the website. In most cases, we would like to collect a fee for those postings.
Ecommerce & Payments

Ecommerce

We do not anticipate needing traditional, robust ecommerce functionality as the majority of our online sales are currently processed through our Salesforce Community. A link to the store will be included on the new site as part of the primary navigation.

We do sell job postings, classified ads, and sponsorships though and will need a way for users to submit information and payment to us for those items.

Payment Gateway

We process most payments through Authorize.net (we also have a PayPal account) should a payment gateway be needed during the course of the project.

Donations

We currently accept donations through our Salesforce Community, but we’re interested in exploring a more seamless donor experience by accepting and processing donations on our website and then sending that data to Salesforce.

Blog

Our current site does not have a dedicated blog, but we would like to take several sections from the current site (static pages) and turn them into post content. Content from our current site will need organized into newly defined categories and posts, maintaining original publish dates. While we will provide input, we would like the partner agency to guide us in developing the content strategy and migrating the archived content to the new platform.

On-Site Search

The on-site search tool on our current website often contributes to a poor user experience. The new site will need to have a powerful, intuitive and well-functioning on-site search experience, leading users to their desired content within two clicks.

Integrations

The site must be architected for easy integrations with third-party services through standard REST APIs. Possible integrations include:

- [Salesforce](#) (Accounts, Contacts, Sales Orders, ePayments)
- [Constant Contact](#) (newsletter subscriptions)
- [Pure Chat](#) (live chat)
SEO Requirements

The site’s public content must be optimized for search engines. Updated keyword research and strategy will need to be completed in order to ensure SEO is applied for all applicable on-site optimizations including but not limited to: meta tags, site structure, semantic tags, XML sitemap, site verification, Open Graph tags, friendly and readable URL structure, page titles, alt and title attributes, preventing duplicate content and RDF.

Analytics Requirements

The site must be integrated with third-party analytics including but not limited to Google Analytics and Google Search Console. A Facebook Pixel and Linkedin Insight Tag will also need to be installed.

Compatibility Requirements

The site must be verified as accessible and usable with current versions of commonly used browsers including but not limited to IE11+, Google Chrome, Safari, Opera, Edge and Firefox and across most widely used operating environments.

Accessibility Requirements

The site must be in compliance with ADA and WCAG 2.0 Level AA. Logical navigation with proper semantic tags must be applied. This section may be short, but it is highly important due to the mission of our organization and the people we serve.

Security Requirements

The site must be tuned for strict security measures, including all prevention mechanisms detailed in the OWASP Top 10 list. Password policies must be applied, with CAPTCHA on all forms, and admin audit trail log to identify and retrace suspicious activity. Security monitoring must be provided at all times. The site must force SSL for all users.

Membership/Protected Content

As our membership portal is currently a Salesforce Community, we do not anticipate needing a specific section of the website dedicated to a membership area requiring credentials. We would like the ability to create protected content if needed.

Hosting & Maintenance Requirements

Development Server

We will need the partner agency to establish a secure and protected temporary development environment for the new website build. This development server will need to be hosted in the cloud and accessible to all PATH Intl. and agency project team members at all times during the project.
**Post Launch (go-live) Hosting**

We will need hosting services after the new website launch. Hosting service must include:

- **Required Features**
  - 40 GB web space
  - Up to ~100,000 visits monthly
  - Unmetered traffic
  - Minimum 20 databases
  - Staging site functionality
  - Multiple users (multi-user access per hosting account)
  - Unlimited sub and parked domains

- **Performance**
  - CDN
  - Caching features
  - SSD Storage
  - HTTP/2 enabled servers

- **Security**
  - SSL
  - Power and hardware redundancy
  - Account isolation (if on shared hosting)
  - Anti-Hack Systems
  - Spam protection
  - Daily and on-demand backups (min 30 trailing days kept at a time)

**Ongoing Maintenance**

Additionally, we’ll need ongoing website maintenance including:

- Weekly plugin, theme & core file updates
- 24/7 malware monitoring and notifications for any attempts to hack or add malware to the site
- 24/7 uptime monitoring
- Emergency support
- Content additions/update assistance as needed

**Training**

Before or immediately after launch, our team requires training workshops to understand how to manage some sections of the website in-house. Examples include the blog, events, job postings, classifieds and how to create new landing pages. This may also include variable levels of training depending on the website governance document and user role permissions.
Summary of Requested Services from Partner Agency

