



## Website Project – Agency Brief

October 2024

### Background on Air Ambulance NI

Air Ambulance NI works in partnership with the Northern Ireland Ambulance Service to provide the Helicopter Emergency Medical Service. This vital service delivers emergency pre-hospital care to critically ill or injured people and can mean the difference between life and death.

The medical team is called out on average twice a day, responding to incidents such as serious road traffic collisions, workplace accidents, sports injuries, and medical emergencies. The service's mission is to save lives, protect brains, and preserve limbs.

As a local charity, Air Ambulance NI needs to raise £2.5 million each year to keep this life-saving service in operation.

The Air Ambulance can reach anywhere in Northern Ireland in approximately twenty-five minutes and operates 12 hours per day, 7 days a week.

**Our Vision:** A world-class helicopter emergency medical service for the people of Northern Ireland.

**Our Mission:** To provide outstanding critical care where and when it's needed most.

**Our Values:** We share a set of core values that define us as an organisation and the way we work, these values are Respect, Integrity, Teamwork, and Accountability.

### Website Brief

#### Our Objective

Our website plays a fundamental role in attracting fresh support. We aspire to leverage storytelling to share impactful stories of our charity's work, the people and families who have been cared for, and volunteers, fostering emotional connections with the audience and educating and informing them of the work we do.



We would like to rebuild and redesign our website to bring in more support for the charity, to further educate the general public about our work, and to help foster our existing relationships by ensuring the site is user-friendly and the user experience is positive.

The website build and design should reflect our vision, values, and commitment to providing outstanding critical care where and when it's needed most. The site should be intuitive, future-proofed, and fit for a variety of user needs, ultimately resulting in helping to support the Air Ambulance through donations.

We are looking for a provider that will work with us to take the website beyond design and delivery to help us to achieve this objective.

### **Target audience**

Each of our target audience groups will have different needs from the site.

- **Donors and potential donors** Individuals, businesses, and organisations who choose to support our charity. Donors will have different needs depending on how they choose to support. Some will need to register for events and receive fundraising packs, others will need to purchase merchandise, set up monthly donations or download assets to host their own fundraiser.
- **Beneficiaries:** Patients and their families who have received support and care from the Helicopter Emergency Medical Service. We'd like to host a contact form for former patients to get in touch with the charity to arrange a visit. For families who have lost loved ones, we'd like to incorporate a way for them to make a tribute, either through our own site or by linking to an external provider such as Much Loved.
- **Volunteers:** A dedicated team of individuals across Northern Ireland who are involved in assisting the charity in fundraising activities. New volunteers will need information about the roles we offer and an integrated form to register. Existing volunteers will need a members-only access area that houses an interactive calendar where volunteers can register for available slots.
- **General public:** Individuals interested in contributing to charitable causes,



participating in the events, or learning more about the Air Ambulance. We'd like the new site to inform the general public about the service and inspire them to become supporters.

### **Internal users**

The CMS should include User Access Control functionality that limits what editors can create or edit without being too restrictive in design theme/template. The interface should be easy for users who aren't overly familiar with web management to navigate.

### **Our current website**

Our current website was launched in December 2017, while it has served us well through this time, it has become outdated and the functionality does not meet our current needs.

### **Content migration**

The current website features many content-rich pages, some of which we would like to retain. The successful proposal will consider an efficient way to move this content over, which includes graphics and embed code.

### **Key deliverables for a new website**

We are seeking a new website to fulfill three main purposes:

- To inspire donations by sharing impactful stories and increasing education and understanding of the service.
- To house important resources for volunteers and supporters.
- To reduce manual admin processes.

In order to achieve these aims, we would like a fresh/clean look for the website with a simpler navigation process to enhance the user's experience.

We would like inspirational patient stories and videos to feature and integrate with the wider site. Rather than being housed on one page that requires a user to specifically



navigate to it, we would like these stories to be a part of the user's natural journey through the site.

We'd also like to increase the automated processes on our website such as having emails that include fundraising packs sent directly to users when they register for an event and their details automatically linking to our CRM system.

The new site will need to integrate with our existing CRM system, Donorfy and various income streams as well as Volunteeroo. It would also be preferable if it could integrate with the sites we use to contact our audience and sell merchandise but we are willing to hear suggested alternative platforms for these processes.

## Integrations

- CRM: We currently use Donorfy and need the new site to integrate with Donorfy, for example, embedded forms for one-off donations, regular giving and event sign-ups.
- PayPal: mechanism to receive donations and direct debit set up.
- Volunteeroo: Establish if our volunteer management system has capability to integrate with the website. [Volunteer Management Software | Simplify Volunteering & Save Time \(volunteero.org\)](#)
- Marketing Emails; our current platform is Campaign Monitor. However, our preference is to move to Mail Chimp which integrates with Donorfy allowing in newsletter sign ups via an embed from the site and linking directly to the CRM so we can keep communication preferences up to date.
- Shopify/Woo Commerce: to sell merchandise online and keep up-to-date stock quantities.
- Social media: Permit pages to be shareable across our social channels.
- Much-loved: We would like to host in-memory giving pages which will feature embedded widgets and pages from this platform.

