Terms of Reference:

Website Update, Development of Additional Sections, and Maintenance for SOS Children's Villages Kosova

Website: soskosova.org

Introduction

This Terms of Reference (ToR) outlines the scope and key requirements for the update and development of additional sections of our existing website **soskosova.org**. Through this call, we invite interested companies to conduct a thorough review of the current website, identify areas for improvement and enhancement, and propose solutions for the development of dedicated landing page(s) for monthly online donation/ recurring payments. SOS Kosovo has successfully set up a one-off online donation system, providing supporters with an easy and secure way to contribute to our cause. As part of our strategic plan to establish and strengthen Individual Committed Giving, we are now focused on the next key step: setting up and launching a monthly online donation system based on recurring payments. This will enable us to build a more predictable and sustainable source of funding, while offering donors a simple way to make a long-term impact.

In addition, the selected service provider will be responsible for delivering ongoing technical support and website maintenance for a period of **12 months**, ensuring stable performance and updates as needed.

The aim of this initiative is to improve the user experience, increase the efficiency of online donation processes, and ensure the continuous maintenance and reliability of our digital platform.

Scope of Work

Development work on the website of SOS Children's Villages Kosova

- Development of an online system for collecting monthly donations.
- Other optimizations/updates in content, structure and functionality.

Maintenance of the website of SOS Children's Villages Kosova

- The main focus is on the application of security measures/certificates and updates (WordPress version, plugins), testing and fixing errors in the code (bugs), etc.

Specification

The development, testing and launch of an integrated online donation system will include:

- **Frontend**, including at least 3 versions of the main page with the donation form, so that users/donors can successfully make a donation:
  They can set their donation amount, the details related to the preferred payment method, as well as other information.
  This should be integrated in terms of functionality and style with the current website (current CMS - WordPress).
- **Payment gateway**, including a secure donation page using standard encryption technologies (SSL) and a merchant bank account (e-commerce merchant ID).
  This will include the possibility to make a recurring (monthly) donation with the option of 2 languages (Albanian, English).
- **Automatic thank-you message and receipt/report** via email to donors.
- **Integration of Salesforce**, the database where donor data and payment transactions will be stored and which will be accessible to SOS in real time.
  This will be in accordance with the main privacy policies and requirements for storing and accessing personal information.

Note: The service recipient will enable the interaction between the service provider and the bank representative and the Salesforce work group - for backend transactions and for any other information that the three parties need to exchange for the development, launch and monitoring process.

Other website optimizations and functionalities

- Adapting/updating the Home page and main page components.
- Addition and/or removal of pages/subpages of the menu, in addition to pages related to donations.
- Updates of the old content of the existing site, with the materials that will be sent by the recipient of the service after signing the cooperation agreement.
- Ensuring that the website works perfectly in most browser programs (Chrome, Firefox, Safari, Internet Explorer) / Compatible with crossbrowsers in particular to be mobile friendly, fast paced and mobile friendly
- The Law on Personal Data Protection 06/L-082 and EU General Data Protection Regulation (GDPR) will be followed - including a Privacy Policy on the website based on the legal framework and industry standards.
- Site optimization for users with low bandwidth.

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- Development of a basic "blog" functionality with integrated social media posts. (The website should facilitate the transmission of information between these different platforms.)
- To enable social media accounts to be easily accessed on the website.
- Add a social media posts section to some pages.

Integration of social media on the website

- Social media (SM) buttons that help website readers engage with the blog (example: Facebook likes).
- SM sharing buttons on blog posts and website pages.
- SM entries that help readers comment on the blog.
- Improving the search functionality of the website and databases – in a comprehensive version.
- The inclusion of membership functionality in the Web/Membership WordPress plugin; Development of openAPI in the database.
- Including a "Report a Problem" or "Contact/Get Involved" feature on the Website.
- Adding and configuring a subscription form (Subscribe Form) on the website.
- An email archive is added – Email (Newsletter) Campaign Archive / MailChimp functionality is integrated into the website.
- Added an event registration form/module that can be managed through the user interface (UI) – to easily collect participant information.
- Updating the Rich Text Editor (RTE) and CK Editor in the "backend" to the latest version.
- Limit file downloads, limit to registered users / Download monitor plugin.

Site Maintenance

- The service provider will keep a complete backup copy of the website during the duration of the contract. Backup, code and source files will be delivered in full to the recipient of the service at the close of the contract.

Note: The server supports currently used technologies, including cPanel – PHP & MySQL.

Regarding updating the content of the website

- The service provider will provide instructions (manual) for using the CMS administrator interface (especially for donation landing pages, where it will be most necessary due to the various campaigns that will be ongoing).

