



TECHNICAL DEVELOPMENT RFP v1.0

PROJECT: Project IMPACT

CLIENT: Amnesty International

PREPARED BY: Rob Purdie

DATE: April 13, 2007

EXPRESSIONS OF INTEREST DUE: **09:00 GMT Friday, April 20, 2007**

PROPOSALS DUE: **09:00 GMT Friday, April 27, 2007**

INTRODUCTION:

The International Secretariat (IS) of Amnesty International has recently undertaken a project (code-named "Project IMPACT") to re-design and re-architect the amnesty.org website, replace the Content Management System (CMS) it runs on, and implement a Constituent Relationship Management (CRM) system.

The overarching objective of the project is to increase the effectiveness of Amnesty's global website and e-communications for both internal users (i.e. International Secretariat staff) and external users (i.e. the global human rights movement).

The purpose of this RFP is to provide potential respondents with the information they need to develop a proposal for the delivery of the **technical development component** of the project.

TECHNICAL DEVELOPMENT PLATFORM:

The IS has chosen [Drupal](#) as the replacement CMS and [CiviCRM](#) as the CRM to be implemented (along with CiviMail, CiviMember and CiviContribute).

Respondents to this RFP *must* have experience working with both products, ancillary products and relevant modules in an international and multilingual context – the amnesty.org website has a global audience and is currently available in 4 languages (see PROPOSALS section below for more details).

TECHNICAL DEVELOPMENT APPROACH:

The technical development component of this project will be managed using [Scrum](#) – requirements will be prioritised and maintained in a living Product Backlog and will be implemented in order of priority over the course of **six (6) one-month Sprints**. The work results of each Sprint will be presented to a group of stakeholders at the end of each month and the feedback received will inform the planning for the next Sprint.

Respondents to this RFP *must* be in a position to allocate a dedicated (i.e. full time), self-organising team of 3-5 developers to this project (see PROPOSALS section below for more details).



TECHNICAL DEVELOPMENT OBJECTIVES:

Amnesty International aims to replace its CMS with one that:

1. Actively assists the widest range of people to make use of the site, whether as visitors or editors, by meeting the following standards:
 - 1.1. W3C-WAI Level 2 Web Content Accessibility Guidelines
 - 1.2. W3C-WAI Authoring Tool Accessibility Guidelines

... in a way that can be validated by a 3rd party and so that certification can be displayed on the site.
2. Allows Amnesty to rapidly implement new functionality, and to use the system for any part of the movement (from the IS to a small section/structure) by:
 - 2.1. Having a modular structure
 - 2.2. Having a clearly specified process for installing additional modules
 - 2.3. Having a core toolset that supports community building, for example through voting & rating
 - 2.4. Having an open API for connecting to other software and a coding structure that allows connection to other APIs
 - 2.5. Having a technical architecture that is easily scalable and fault tolerant on vertical or horizontal build out
3. Supports growth in terms of market reach and acquisition in Amnesty's key growth areas, by being able to:
 - 3.1. Separate content and structure based on the W3C CSS 2.1 standard
 - 3.2. Deliver flexible and ubiquitous RSS feeds
 - 3.3. Be configurable for search engine optimisation
 - 3.4. Be fully multilingual with minimum overhead (i.e. using Unicode rather than graphics or PDFs)
4. Is as easy as possible to use with no HTML knowledge by:
 - 4.1. Having a relatively easy to use WYSIWYG editor
 - 4.2. Being able to switch between WYSIWYG and code editing modes without affecting the content
 - 4.3. Being able to set granular permissions by user role
 - 4.4. Can support alternative entry modes such as textile, markdown, etc. modularly
5. Allows for the management of content by:
 - 5.1. Setting up a workflow for a series of content states with associated role-based permissions and actions
 - 5.2. Setting visible dates for content with associated actions (i.e. when material should appear on the site)
 - 5.3. Setting expiry dates for content with associated actions (i.e. when material should be moved, archived or removed from the site)
 - 5.4. Access permissions for content based on open/registered/paid
 - 5.5. Flexible & rule-based display of content based on metadata, rights, expiry, roles, segmentation (e.g. high donors, volunteers, activists) and/or other categorisation (such as "most popular" or "most emailed")
 - 5.6. Utilising AJAX functionality and popular libraries such as prototype.js, scriptaculous.js, etc.