Bids should include investment budgets for the following services PATH Intl. is seeking:

**Design**
- User research (ideally including participants with disabilities)
- Information architecture and wireframes
- Visual design
- Adopt or define & draft a website governance document/project specification/design system
- Mobile/responsive design
- Style sheets and templates
- Integration

**SEO**
- Search strategy
- Organic on-site SEO

**Development**
- Front-end
- Content migration
- Multilingual site
- Browser and device testing, usability testing

**Consulting**
- Project management
- Advice on software/platforms (e.g. CMS, analytics; preferably open-source)
- Migration strategy
- Advice on how to implement accessibility
- A privacy policy that is simple to understand and meets the needs of PATH Intl.
- Hosting, maintenance, and future collaboration
Learning Management System

We recognize that a learning management system (LMS) is not part of a standard website build, but it is the tool of delivery for one of our primary member benefits. Currently, we utilize two different LMSs (CourseWebs and Moodle) in addition to other supplementary tools to deliver the educational content.

If your agency has LMS implementation experience and capacity, we are interested in developing a phase II project to be initiated after the completion of the new website.

We would like the new LMS to be integrated with the new website, offering a seamless user experience. The selected platform must be easy to use for both learners’ and administrators.

Key Features Required

- **Courses**
  - Intuitive, drag and drop course builder
  - Quizzing features
  - Course, lesson, and quiz prerequisites
  - Forums
  - Certificates & Badges

- **Payments**
  - One-time course purchases
  - Subscriptions
  - Shopping cart
  - Membership sync with Salesforce
  - Course bundles

- **Administration**
  - User profiles (sync with Salesforce Contacts)
  - Automatic email notifications
  - Group management
  - Reporting & analytics
  - Assignment management (assignment submission and post actions)
  - Access expiration functionality (disable access upon membership expiration)

- **Technology**
  - Tin Can API and SCORM
  - Ability to use any media in courses
  - Mobile compatible
Current PATH Intl. Education Offerings

We currently offer almost 200 educational pieces of content, some for free and many for a fee. Some learner paths exist for items such as certifications, but much of the content exists on its own. [See all offerings here.](#)

The following table details the number of sales during fiscal year 2019-2020 and shows which educational content gets the most traffic.

<table>
<thead>
<tr>
<th>Conferences</th>
<th>FY 19/20 # of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual</td>
<td>359</td>
</tr>
<tr>
<td>International</td>
<td>775</td>
</tr>
<tr>
<td>Regional (up to 11/year)</td>
<td>1000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational Materials</th>
<th>FY 19/20 # of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>PATH Intl. Instructor Education Guide (digital)</td>
<td>272</td>
</tr>
<tr>
<td>PATH Intl. Instructor Education Guide (printed)</td>
<td>516</td>
</tr>
<tr>
<td>Equine-Assisted Learning Manual (digital)</td>
<td>52</td>
</tr>
<tr>
<td>Equine-Facilitated Psychotherapy Manual (digital)</td>
<td>31</td>
</tr>
<tr>
<td>HRH Volunteer Video (VHS or DVD)</td>
<td>9</td>
</tr>
<tr>
<td>How to Start an EAAT Center/Program (digital)</td>
<td>38</td>
</tr>
<tr>
<td>Instructor Training Workbook &amp; DVD</td>
<td>32</td>
</tr>
<tr>
<td>Instructor Training Workbook</td>
<td>7</td>
</tr>
<tr>
<td>Promotional Video with William Shatner</td>
<td>3</td>
</tr>
<tr>
<td>2015 Center Employment Analysis Executive Summary</td>
<td>0</td>
</tr>
<tr>
<td>2015 Center Employment Analysis Full Report</td>
<td>1</td>
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<tr>
<td>2018 PATH Intl. Standards for Certification and Accreditation (digital)</td>
<td>40</td>
</tr>
<tr>
<td>2018 PATH Intl. Standards for Certification and Accreditation (printed)</td>
<td>35</td>
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<tr>
<td>Riding the Winds of Progress Ninth Intl. Therapeutic Riding Congress Proceeding</td>
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<tr>
<td>Equine Services for Heroes DVD</td>
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<table>
<thead>
<tr>
<th>Online Facilitated Courses</th>
<th>FY 19/20 # of Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instructor Training for PATH International Equine Services for Heroes Online Course</td>
<td>49</td>
</tr>
<tr>
<td>PATH Intl. Autism Spectrum Disorder and EAAT Online Course</td>
<td>87</td>
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</table>
## Online On Demand Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>FY 19/20 # of Sales</th>
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<tbody>
<tr>
<td>PATH Intl. Online Mentor Training Course</td>
<td>38</td>
</tr>
<tr>
<td>Online Instructor Course</td>
<td>112</td>
</tr>
<tr>
<td>Online Instructor Self-Assessment</td>
<td>15</td>
</tr>
<tr>
<td>Online Volunteer Course</td>
<td>95</td>
</tr>
<tr>
<td>Online Standards Course and Exam</td>
<td>409</td>
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<tr>
<td>Trauma Informed Practices for Youth Participants in EAA</td>
<td>66</td>
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## Virtual Conference Bundles

