



## **Northumberland Humane Society (NHS)**

### REQUEST FOR PROPOSALS (RFP)

### **WEBSITE DEVELOPMENT**

#### **SCHEDULE**

- **RFP Issued: Wednesday, April 24, 2026**
- **Proposal Deadline: Wednesday, May 22, 2026**
- **Vendor Selection: Friday, May 29, 2026**
- **Project Start: Tuesday, June 3, 2026**
- **Website Launch Targe: late August 2026**

## **Organizational Overview**

The Northumberland Humane Society (NHS) is a not-for-profit organization dedicated to the humane care, protection, and rehoming of dogs, cats and small animals across Northumberland County, Ontario.

For 60 years, NHS has been a place of safety for animals with nowhere else to turn — providing shelter, medical care, and the chance for a new beginning.

Unlike many assume, NHS receives no government funding for its operations. Every rescue, every medical procedure, every adoption, and every life saved is made possible through the generosity of donors and the compassion of this community.

### **Today, the need has never been greater.**

As the population of Northumberland County grows, so too does the demand for animal care services. The current facility is no longer able to support the volume or complexity of cases that NHS is being called upon to address.

At the same time, NHS's pet food bank is experiencing a critical and growing demand, supporting families who are struggling to care for their animals during times of financial hardship — ensuring that pets can remain in the homes where they are loved.

In response, NHS is preparing for a \$4 million capital campaign to build a new, modern animal care facility and renovate its existing space — creating an environment that reflects the level of care every animal deserves.

### **This transformation is about more than a building.**

- It is about ensuring that vulnerable animals receive humane, dignified care.
- It is about supporting families and individuals who rely on NHS in times of crisis.
- And it is about strengthening NHS's role as an essential community service — one that contributes to the health, compassion, and well-being of the entire region.

### **This work is only possible through philanthropy.**

## **Project Overview**

NHS is seeking a qualified agency or consultant to design and develop a modern, accessible, and user-friendly website.

This project is focused on delivering a campaign-ready website to support:

- Animal adoptions
- Donor engagement
- Public awareness

ahead of NHS's 60th Anniversary and campaign launch in late summer 2026.

NHS anticipates future phases that may include brand development, expanded website functionality, and built environment applications.

### **Project Objectives**

The development of a contemporary, accessible, and user-friendly website with content supplied by NHS, designed to support the following core functions:

#### **Adoptions (Primary Focus)**

Animal adoption is the primary function of NHS and must be the most prominent and intuitive user journey.

- Clear, highly visible "Adopt" calls-to-action
- Individual animal profiles with compelling storytelling
- Integration with adoption Platform (PetPoint plug-in)

#### **Programs & Services**

The website should clearly communicate the breadth and impact of NHS programming, including:

- Animal care and sheltering services
- Adoption and rehoming programs
- Reuniting families with lost animals
- Community outreach and education
- Volunteer opportunities
- Additional support services
- Content should reinforce NHS's role as a community resource and essential service.

#### **Thrift Store**

The NHS Thrift Store is an important component of the organization's operations and community presence. The website should include a dedicated section that:

- Highlights the role of the Thrift Store in supporting animal care and shelter operations
- Provides key information (location, hours, donation guidelines, accepted items)
- Encourages community engagement through donations and shopping
- Integrates storytelling to connect purchases and donations to impact (e.g., "your donations help feed and care for animals")
- Includes clear calls-to-action (Donate Items, Shop, Volunteer, etc.)

## **Donor & Campaign Experience**

The website must function as a key fundraising and campaign platform:

- Prominent “Donate” functionality (integrated with CanadaHelps)
- Campaign-specific landing pages – (content to be supplied by NHS)
- Donor recognition and impact storytelling
- Opportunities for ongoing engagement and stewardship

## **Design Inspiration**

Proponents are encouraged to review other humane society sites as an example of a modern, mission-driven nonprofit website.

Additionally, the corporate giving section of Humane Society Hastings Prince Edward is provided as a strong example of structured and effective donor engagement content.

NHS values:

- Clear and intuitive navigation
- Strong emotional storytelling and imagery
- Effective calls-to-action
- Clear presentation of giving opportunities
- Professional, accessible design

While NHS seeks its own unique identity, proponents should demonstrate a similar ability to deliver a website that is both emotionally compelling, bright and engaging and functionally effective.