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- The service provider will assist with content updates when the changes to be made are not possible from the CMS user interface. It is emphasized that as many changes as possible will be made from the UI CMS.

Testing and monitoring

- The service provider will have a test system/set of test scripts to test different scenarios, both the WP admin and the frontend. The primary focus will be on the elements mentioned below, but not limited to them:
    - Testing the donation form and recurring payments functionality in WordPress.
    - Testing how the integration of Salesforce with the Bank's Website and Payment Gateways will work.
    - Monitoring the donation system in the launch phase of donation campaigns – making any adjustments and corrections that may be needed.
    - Testing for speed-related optimization opportunities.
    - Check for broken links.

Donation Admin Panel
- Real-time analytics and logs of donation activity on the landing page
- Error tracking and reporting for failed or incomplete transactions
- Lead tracking to identify and analyze potential donors who begin but do not complete the donation process.
- Duplicate detection to flag and manage repeated entries or transactions

SEO and Site Analysis

- The service provider will provide search engine optimization (SEO) and site analysis. Some aspects as below, but not limited to them:
    - Ensuring that the necessary protective measures are in place to avoid any vulnerability that allows a virus or manipulated content (taking into account the speed of the page, when any addition is made to the plugin or tool).
    - Ensuring that pages render 200 codes; avoiding duplication issues (for example: uppercase letters vs. lowercase letters in URLs).
    - Implementing redirects and verifying that they are 301 codes.
    - In case a page is removed, it should be redirected to another related page when possible.
    - Always provide text descriptions/alt tags for images (content and not just images on the page).
    - HTML code optimization, web ranking report, etc.

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- Generation of WP Content Usage Logs - Monitoring reports (for main pages/downloads); The Service Provider will give the Service Recipient instructions on how to do this.

Collaboration and Materials

- Documents and graphics, such as text content, logos/images, videos will be provided by the Service Recipient.
- Design website templates (illustration) based on SOS brand guidelines will also be provided by the Service Recipient.
- Details regarding access to the server where the website is hosted will be communicated to the staff from the Service Recipient.

Documents to submit:

1. Business registration certificate;
2. Financial offer signed and stamped or with the logo (financial offer should include budget broken into activities and should be without VAT);
3. Timetable for implementation of activities;
4. Portfolio of the company showcasing similar assignments;
5. At least one reference for Web Development, particularly in development of Online Donation Web Interfaces/ E-commerce Systems/ Setting up Online Payment Gateway integration/ Online Payment Forms;
6. CVs of the implementation team;
7. References for development of websites based on the WordPress system.
8. References/ other documents proving the experience in working with civil society organizations (CSOs)

Application:

All offers must be submitted via email to: **procurement1@soskosova.org** no later than **23:59 (midnight), May 26, 2025**.

Copyright and Other Proprietary Rights

SOS Children's Villages Kosovo shall retain intellectual property rights and all other ownership rights, without any limitation on copyright, for all the specifications mentioned above that have been developed by the Contractor for SOS Children's Villages Kosovo under the scope of the contract.

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All materials and any other data prepared by the Contractor or received by the Contractor shall be the property of SOS Children's Villages Kosovo. These materials shall be treated as confidential and shall be handed over exclusively to SOS Children's Villages Kosovo upon completion of the work, as stipulated in the contract.

Evaluation and Selection Process

Proposals will be evaluated based on the following assessment criteria:
Total points available: 100 points

- Portfolio submitted by the company – The portfolio will be evaluated based on the quality of previous work delivered by the company. (20 points)
- Proven experience of Web Development, particularly in development of Online Donation Web Interfaces/ E-commerce Systems/ Setting up Online Payment Gateway integration/ Online Payment Forms, etc (20 points)
- Experience and qualifications of the proposed team – This part of the evaluation will be based on the CVs of the individuals who will form the implementation team. These CVs must be included in the company's proposal. (15 points)
- At least, the lead developer is an expert in the below scripting & coding languages/ the use & configuration of the below applications/ the below products and techniques:

    o PHP, AJAX, JavaScript (including jQuery), HTML, CSS (latest versions)
    o Different CMS - particularly WordPress, MySQL Database (experience with other related applications is an advantage)
    o Search Engine Optimization, Google Developer tools, Google Analytics, Mobile device adaptation, Security and Administration

- Experience with websites based on the WordPress system – Proven experience in developing and managing WordPress-based websites. (10 points)
- Experience working with civil society organizations (CSOs) – Demonstrated experience in projects similar to this engagement with non-governmental organizations. (5 points)
- Financial offer – The financial proposal submitted by the company. (30 points)

Proven experience in database development, management and integration of online components - particularly Salesforce will be considered as an advantage.

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