<table>
<thead>
<tr>
<th>Bundles</th>
<th>FY 19/20 # of Sales</th>
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<tbody>
<tr>
<td>2018 Day 1 Virtual Recordings</td>
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<td>2019 Day 1 Virtual Recordings</td>
<td>25</td>
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<td>2019 Day 2 Virtual Recordings</td>
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<td>2020 Day 1 Virtual Recordings</td>
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<td>2020 Day 2 Virtual Recordings</td>
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## Online Video Recordings Total

<table>
<thead>
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<th>Total</th>
<th>3232</th>
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<tbody>
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</tr>
<tr>
<td>Member Benefit (free)</td>
<td>1596</td>
</tr>
</tbody>
</table>

## Webinars Total

<table>
<thead>
<tr>
<th>Total</th>
<th>701</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid</td>
<td>153</td>
</tr>
<tr>
<td>Member Benefit (free)</td>
<td>548</td>
</tr>
</tbody>
</table>

## LMS Project Goal

We would like to provide a world-class online education experience to our members and migrate all educational content to a central LMS accessible on/through our website.
Website Examples

Websites we like:

Example PATH Intl. Center Websites

- https://www.littlebit.org
- https://agaperiding.org
- https://sire-htec.org
- https://www.heartsandhorses.org
- https://www.fieldstonefarmtrc.com
- https://www.saddleupnashville.org
- https://highhopesr.org

What we like: pictures are of primary focus and tell the story; utilizes teasers with “more” features rather than a list of links, color palette

Competitors

- https://www.eagala.org
- https://www.americanhippotherapyassociation.org

Other Websites

- https://safe.pharmacy (movement of the scroll)
- https://www.aorn.org
- https://www.apa.org
- https://www.financialplanningassociation.org
- https://aaep.org
- https://www.aafp.org/home.html
- https://www.asaecenter.org
- https://www.aarp.org
- https://www.aaas.org
- https://shrm.org
Team Roles and Collaboration

Our team will include the marketing, membership and IT teams with oversight from our executive department.

Kaye Marks - Director of Marketing and Communications

Kaye will be the internal project leader and will direct resources as needed. She will also ultimately be responsible for managing the project timeline and signing off on all milestones. Kaye has been with PATH Intl. for 15 years.

Cher Smith - Communications Specialist and Webmaster

Cher will be the partner agency’s day-to-day primary contact. She will be responsible for coordinating and gathering resources. Cher will assist Kaye in managing the project timeline. Cher is also the current (and future) web administrator and will assist with any current site questions or data. Cher has been with PATH Intl. for 10 years.

Carrie Garnett - Director of Membership and Operations

Carrie directs members and manages most of the organization’s technology stack including the Salesforce ecosystem and Community, the foundational membership database for the organization. Carrie has been with PATH Intl. for 16 years.

Kathy Alm - PATH Intl. CEO

Although not a day-to-day point of contact, Kathy will be an integral part of this project providing expertise, input, and representing the voice of the organization and industry. Kaye, Cher and Carrie will invite Kathy into discussions and presentations as needed.

