



## **Request for Proposal - Website Design and Development**

### **I. Overview**

The Els for Autism Foundation, established in 2009 by Liezl and Ernie Els, is committed to helping people on the autism spectrum fulfill their aspirations to lead positive, productive and rewarding lives. Els for Autism focuses its work in six areas: Education, Therapy, Recreation, Global Reach, Adult Services and Applied Research.

### **About The Els Center of Excellence**

In August 2015, the Foundation inaugurated a 26-acre campus in Jupiter, Florida known as The Els Center of Excellence (TECOE). The initial phase of the TECOE includes a primary charter school for 150 students, a 300-seat auditorium, a “purpose-built” golf facility with hitting area and three short par 3 holes and a state-of-the-art technology center to facilitate the Els family’s vision of disseminating best practices to the global community. The Center is also the home of Ernie Els #GameON Autism™ Golf, an innovative program developed in collaboration with PGA Reach and The First Tee that gives children and young adults on the spectrum access to the game of golf. In spring 2016, the Foundation broke ground for the upper school, Sensory Arts Garden Environment (known as SAGE) and Pavilion. Once completed The Els Center of Excellence will bring together the critical components of:

- Education for 300 individuals on the autism spectrum, ages 16 months-21.
- Early intervention
- Rehabilitative therapy
- Global dissemination of best practices
- Family support
- Transition and adult services
- Applied research
- Vocational training

With all essential components on one campus, TECOE is a game-changing facility. In less than a year, it has impacted families from throughout the United States, Europe, Canada, Latin America and the Middle East. The Center is fulfilling the vision of the Els family to serve as a hub for global outreach which will make best practices in education and therapy available to children, families and autism experts through technology.

## II. Project Goals

The Els for Autism Foundation website will serve as a portal for all users, including staff, clients, donors, students and the global autism community. The latter is served by online [E-TEAM Learning modules](#) that are the centerpiece of our global outreach. A key concern is to ensure that the website is compatible with industry standard CRM systems, like DonorPerfect, and that it have sufficient bandwidth to accommodate the many users that may be on the site simultaneously. Proposals should incorporate recommendations on merging Foundation content that currently exists on [www.elsforautism.org](http://www.elsforautism.org) and [www.ernieels.com](http://www.ernieels.com). Details about our user needs are divided by function below.

### a. Staff needs and functionalities

- Access patient records securely
- Adobe Connect currently used for video chats
- Storing and viewing Els auditorium presentations (after presentations) that are currently stored on flash drives
- Patient Portal and EMR compatible with referring physicians and researchers
- GOALS families uploading their children's progress videos (currently done via ShareFile)
- Review and share secure reports
- Access clinical info & databases (DSM-V and translations)
- Research collaboration
- Access media-rich educational content
- Text to voice
- Employment opportunities including initial online application process
- Professional/Therapist training & supervision tracking
  - BCBA supervision
  - Speech and language pathology interns
- Volunteer opportunities – Management & scheduling system
- Event Calendar with separate track for speakers, periodic workshops or forums on autism, autism education (eLearning modules)
- Support for hosting CPE training on-site and online accreditation or credits (probably not in first year)
- Catalog for easily finding video categories – See Robin's Tree of Learning, part of UM-NSU CARD <http://www.nova.edu/card/video-categories.html>)
- Embedded file-sharing application for patients and care team.
- Gift shop

**b. Client needs and functionalities**

- Create and maintain profiles
- EMR – Triggered by appointment scheduling, to be done at home
- Personalized reminders & tips
- Confidential communication with therapy team
- Shared data
- Do we need an app such as Apple's Health App and HealthKit as a standard?
- Future - Research opportunities that automatically populate based on client profile
- Extensive catalog about autism. Question is what content we can borrow so we are not writing new information? Adapt information from UM-NSU CARD, Autism Speaks or Autism Society of America websites.
- Creation of Business Supporter page with link to business friends of the Foundation.

**c. Donor needs and functionalities**

- Donation page using multi-step forms, with multiple ways to give – frequency, with designation to project or event.
- Access to current news and information
- Use of videos, icons and Infographics to understand Foundation's focus

**d. Apps Currently in Use or Requested**

- DonorPerfect, or similar software
- Constant Contact
- BidPal
- Convio
- Zoom
- Blackbaud
- PayPal and PayPal Giving Fund
- Amazon Smile
- YaRooms for meeting room scheduling
- ShareFile
- Voice to text component for accessibility – “and to go across reading levels.”
- Word prediction software for writing in comment sections
- Visual communication symbol icons paired with main label tabs
- Capability to do closed captioning on video feeds
- Capability to schedule group tours
- Facility Rental software
- QuickBooks – Donation input (Needs automation and integration with other apps)

### e. Architecture for Translations

We anticipate providing our own translations of the mobile site (or a reduced site for clients) in Spanish and Portuguese within six months after the initial launch. Responses should include the architecture to launch all three versions. Functionally, the user must be able to switch from one language to another, or continue using only the information in their preferred language, such as [Baptist Health South Florida](#). Another examples is [HealthFinder.gov](#), which delivers material in both English and Spanish during searches.