## **Website**

- Information architecture and UX design
- Content strategy and collaboration with NHS team
- CMS implementation (user-friendly backend so staff can update)
- Integration with:
  - DonorPerfect
  - CanadaHelps
  - MailChimp
- SSL Certification and PCI compliance
- SEO optimization including key words such as “pet adoption”, “animal rescue Northumberland”, “non-profit”
- AODA and WCAG 2.1 AA accessibility compliance
- Redirect Mapping
- Data Migration from existing website
- Google Analytics and conversion tracking
- Staff training
- Post-launch support

## **Corporate Giving & Partnerships**

- Dedicated corporate giving section including:
  - Sponsorship opportunities
  - Campaign and naming opportunities (as appropriate)

## **User Experience**

- Mobile-first design
- Clear navigation pathways (Adopt, Donate, Programs, Get Involved)
- Emotionally engaging design and imagery

## **Homepage Expectations**

The homepage should prioritize:

1. Adopt an Animal (primary call-to-action)
2. Donate / Support the Campaign
3. Animals Available for Adoption (live or featured)
4. Impact Messaging (why NHS matters)
5. Programs & Services
6. Volunteer / Get Involved

## **Target Audiences**

- Adopters
  - Donors (major, mid-level, and community)
  - Corporate partners and sponsors
  - Volunteers
  - Municipal partners
  - General public
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- **Training & Documentation:**
    - Staff training sessions (CMS + basic updates)
    - User manuals or quick-reference guides
    - Brand Guide and all images/materials used
  
  - **Testing & Launch:**
    - Pre-launch testing (functionality, mobile, browser compatibility)
    - Launch support
  
  - **Post-Launch Support Plan:**
    - Defined period of technical support

- Optional ongoing maintenance and updates

### **Deliverables**

- Sitemap and information architecture
- Wireframes for key pages
- Brand Guide and all images/materials used
- Fully functional website
- CMS implementation
- Adoption and donation integrations
- Basic content support (structure and guidance)
- Accessibility-compliant design
- Pre-launch testing
- Website launch support
- Staff training
- Post-launch support plan

NHS expects proponents to identify and include all deliverables required to successfully complete the project. Any omissions necessary for a complete and functional solution should be clearly identified in the proposal.

### **Budget and Value**

The Northumberland Humane Society has allocated between \$7,000-\$10,000 CAD for the initial design, development, and launch phase of this project.

The NHS is preparing for a critical capital campaign; we are seeking a partner who can provide the highest possible impact within this investment.

Proponents are encouraged to:

- **Prioritize Core Functionality:** Clearly outline what is achievable within this budget, focusing on the high-priority adoptions journey as well as campaign and donation integrations.
- **Phased Recommendations:** If certain requested features exceed this budget, please identify them as "Phase 2" options with separate cost estimates.
- **Value-Adds:** Identify any pro-bono services, non-profit discounts, or ongoing support packages included within this fixed cost.

### **Proposal Requirements**

Please include:

- Company overview and relevant experience
- Examples of similar work (nonprofit and/or campaign-based preferred)
- Proposed approach and methodology
  - Please include:
    - CMS and platform/tool recommendations
    - Hosting tools
    - Launch and post-launch support commitment
- Project timeline
- Team members
- Detailed cost breakdown
- References

**Evaluation Criteria**

- Understanding of nonprofit and fundraising needs
- Creative and strategic approach
- Quality of past work
- Ability to meet timelines
- Cost and value
- Experience with CRM and donation integrations

Criteria	Weight	Score 1 – 5	Weighted Score
Understanding NHS	10		
Strategic & UX (user experience)	20		
Website Quality & Usability	15		
Fundraising & Integration Experience	10		
Project Management	10		
Cost & Value	10		
Accessibility & Compliance	15		

**Submission Details**

Please submit proposals electronically to:

**Kim Good**

Northumberland Humane Society

[campaigndirector@northumberlandhs.com](mailto:campaigndirector@northumberlandhs.com)

If being delivered in person:

2363 Theatre Road South

Cobourg, Ontario K9A 4W5

**Deadline: Wednesday, May 22, 2026**

**Additional Information**

NHS reserves the right to:

- Accept or reject any proposal
- Request additional information
- Negotiate scope and pricing

Questions can be sent to Kim Good by email [campaigndirector@northumberlandhs.com](mailto:campaigndirector@northumberlandhs.com) or call 905 885 4131 until Tuesday, May 20, 2026.