6. Provides a powerful platform for e-campaigning by enabling:
 - 6.1. Campaign pages and supporting content
 - 6.2. Campaign management by administrator (fax, email, call, SMS, direct mail)
 - 6.3. Import of campaign data with customisable targets
 - 6.4. Campaign mini-sites
7. Provides a solid platform for the management of user interaction and user generated content through:
 - 7.1. User created content or submission such as commenting, blogging, surveys and petitions
 - 7.2. Allows users to sign up or otherwise indicate that they wish to be involved or contacted about something
 - 7.3. Allows users to act on calls to action within the web site context
 - 7.4. Allows advanced management of user content submissions such as comment moderation and administrative notification of new user content
 - 7.5. Has advanced features for the management of abuse of bogus user generated content such as spam filtering, trackback filtering, user blacklisting, IP blocking and text pattern blocking as well as the possibility to use such features as collaborative filtering (Akismet, etc.) or captchas (for example) to reduce abuse
8. Provides a foundation for future growth through:
 - 8.1. Having a wide, active and relevant developer and user community (for example as measurable by the number & range of additional modules, the level of development activity and the number of user organisations with similar goals)
 - 8.2. Being based on a technical platform which has demonstrable record of being used for rapid/Agile development
 - 8.3. Writing additional modules in a widely used scripting/programming language

Amnesty International aims to implement a CRM system that:

9. Provides users with the ability to manage their profile online by:
 - 9.1. Subscribing/unsubscribing/updating profile information
 - 9.2. Setting preferences for language, country, topics, frequency of communications
10. Captures and stores all user information in a single repository such that:
 - 10.1. All user actions are trackable by the administrator and can be reported
 - 10.2. The user can view their own action and giving history
 - 10.3. There is easy import/export of user records
11. Provides a powerful toolset for e-communications through the ability to:
 - 11.1. Set message format (HTML/text/phone reading), personalisation, scheduling
 - 11.2. Handle bounces automatically, with the option of manual review
 - 11.3. Monitors spam/black-lists to ensure that email communications are not blocked
 - 11.4. Segment the list
 - 11.5. Track and report open rates, click-throughs, and other email metrics
 - 11.6. Implement email communications (series of emails, test groups, etc.)
 - 11.7. Allow web page view of email (click through to view if readability issues)
 - 11.8. Integrate with 3rd party metrics tools for tagging and tracking marketing results
12. Provides a powerful toolset for fundraising by enabling:



- 12.1. Integration with other systems (import/export, file formats, real time , web services)
 - 12.2. Donor list segmentation
 - 12.3. Memberships, renewals & contributions
 - 12.4. Payment options for credit cards and direct debit
 - 12.5. Real-time and manual credit card processing
 - 12.6. Administration – search, void, refund, etc.
 - 12.7. Donation form customisation
 - 12.8. Automated acknowledgements and receipts
 - 12.9. Product sales that use same transaction processing back-end
 - 12.10. Profile - user being able to view their own giving history
 - 12.11. Group fundraising - invite friends to be donors after donor signup or allow users to be a part of a group membership
13. Provides a powerful toolset for analysis of users and visitor behaviour through:
- 13.1. The ability to determine behaviour of user segments
 - 13.2. The ability to determine pathing through site and to associated properties
 - 13.3. The ability to determine referrals to other sites on exit, particularly those within the Amnesty movement
 - 13.4. The ability to determine organic search terms for inbound visitors to sites for SEO optimisation
 - 13.5. The ability to determine search terms within the site and rank/group them, especially with regard to common 404 results
 - 13.6. Integration with "web beacon" or "web urchin"-based commercial analytics tools such as Google Analytics, Omniture, WebSideStory, Coremetrics, etc.
 - 13.7. Writing log files to NCSA standard/Apache formats (or agreed extended) for analysis by log file analyser programs particularly when trying to determining site crawling and optimisation
14. Provides a platform for future growth by:
- 14.1. Having UTF 8 Unicode language support
 - 14.2. Using International address standards
 - 14.3. Providing an interface to SMS and text messaging
 - 14.4. Having additional payment options (such as micropayments, PayPal, SMS or phone-based)

As inputs into this technical development, Amnesty International will provide the selected vendor with a CMS/CRM Requirements Brief document (providing a list of high-level requirements), User Profiles for CMS/CRM users at the IS, and access to the Product Backlog.

The technical development component of Project IMPACT must be completed no later than **October 31, 2007**.

EXPRESSIONS OF INTEREST:

Vendors intending to submit proposals in response to this RFP must email Rob Purdie confirming their interest by no later than **09:00 GMT on Friday, April 20, 2007**.

Rob's email address is rob.purdie@amnesty.org.

PROPOSALS:



Vendor proposals should be sent electronically to Rob in OpenDocument, Microsoft Word or PDF format by no later than **09:00 GMT on Friday, April 27, 2007**, and must include the following sections:

- Company mission, history and services
- Drupal, CiviCRM, internationalisation and localisation experience
- Agile/Scrum development experience; description of standard development methodology
- CVs for proposed project team members, availability and day rates for each
- Total estimated costs based on number of team members available multiplied by day rates multiplied by 120 days (6 months X 20 working days per month)
- Two (2) client references

ASSESSMENT CRITERIA:

Each proposal will be assessed, at a minimum, according to the following criteria:

- Completeness (as per the "Proposals" section above – please use the points above as section headings in your proposal)
- Qualifications, past experience, suitability and availability of proposed staff
- Cost (value for money)
- Quality and applicability of references

VENDOR SELECTION:

Amnesty International will make a final vendor selection decision for this work by **12:00 GMT on Monday, April 30, 2007**.

QUESTIONS:

Questions regarding this document should be sent to Rob by email.

Rob's email address is rob.purdie@amnesty.org.