Project Overview

WSKG Public Media provides non-commercial broadcast and online content to 21 counties in southern New York and northern Pennsylvania. We are the region's NPR affiliate on WSKG Radio and WSQX Radio and the region's PBS station on WSKG HD TV. We also offer on-demand content at wskg.org, wskgnews.org, video.wskg.org and a variety of social media platforms.

To further explore online donation, WSKG would like to develop a microdonation app. It will leverage buzz around the 2016 election season and highlight the key informational role public media plays during the election, as well as the fact that we do not accept advertising dollars from political parties or candidates.

Organizational Background

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WSKG serves to inspire with the highest quality educational programming, explore the arts, culture and heritage of the region and beyond, engage in thoughtful consideration of news and issues of importance, and entertain with the very best in multimedia programming. We produce content in five genres: arts, education, history, news and science. We also provide a variety of services for community members, parents, teachers and donors.

As the behaviors and expectations of our audience continue to change in an internet-enabled society, WSKG has taken several steps to remain viable to all audiences, including a recent responsive website redesign and participation in national partner platforms, such as the NPR One app and PBS apps for internet-connected television.

However, our fundraising model is still largely broadcast-based. As we shift to new methods of broadcast fundraising, including a decrease in radio fundraising from over 14 days per year to just two and a commitment to fundraising core television programming, we have also begun to explore internet-based fundraising through email appeals and online audience cultivation.

Through our content, online and fundraising work, we take a community-first approach, deploying information from community needs assessments, audience research, personas and targeted appeals. We strive to actively partner with our community and be responsive to community members needs and preferences.

Project Goals & Target Audience

To highlight the importance of public media during the election season, WSKG would like to develop a microdonation app that allows us to explore new audience networks and test new fundraising models. We will primarily target this app to engaged community activists and heavy news consumers who listen to our broadcast radio and television stations and who use wskgnews.org. We will secondarily target this to donors with a history of online giving.

The app will serve three purposes:
1. To provide quantitative and qualitative data about app adoption, user engagement and donation likelihood to inform future fundraising and online efforts
2. To highlight the importance of non-commercial information heard and seen on public media during the election cycle, and to stress that WSKG receives no advertising dollars during this period
3. To raise money

Key performance metrics will include:
1. app downloads
2. daily average users
3. monthly average users
4. unique users
5. retention
6. user demographics
7. donation amount
8. donation frequency

Scope of Work & Deliverables

Scope of Work
WSKG is hiring for the following services:
- responsive website development
- iOS and Android app development (native or hybrid)
- server setup and maintenance
- visual design
- information design
- analytics integration
- user interface
- back-end coding
- user testing and piloting
- testing and quality assurance

We also expect the hired party to collaborate and coordinate in project management activities and adopt a user-first perspective.

Deliverables
A responsive website, an iOS app and an Android app that includes the following features:
- incremental donation additions with 1 tap
- a range of donation increments ($0.25, $.050, $1.00, $2.00, $5.00, $10.00, for example)
- ability to change donation amount
- 1-tap to donate interface
- easy-as-pie mobile donate interface
- login
- push notifications
- clean design and solid UX

We also welcome proposals that include the following features:
- custom donation increments
- custom email reminders or calendar events based on time intervals or monetary thresholds
- auto-fill of donation total in donate interface
- Swipe, Paypal or alternative payment methods
- in-app giving history
- a community-wide giving tally
- social sharing
- generic email notifications

We are open to additional features of your suggestion, with appropriate budgeting in your proposal.

Project Timeline

March 31, 2016
RFP closes

Week of April 25, 2016
Development begins

June 1, 2016
User testing begins

August 1, 2016
App launches

Technical Requirements

To meet the needs of a wide audience, we will need a responsive website, an iOS and an Android app, and proposals should specify whether they will be native or hybrid (we encourage you to make your case for your choice). The responsive site and app need to allow user login and track activity seamlessly between the app(s) and responsive website. The responsive site and app should accept payments through a third-party service and/or link to our mobile donate page hosted by Allegiance CRM. WSKG will pay for server space and maintenance, but the vendor will manage and integrate the website, app and server.

Principal Point of Contact

Teresa Peltier
Director of Digital Strategy & Organizational Planning
WSKG
tpeltier@wskg.org
607.729.0100 x377

Budget

WSKG would like to spend $2,000 on assets (web hosting, analytics, etc.) and $7,000 on a developer, but we are willing to go higher for the right proposal.

Ongoing Support

WSKG anticipates requiring ongoing support for the app for two weeks past Election Day on November 8, 2016.

After Election Day, we will consider whether or not to adapt this app for another purpose. We will prepare a separate proposal, scope and budget in late October 2016, pending the results of this campaign.

Criteria for Selection

We welcome freelance and agency proposals.

WSKG will choose a proposal based on the vendor's history of similar projects (especially app development, microdonation and fundraising), references, project timeline with major tasks and milestones, and project budget by line item. We are open to working with individuals and teams

throughout the United States, but only in-house staff (no sub-contracting). We also would like to see the vendor demonstrate a willingness to engage in your community and welcome you to share examples of your work with community organizations and nonprofit groups.

Format & Proposal Timeline

Please submit your proposal in an MS Word, PDF or Google Doc format by email to tpeltier@wskg.org.

Deadline for Receipt
March 31, 2016 at 9:00pm PST

Semi-finalist Selection
April 1, 2016

Interviews
April 4 - April 8, 2016

Final Selection
April 12, 2016

In your proposal, please include:

Background & Capabilities
1) a description of your organization and how you differentiate yourself from competitors.
2) a description of your mobile design and technology assessments process.
3) Design Capabilities, including:
   a) the names, titles and bios of staff who will work on this project and their skills
   b) at least three design engagements that include substantially similar mobile experiences or functionality to this project (please describe the problem, the approach taken, and the outcome)
4) Development Capabilities, including:
   a) the names, titles and bios of staff who will work on this project and their skills
   b) what approaches you use to ensure high quality software
   c) how you ensure security of code and client materials
   d) at least three development engagements that include substantially similar mobile experiences or functionality to this project (please describe the problem, the approach taken, and the outcome)
5) QA Process:
   a) the names, titles and bios of staff who will work on this project and their skills

          b) summarize a typical QA process, by week, from start to finish
6) References: please provide three references of similar projects.

Project Proposal
(1) Project Concept & Recommendations:
    (a) What do you most like about our app/mobile web concept?
    (b) What are you most concerned about and would change if you could?
    (c) Would you suggest we do native applications, mobile web apps, or both?
(2) Other App Projects: Can you tell us about other apps that you have done and describe some great mobile experiences in the space we are in (or a related space)? What made them great?
(3) Work Examples: Please provide an example of previous work for each major functionality of the project. If there are proposed functionalities that you have no previous examples for, please explain your approach and why you believe you will be able to perform.
(4) Project Approach: Please summarize your approach to the project, and what you believe will be major variables/risks that will drive success/failure based on our goals.
(5) Measurement & Analytics:
    (a) How will we together use analytics/reviews/etc. to drive continuous improvement?
    (b) Please give two examples of similar projects with ongoing engagement work centered on analytics/performance improvement.
(6) Timeline/Budgets:
    (a) Please propose a timeline for initial launch and product launch.
    (b) Please propose both a time and materials and fixed budget.
    (c) Please include an approach to ongoing updates and optimization.