global citizens network

Providing authentic cultural immersion experiences since 1992.

Request for Proposal

Website Database System Upgrade

Issue Date: February 24, 2015

Submission Deadline: March 18, 2015, 5:00pm CST

Organizational Background

Global Citizens Network (GCN), a 501(c)(3) organization, strives to develop creative and effective local solutions to global problems by providing opportunities for individuals to interact with people of diverse cultures who share common global values. GCN recognizes the interdependence of people around the world. Social and economic injustice, racial and ethnic inequality, and ecological loss affect all people. But through cooperative effort, individuals of all cultures can enhance their ability to make a difference locally and globally.

To foster that cooperation, Global Citizens Network sends teams of volunteers to communities in indigenous cultures throughout the world. Participants immerse themselves in the culture and daily life of the community. Each volunteer team partners with a local grassroots organization active in meeting local needs. Global Citizens Network creates a worldwide network of people and organizations committed to addressing global issues. Global Citizens Network also offers adult Spanish language classes for the public, and private contracts.

Overview of Current Environment

GCN currently manages its trips and classes using a custom-built web application developed in Drupal. This system was an upgrade from a custom database that was not integrated with its public website. The current system has been helpful in many ways, but needs updating to solve efficiency issues and to add features.

Visitors to the GCN website are able to review, apply and pay for classes and trips using the front-facing web site. Staff are able to manage much of the application process from the back end of the system, but are limited in a number of ways. Current limitations include disjointed or lack of links between participant profiles and payment tracking, an awkward trip application process, and limited reporting and search capability.

The website is used for:

- First point of contact for people interested in GCN and its many offerings.

- Classes – GCN offers classes locally in the Twin Cities metro area and participants can sign up for classes from the website.

- Trips – Many trips are offered throughout the world. Interested travelers can register and create an application for trips from the current website.

The site is currently hosted in a Linux environment using Drupal. More information about the server environment may be requested during the application process.

Project Description and Requirements

It is anticipated that the easiest way to upgrade the efficiency of the system is to update the current Drupal-based application. However, other options will be reviewed if proper justification is given for the proposed solution. The specific requirements listed below describe the functional systems needed to meet the project requirements. There are also items listed for each function that would be nice to have but are not required to meet the project goals.

Profiles – a profile is kept for anyone who interacts with GCN, which includes information such as their location, gender, age, etc. Required profile changes:

- A better system to find and remove duplicate records, including when participants initially sign up for trips and classes.
- Relationship management for profile records to include the ability to group family members and to track groups registering for classes and trips
- A system to create preference categories that track the interests of participants
- Linkage between client profiles and payments, including the ability to track and report on past classes and trips per participant
- More ability to manually change records from the back end of the system
- More refined import and export capability

Additional desired functions:
- Ability for interested parties to sign-up for GCN information without creating a complete profile
- Integration with the email marketing system, currently MailChimp

Classes – classes are offered through GCN. Required changes to the classes system:

- Ability to change currently enrolled class
- Ability to create a full class list of participants
- Link billing information to participant profile

Trips – The following changes are required to the trips system:

- Integrate trip application into the Drupal system; currently it is using a third-party vendor for creation of the application
- Allow applicants to come back to finish the application at a later time
- Integrate the application into the participant's profile and make the application process easier to navigate

Additional desired functions:
- Track trip details (passport info, flight information, etc) within the participant profile

Payments – payments are accepted and tracked for all classes and trips, including privately run trips and classes not offered through the website. This system has the following required changes:

- Ability to track open carts
- Change language within the system to serve the GCN organizational voice. Change the current cart/product/SKU language
- Ability to allow single payer for multi-party trips and classes. For example, this is needed for dependents and minors as well as university groups and businesses.
- Allow the creation of discount codes for trips and classes
- Better tracking of current status of payments for trip and class participants

Additional desired functions:

- Ability to provide credit if a class or trip is cancelled
- Create option for payment schedules
- Ability for the system to provide payment details based on product (program) selected.

Reports and searching – In general, the current searching and reporting system is inadequate to track all participants. A more robust and granular searching system is required, along with a number of additional reports that would be run on the gathered data.

Selection Criteria

The following criteria will be used to rate the proposals submitted for this project.

Soundness of approach to project – 30%
- Development process and how it will work to meet the project requirements
- Experience working on Drupal-based projects, or justification for other platform
- Procedures for preserving confidentiality of information
- Experience working with online payment systems

Demonstrated ability to meet timelines and provide consistent and clear communication – 30%
- Describe how projects of this type are managed
- List of staff that will be working on this project with bio information
- Testing procedures

Qualifications of firm – 20%
- History of the firm
- Experience with other nonprofit organizations
- Database and web development experience
- Clients and project of similar scope and magnitude
- Three references that may be contacted

Cost and pricing structure – 20%
- Structure of pricing (hourly/project-based)

- Pricing to addressed desired (but not required) items
- Cost for incidental support after project completion

Application Process and Timeline

For full consideration, interested applicants must submit a proposal that addresses the requirements and criteria of the project and meets the following minimum requirements:

- Proposals should be submitted either by mail or via email in PDF format
- Proposals should be addressed to:

> Melinda Czaia, Director
> Global Citizens Network
> 129 North 2nd Street, Suite 102
> Minneapolis, MN 55401
>
> Email: melinda@globalcitizens.org

Timeline for the RFP process:

RFP Released	February 24, 2015
Proposals due	March 18, 2015
Review of proposals and interviews with qualified candidates.	March 18 – 31, 2015
Project award notification	April 1, 2015
Contract negotiation	April 1 – 10, 2015
Project begins	April 13, 2015
Project completed and in use by staff	September 1, 2015