



Patron: HRH The Prince of Wales
Chair: Arunma Oteh

Subject:

Tender Request Proposal - Comprehensive Website Development -
<https://royalafricansociety.org/>

Introduction:

The Royal African Society is inviting proposals from website developers and managers. We require a dynamic, and user-centric website that is engaging to our audiences and allows interactions from and between our membership. It will need to fulfil a spectrum of functional needs, while operating from a simple easy-to-maintain underlying framework. We don't need anyone to recreate the wheel with OTT designs. A good functional design is what we're looking for.

We also have some other websites which we administer for our projects, programmes, and partners. You might find that they are old fashioned, and we would appreciate you looking at those too. We'd appreciate if you could specify what to do with these websites, whether that be incorporate them into your quotes, link to them, update them but keep them as they are. These mostly refer to our cultural products but are not to do with RAS's core function. These include:

- Film Africa – <https://www.filmafrica.org/>.
- Africa Writes – <https://africawrites.org/>
- ASUK - <https://asauk.net/>

Background:

As a 122-year-old membership organisation, the Royal African Society seeks to elevate and refresh its online presence to appeal to a new membership through well designed website. The objective is to revamp user experience, ensure accessibility, and engage a diverse audience effectively. We require a simple back-of-site through which staff can manage new memberships and orders and add or update content.

We've faced challenges in coordinating different versions of our website, integrating our payment system, and managing subscribers through CRM. Updating card details without cancelling memberships remains a hurdle, and we seek input on resolving this.

Our CRM integration poses challenges, prompting exploration of alternative membership management methods with automated customer input.

A successful tender requires our website to handle membership payments seamlessly and grant staff access to member details, with the added capability to export data for mailouts.



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While we currently use Salesforce as a CRM, we are open to more user-friendly systems, e.g. WooCommerce. Our partnerships require CRM linkage without specific company mentions. Kindly refer to the attached site plan for a visual representation of our current service connections.

We have a partner organisation (ASAUK) who have a joint membership with us so it would be necessary for the CRM to be linked to the ASAUK website and their membership.

Scope of Work:

The chosen vendor will undertake the following responsibilities:

- Crafting a visually captivating and responsive website with intuitive navigation
- Integrating essential features and functionalities including:
 - About page detailing our mission, history, and values
 - People page showcasing our members/staff including links to socials (particularly -LinkedIn, twitter)
 - Events calendar and registration page
 - Photo gallery
 - Members joining page and members dashboard including access to billing, events, personal information and our African Affairs journal
 - Donation Page (distinct from membership with option for recurring and one-off donations)
 - Merchandise page with e-commerce capabilities
 - Interactive member space or forum fostering community engagement
 - Dedicated section for news articles, podcasts or media content
 - Link to RAS's African Arguments website
 - Links to our key commercial and impact partners
 - Contacts Page
 - Social Media Page (including live updates from the social media sites)
 - Royal African Society
 - Twitter
 - Facebook
 - Instagram
 - YouTube
 - Film Africa
 - Twitter
 - Facebook
 - Instagram
 - LinkedIn
 - YouTube



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- Migration of subscribers and user base from Salesforce to new CRM
- Implementing robust SEO strategies for enhanced visibility
- Ensuring cross-browser and device compatibility
- Support with review of the existent content/copy
- Providing comprehensive training/documentation for content management and maintenance
- Delivering the project within maximum 2 months
- Offering post-launch support and maintenance options

Proposal Requirements:

Interested parties should furnish a comprehensive proposal comprising:

- Company profile and a portfolio of relevant website projects
- Methodology for website design, development, and testing
- Detailed project timeline delineating milestones and deliverables
- Transparent cost breakdown encompassing initial setup and follow-up recurring expenses
- Proposed content management platform and technological framework
- 2 Client references demonstrating successful past projects

Timeline:

Proposed Submission Deadline: 30th April 2024

Proposal Evaluation Period: 2 weeks

Contract Award Date: 3rd June 2024

Submission Details: Kindly submit your proposal via email for the attention of Nicodemus Leo at ras@soas.ac.uk no later than 30th April by 11.59pm

Evaluation Criteria:

Proposals will be assessed based on:

- Demonstrable expertise and experience in website development
- Creativity and quality of the proposed solution
- Adherence to specified timelines and budget constraints.

We eagerly anticipate your proposals and potential collaboration on this exciting project.

Warm regards,

Nicodemus Leo
Business Change Manager



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