Background

Kathy has a unique depth of knowledge and understanding of the association and its membership. She served as Executive Director of Little Bit Therapeutic Riding Center in Woodinville, WA, one of the largest PATH Intl. centers in the industry, for 15 years. From 2010-2012, she served as the PATH Intl. board president, first joining the board of trustees in 2005. She has also served as a membership oversight region representative and on a variety of committees in a leadership capacity.
# RFP & Project Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Release Date</td>
<td>10/14/2020</td>
</tr>
<tr>
<td>Questions &amp; Requests Due</td>
<td>10/21/2020</td>
</tr>
<tr>
<td>Proposals Due</td>
<td>11/3/2020, 11 pm (MST)</td>
</tr>
<tr>
<td>Vendor Selection</td>
<td>11/16/2020</td>
</tr>
<tr>
<td>Project Kickoff</td>
<td>12/4/2020</td>
</tr>
<tr>
<td>Desired New Site Launch Goal Date</td>
<td>7/30/2021</td>
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</table>
Budget

We are budgeting $60,000 — $90,000 for this website, with a potential additional $10,000 — $30,000 for a learning management system component. When constructing the budget, please itemize the website and LMS (should you choose to include it) as separate phases, and any additional recurring expenses during the build or post-launch.

Given the amount of background and resources provided as part of this RFP, we expect the selected agency partner to commit to their submitted proposal budget within 5%.
Criteria for Selection

We will be making our selection based on agency fit, experience, industry knowledge, relevant projects and recommendations.

Overview

Choosing an agency to rebuild the PATH Intl. website requires looking at both the technical capabilities to design and build a world-class site, but also the alignment to the nonprofit mindset (mission, vision, culture) and industry understanding. We seek an agency who intuitively understands our industry and its mission to partner with horses to have a transformative impact to enrich lives. This will result in a captivating and engaging website experience that will ultimately achieve PATH Intl.’s goals.

The Ideal Partner

**Required**

- Understands the importance of implementing a website that is consistent with the story and brand of PATH Intl.
- Has been operating for at least three years with a positive revenue and client trajectory and does all work in-house or with vetted partners who have participated in similar sized projects
- Demonstrates a high-level of familiarity with HTML, CSS, JavaScript, or other applicable coding languages
- Knows how to utilize the right CMS and transition the present site from Joomla to an industry standard platform such as WordPress
- Has demonstrated ability to improve website SEO
- Is experienced in UX and UI design and implementation
- Has experience building websites with responsive design on all platforms
- Has implemented a prior CRM integration
- Knows how to improve data capture opportunities to integrate with marketing objectives to increase membership and donors
- Knows how to consolidate pre-existing data and provide storage solutions that increase efficiency and decrease liability
- Has consolidated content laden websites to an effective website solution
- Has experience in creating websites that focus on storytelling through brand continuity
- Is responsive to the client and receives feedback well
- Can make a website which is easy for non-digital natives to use
- Offers ongoing support after the project is completed

**Preferred**

- Has experience working in an equine-related field
- Has demonstrated experience implementing LMS platforms
- Preference given to local (Colorado front range) agencies
**Cultural / Alignment / Fit**

- Has experience with equine-related programs and organizations
- Has experience working with other large nonprofit organizations
- Has experience with making websites accessible (translation, disability, color blindness, etc.)
- Is able to translate the complexities of a national membership organization into client-focused digital solutions
- Has a firm understanding of the importance of mission-driven organizations and how they operate
- Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback
Submission Instructions

Proposal Requirements

Please include the following information in your proposal:

**General Agency Information**
- Name, address, email, phone, website
- Number of years in operation
- Top clients and when (date) they partnered
- 3-5 top relevant projects and link to case study or website URL
- 4-6 client references

**Agency Team**
- Project team (tentatively) that will work on the website project, their roles & responsibilities
- Team bios, years of experience for each, their role

**Project Management**
- General timeline from start to website launch (approximately)
- General overview of website build process end-to-end
- Project management approach

**Budget**

Please submit a budget for the project.

**Capabilities**

Please list any additional capabilities or services your agency offers.

**Questions & Requests**

Please submit questions and/or requests to Cher Smith by 10/25/2020: csmith@pathintl.org

**Proposal Submission**

Please only email proposals to Cher Smith by 11/5/2020 at 11 p.m.: csmith@pathintl.org

Note: Cher Smith is the primary contact for submissions. Final determination will be made by the team.
Appendix

PATH Intl. Organizational Metrics - pdf