## Example site structure

We have compiled a draft overview of the structure we envision for the site and a brief summary of the content: <https://www.gloomaps.com/RPdY2eWrGn>





## **Design features**

A content management system that is straightforward for user access across departments and promotes a simple external navigation for public use. We would also like to utilise dynamic design features that amplify relevant data as well as feature inspiring stories.

## **Dynamic Functionality**

The new site will need to include:

- Embedded photos
- Embedded videos
- Form Integration
- Interactive Calendar
- Blog (Latest News/Patient Stories section)
- Survey Integration
- Password Protected Members Area
- Online Shop
- Facilitate single and repeat donations
- Event and Newsletter sign ups
- Fundraising and Corporate Sponsorship pack downloads

## **Comparator Analysis**

We would like to improve our domain authority to become more competitive with national and local charities. We would like to create a site that enhances SEO and features engaging content to draw and retain users with an attractive home page featuring impactful and dynamic design features including animated stats where appropriate. We would like an analytics tool built into the CMS so that website traffic, conversions and other key measurables can be easily tracked.

## **Accessibility, Compliance and Privacy**

The finished website must comply with all relevant legal requirements. It should be accessible to everyone in accordance with The Equality Act 2010, this includes users who have impairments to their vision, hearing, mobility as well as thinking and understanding. The website will also need to adhere to the latest WCAG 2.2 guidelines as defined here: <https://www.w3.org/TR/WCAG22/>



A section of the CMS training for staff should relate to best practices for accessibility, e.g. how to include alt text for images.

Measures should be put in place to ensure compliance with the General Data Protection Regulation (GDPR), ePrivacy Directive and Cookie compliance.

The CMS will need to allow us to add legally required information to the site including our charity number, Terms and Conditions of use, Privacy Policy and Cookie Policy.

### **Security**

The successful proposal will need to include examples of planned security measures for the new site and what level of support is available if there were to be any breaches of these protections.

### **Review, testing and feedback**

We will require the successful provider to work closely with our team at various stages of the project including wireframe, design, CMS integrations, test, launch and handover. Ahead of the launch thorough testing of the website should be conducted and feedback from key stakeholders to identify areas for improvement will need to be considered in the project timeline.

### **Training**

We will require a training session for 3-4 members of our charity staff team on the CMS, how to upload new elements, update pages, manage shop products and take care of the general day-to-day running of the site.

We are keen to hear proposals that incorporate training on or ongoing support with Search Engine Optimization for the site. Google tags will need to be built into relevant web pages so we are able to track conversion rates when running Google ads.

### **Website Hosting and Emergency Preparedness**

We will need the successful applicant to host the website once built and actively upkeep security and maintenance of the site. We require a webhost that is able to respond to



potential influxes of traffic and has 24/7 technical support in the event of outages and platform queries.

### Website Examples

Please find below a list of websites we like and the particular elements on them we would hope to re-create or take inspiration from for our own new site.

- <https://aakss.org.uk/> The overall look of the site and the ease of making a monthly/single donation
- <https://rnli.org/> The overall look of the site and simplified navigation – what we do + support us
- <https://www.hiowaa.org/> Interactive homepage which shares information in a visually impactful way

### Submission details

Interested agencies are requested to submit a proposal that includes an overview of their approach, relevant experience, team structure, timeline, budget and breakdown. Please include relevant portfolio samples and client references. Our current brand guidelines can be found here but please note these are subject to change:

<https://airambulancenireland.org/fundraisingresources/>

### How the contract will be awarded

The Executive Management will review all proposals that meet selection criteria:

- **Specialised knowledge and experience in website strategy, design, and implementation.** The agency understands the nuances of creating hardworking websites and has a solid understanding of charity sector requirements and best practices, ideally with an understanding of the air ambulance sector, its challenges, and the target audiences. A demonstrable record of accomplishment of successful website projects, supported by client references and case studies.
- **An external perspective to the website rebuild and redesign process.** The



agency can offer insights and ideas that may not have been considered internally, bringing a fresh and innovative approach to the website rebuild and creative execution. Agencies have a dedicated team of creative professionals, including graphic designers, developers and strategists, who can deliver high-quality and impactful user interface and a rewarding user experience. They have access to the latest design tools and resources, ensuring that the site is visually appealing and aligned with the air ambulance sector.

- **Experienced in managing complex projects and timelines.** The agency can efficiently coordinate the various elements of the project, including research, design, implementation, and rollout. This allows the internal Air Ambulance NI team to focus on their core responsibilities while the agency takes care of the project management.
- **An objective and unbiased perspective.** The agency can help identify strengths and weaknesses, offer constructive feedback, and guide decision-making based on their expertise and market insights.

Shortlisted companies will be contacted to arrange an in-person presentation which will be hosted at our airbase.

Contract award decision will be recommended by the Executive Team to the Board of Air Ambulance NI for decision on contract award.

### **Submitting your proposal**

Please submit your written proposal directly to [breige.mulholland@airambulanceni.org](mailto:breige.mulholland@airambulanceni.org) on or before 1700hrs on 28<sup>th</sup> November 2024.

If you have any questions or require further information before submitting your proposal, you can contact [info@airambulanceni.org](mailto:info@airambulanceni.org)

**We look forward to receiving your proposal and partnering with an agency that shares our passion for exceptional brand communication.**