

## Carmichael Tender: Website Upgrade for [www.carmichaelireland.ie](http://www.carmichaelireland.ie)

### Background

Carmichael is a leading specialist training and support body for nonprofits in Ireland. Our training, support and resources enable our members and partners to be:

- Better informed and equipped to carry out their own remits more effectively
- Aware of and able to employ best practice for good governance
- Better networked with and supported by peer organisations
- More efficient and effectively run so that they are trusted by their funders and supporters.

With over 30 years' experience based on a foundation of 45 resident organisations we provide expert guidance to nonprofits to support them to become more effective and impactful at what they do. We believe good governance is the beating heart of a healthy nonprofit sector.

### Overview

Carmichael's website was created for us in 2018, and while there have been some changes since, we feel that the website requires a comprehensive upgrade to enhance its functionality, design, and user experience. The objectives/requirements below outline the key aspects of the proposed upgrade to ensure alignment with our mission, goals and strategy:

### Objectives/Requirements

1. **Enhance User Experience (UX):** Improve the website's navigation, accessibility, and overall user interface to provide a seamless experience for all visitors.
2. **Increase Engagement:** Utilise modern design elements and interactive features to boost visitor engagement and encourage more frequent visits.
3. **Improve Accessibility:** Ensure the website is fully accessible to individuals with disabilities in compliance with WCAG 2.1 standards.
4. **Optimize for Mobile:** Create a responsive design that offers an optimal viewing experience across all devices, including smartphones and tablets.
5. **Boost SEO:** Implement SEO best practices to improve our search engine ranking and increase organic traffic.
6. **Streamline Content Management:** Integrate a user-friendly content management system (CMS) to facilitate easy updates and maintenance by Carmichael team.
7. **Enhance Security:** Upgrade security measures to protect against cyber threats and ensure the safety of user data.
8. **Migration** of [goodgovernanceawards.ie](http://goodgovernanceawards.ie) to [carmichaelireland.ie](http://carmichaelireland.ie)

## Key Features and Functionalities

1. **User-Friendly Navigation:** Simplified menu structure, clear calls-to-action, and easy access to key information such as courses and resources.
2. **Interactive Elements:** Features such as event calendars, sign-up forms, and social media integration.
3. **Search Functionality:** Robust search capabilities to help users find information quickly.
4. **Analytics and Reporting:** Integration with tools like Google Analytics to track and analyse website performance.
5. **Blog/News Section:** A dedicated space for regular updates, articles, and news about the Carmichael's activities.

## Design Considerations

1. **Brand Consistency:** Maintain alignment with our brand identity, including colours, fonts, and logo usage. Brand guidelines would be provided.
2. **Modern Aesthetic:** Clean, professional design with high-quality images and multimedia elements.

## Technical Requirements

1. **Content Management System (CMS):** Full control of CMS - WordPress.
2. **Responsive Design:** Ensure the website is mobile-friendly and responsive across various devices and screen sizes.
3. **Security Measures:** Implementation of SSL certificates, regular security audits, and data encryption.
4. **Hosting and Domain:** Evaluation of current hosting provider and domain management to ensure reliability and performance.
5. **Maintain connectivity with other applications** e.g. Salesforce and Mailchimp.

## Questions regarding this tender should be sent to:

Maeve Withington, Communications Officer, [communications@carmichaelireland.ie](mailto:communications@carmichaelireland.ie) no later than 5pm 27/08/24.

Responses to this tender should include:

- Comprehensive outline of recommended approach, timeline and detailed budget

- Description of relevant expertise and experience
- Identification of any conflicts of interest

No indicative budget figure is available.

Submissions should be sent to Maeve Withington, Communications Officer,  
[communications@carmichaelireland.ie](mailto:communications@carmichaelireland.ie) no later than 5pm 12/09/24.