### III. Website Design Examples & Notable Elements

Listed below are a few websites that have design elements that we like and may want to include:

- [Kennedy Krieger donor pages](#)
- [Barber National Institute](#)
- [McMaster University - Can Child](#) – *Accessibility features on upper left to increase contrast and font size*
- [Canucks Autism Network](#)
- [laomai Medical Ministries](#) - *Like the Impact area navigation mid-screen, also the people features that scroll through first page, inviting engagement*
- [Public Health Institute](#)– *Alternate navigation options on top bar*

### IV. Budget

The budget for this project is in the range of \$45,000 to 60,000, excluding copy and translations, which we will provide. All proposals should also include the first 12 months of maintenance, itemized separately.

### V. Website Functionality Requirements

Our expectations on common website issues:

- **Content Management System** - The website must be built on a content management system that allows for all areas of the site (webpages, images, blogs, forms, etc.) to be easily updated by EIs marketing team in conjunction with IT partner. We prefer a CMS that is not proprietary and works with standard industry software.
- **Responsive Design** - The website responds to and seamlessly adapts to multiple browsers (Safari, Chrome, Mozilla Firefox are preferred) and seamlessly adjusts to fit desktops, laptops, tablets and smartphones internationally.
- **Search Engine Optimization (SEO)** - The CMS must include the ability to alter title tags, meta descriptions, alt tags, and headers. The site must be built to be easily crawled by search engines.

- **Contact Forms** – The website should include contact forms that automatically remit to specific departments (marketing at [elsforautism.org](http://elsforautism.org)). When a visitor fills out the form, the message must be sent to the correct staff member.
- **News and/or Blog** – The website must include a robust, built-in news/blog platform. This must enable users to create, edit and publish news articles and/or blogs to the website.
- **Hosting** – The website company can provide hosting. We must have final control after invoices are paid and will own all content and design elements.
- **Email Marketing** – The website company must provide email marketing capabilities that are seamless with the website and have the ability to integrate with current email marketing software. The website company must provide one email template that is consistent with website design.
- **Website Analytics** - Analytics tracking must be integrated on the site to allow for website visitor tracking, page tracking, etc.
- **Technical requirements** – The website must be compliant with Mac and PC, as well as with the latest two versions of Internet Explorer, Mozilla Firefox, Chrome and Safari.

## VI. Proposal Format

Vendors should provide the following information in their proposals:

- Company history and contact information for the individual who is submitting the proposal (name, email, phone number of person submitting proposal, etc.)
- Plan for accomplishing project goals, including your ability to provide required website functionality and your vision for the design.
- Pricing
- Examples of past work
- References (minimum of 3, from a variety of entities, at least one non-profit)
- Development timeline

## VII. Timeline

Project deadlines are:

- RFP released to public on June 14; Deadline for submission is July 5
- RFP questions & review – Ongoing until July 1
- Presentations – July 19-22 at The Els Center of Excellence
- Selection and Contract Negotiation – July 29-August 12
- Development of site – August to October
- Soft launch and testing - October 3-14
- Full release – October 14-25

Submit proposals to Pam Minelli, [pam.minelli@elsforautism.org](mailto:pam.minelli@elsforautism.org) or Hilda S. Mitrani, [hilda.mitrani@elsforautism.org](mailto:hilda.mitrani@elsforautism.org), by July 1, 2016. Questions regarding the RFP may be submitted up to that date.

## **VIII. Site Architecture** *(In production)*

TO INFORM – ENGAGE – TRANSFORM

### **FIRST STEPS**

Foundation Catalog  
ELS Network  
Brand Info & Links  
One-Click Helplines  
Educational Content  
About & FAQs

### **PATIENT APPLICATIONS**

Create & Maintain Profiles  
Automatic EMR  
Personalized Reminders & Tips  
Communication with Therapy Team  
Shared Data  
Future - Research opportunities that automatically populate based on profile

### **THERAPIST**

Access Patient Records  
Record Video Consultations  
Review Reports  
Access Clinical Info & Databases (DSM-V)  
Research Collaboration  
Access Media-Rich educational Content

### **THE CENTER - BASICS**

Autism 101  
History of the Center  
Leadership  
Team Profiles  
Facts about Els for Autism  
Photo & Video Galleries (integration with Phanfare and video functionality)  
Resources & Information  
Research Initiatives  
Gift Shop

### **GOALS – One of the clinical programs**

Insurance Information  
Billing Portal (similar to university billing, with multiple users?)  
International Patients (optional questionnaire to request aide with hospitality issues)  
Appointment Booking  
Hospital Affiliations

## **WAYS TO GIVE**

Annual Giving Program  
Bricks and Seats  
Naming Opportunities

## **DIGITAL LINKAGES**

Links to blog and podcast

Links to Partner Organizations including:

TLC – The Learning Center at The Els Center of Excellence

RLA – Renaissance Learning Academy – Upper School

Autism Project of Palm Beach County

Social Media – Potential self-populating feed of our SM accounts

## **GLOBAL OUTREACH**

Intro copy to Els Consortium/Els Affiliates

- [ErnieEls.com](http://ErnieEls.com)
- [Ernie Els Design](#)
- [Ernie Els & Fancourt Foundation](#)
- [Ernie Els Wines](#)
- [First & Foremost Family Hotels](#)
- [Ernie Els Centre 4 Autism - South Africa](#)
- [Els for Autism Canada](#)
- [Els Performance Golf Academy](#)

## **EVENTS**

Vignette Events

Registration

Link to Purchase Tickets & Fundraising

## **BUSINESS SUPPORTERS PROGRAM**

Details to come

## **GET INVOLVED**

Volunteer Info

Downloadable Packet

Join Our Team

## **DONATE NOW Button**