

# RFP: Website Redesign for Anti-Cruelty (anticruelty.org)

## 1. Introduction & Background

**Organization:** Anti-Cruelty

**Location:** Chicago, IL

**Mission:** Anti-Cruelty builds a healthy and happy community where pets and people thrive together.

Anti-Cruelty supports over 16,000 animals annually, conducts thousands of adoptions, spay/neuter procedures, investigations, and outreach activities to strengthen the human-animal bond.

**Current Website:** anticruelty.org—serves as a hub for adopters, prospective volunteers and fosters, pet owners who are seeking support services, and supporters, whether they're donors, event attendees, program participants, and more!

**Purpose:** To enhance usability, accessibility, engagement, and reflect Anti-Cruelty's impact and values through an updated, responsive, user-friendly site.

## 2. Project Objectives

**User-centric design:** Prioritize simplicity, mobile-first responsiveness, and intuitive navigation.

**Action-driven layout:** Clear, prominent call-to-actions (CTAs) such as “Adopt,” “Donate,” “Volunteer,” “Foster,” etc.

**Visual storytelling:** Showcase heartfelt animal stories, community initiatives, impact metrics, and events with engaging visuals that tie back to the mission and brand identity.

**Enhanced content management:** Enable staff to easily update adoptable pets, events, volunteer opportunities, news, events, fundraising campaigns, and various content.

**Accessibility:** Adhere to WCAG 2.1 AA standards for inclusive access.

**Performance & SEO:** Fast-loading pages, clean structure, and optimized for search engines.

**Scalability:** Future readiness for new features like donation portals, multilingual support, or virtual programming.

### 3. Scope of Work

#### **Discovery & Strategy**

Conduct stakeholder interviews and user persona mapping.

Analyze site analytics and user behavior to identify pain points and opportunities.

#### **Information Architecture & Wireframes**

Define improved site structure and navigation.

Deliver wireframes for main pages: Home, Adoption Center, Admissions, Clinic, Community Programs, Volunteer, Donate, About Us, Contact, News/Blog.

#### **UI/UX Design**

Create visually compelling, on-brand mockups for key pages.

Ensure mobile-first design with consistent branding and emotional resonance (e.g., using uplifting animal imagery).

#### **Development & CMS Integration**

Build the site using a scalable CMS (e.g., WordPress, Drupal, or custom solution).

**Migrate existing content and adoptable and foster pet listings integrating with current systems, as well as other donation platforms, scheduling modules etc.**

#### **Testing & QA**

Conduct cross-browser, device, and accessibility testing (WCAG 2.1 AA).

Incorporate feedback from key stakeholders and beta users.

#### **Launch & Training**

Deploy to live environment with minimal downtime.

Provide CMS training and documentation to staff.

#### **Post-Launch Support**

Offer a defined support window (e.g., 30–90 days) for tweaks, bug fixes, and usability feedback.

### 4. Proposal Requirements

**Company Overview:** Experience, team bios, relevant nonprofit/animal welfare clients.

**Design & Technical Approach:** Platform preference, methodology, proposed tools/plugins, mobile and accessibility strategy.

**Examples:** Links to 2–3 past relevant websites (bonus if for similar organizations).

**Project Timeline:** Estimated phases with start-to-launch milestones.

**Pricing Structure:** Detailed cost breakdown by phase, any recurring costs (e.g., hosting, maintenance).

**References:** Contact info from at least two past clients.

## 5. Evaluation Criteria

Criteria	Description
<b>Expertise</b>	Proven experience designing for nonprofits/animal welfare organizations.
<b>Design Quality</b>	Aesthetic sensibility, UX experience, mobile responsiveness.
<b>Technical Capability</b>	CMS proficiency, clean code, SEO and performance expertise.
<b>Accessibility</b>	Demonstrated understanding of WCAG standards.
<b>Budget &amp; Value</b>	Transparent pricing aligned with organization's resource constraints.
<b>Support &amp; Training</b>	Capability to provide smooth hand-off and post-launch assistance.

## 6. Timeline

**RFP Issued:** Late-September 2025

**Proposal Deadline:** November 3, 2025

**Proposal Review Period:** November 3–17

**Vendor Interviews (if needed):** November 24

**Vendor Selection:** December 5

**Project Kickoff:** January 12, 2026

**Expected Launch:** [3–5 months post kickoff, depending on complexity]

## 7. Budget Estimate

Provide overall budget range, e.g.:

**Base redesign:** \$50,000–\$60,000

**Optional add-ons:** E-commerce, donation integrations, virtual event modules, multilingual support—listed as optional with separate cost estimates.

## 8. Submission Instructions

Please submit proposals to **[your email/contact]** by **[deadline date]**, including “Anti-Cruelty Website Redesign RFP” in the subject line. For questions, contact **[Name, Title, Contact Info]**.

## 9. Additional Guidance

From fellow animal welfare professionals on Reddit:

“Your organization likely has a color scheme. Incorporate that. Avoid pop-ups—they irritate users. Have a visible donate button on all pages. Keep it simple and mobile-friendly.” [Reddit](#)

This feedback highlights user expectations around simplicity, ease of navigation, and streamlined experience—key drivers for adoption and engagement.

## 10. Closing Summary

This RFP outlines a mission-driven, user-friendly redesign of anticruelty.org that elevates digital presence, improves engagement with critical services like adoption, volunteering, and donations, and amplifies Anti-Cruelty's impact. A successful redesign will reflect the organization's compassionate, action-oriented brand, enhance usability, support staff workflows, and increase community interaction.