



401 Fifth Avenue 4th Fl. P 917.595.4169
New York, NY 10016 F 212.951.7201
www.teamcontinuum.net

Founder

Paul Nicholls 1948–2009

Staff

Letty Simon
Chief Operating Officer

Joshi Bhamidipati
Comptroller

Suzan Mikiel Kennedy
Director of Development

Board of Directors

Michael Retsina, *President*

Eric Levine, *Vice President*

Robert Galvin, *Treasurer*

Maja Leibovitz, *Secretary*

Grant Aidner

O. Alton Barron, MD

Howard Hochster, MD

Gregory Jacobsen

Scott Kaylin

John London

Bernice Pass-Stern

Advisory Board

Louis B. Harrison, MD

Michael L. Grossbard, MD

Moiria Rosenthal

John D. Singer, Esq.

Christian Struck, Esq.

Medical Advisory Board

O. Alton Barron, MD

Michael L. Grossbard, MD

Louis B. Harrison, MD

Howard Hochster, MD

Team Continuum is a 501(c)3
not-for-profit corporation

Request for Proposal Web Site Design and Development

Team Continuum is a 501(c) 3 not for profit corporation dedicated to helping cancer patients and their families minimize the disruptions, hardships and uncertainties of everyday life so that they can focus on crucial medical care. We provide immediate and vital assistance – both practical and personal such as paying household expenses, offering friendship and moral support. We also fund health care facilities to enhance the delivery of care, communications and educational services for cancer patients. Our goal is to maximize and expand our partnerships with endurance sports that mirror the challenges, commitment, hope and strength required to endure living with cancer, as well as the ultimate reward in emerging victorious. Please visit our website www.teamcontinuum.net to learn more about our organization.

Team Continuum's website is the primary vehicle for outreach and contact with athletes who participate in endurance events to raise money for the charity, cancer patients, social workers, and donors including the general public, corporations, and foundations. The website is central and essential to the operation of this organization. Therefore, it is the primary mode to actively interact and communicate with our audience and the general public:

- **Athletes** who participate in endurance events - runners, bikers, swimmers.
- **Cancer patients**, their families and social workers, and charitable organizations helping cancer patients.
- **Donors**– General public, corporate sponsors, foundations.

In order to ensure appropriate stewardship of the charity's resources, all responses will be ensured an open and fair competitive bidding process.

Section 1: Scope of work

We are seeking an experienced firm or professional to design and launch a new content managed website that includes existing functionalities/applications in the current system and incorporate the following additional features:

- Centralized administration capability to manage the content on our web site including the ability to add new pages based on a template.
- Provide sitemaps that will improve search engine optimization and act as a navigation aid by providing an overview of the site at a single glance.
- Create a set of wireframes to maintain design consistency throughout the site.



401 Fifth Avenue 4th Fl. P 917.595.4169
New York, NY 10016 F 212.951.7201
www.teamcontinuum.net

- Work with our marketing team to develop a sample web pages that respect Team Continuum's branding and style guide.
- Ability for people to sign up to receive newsletters and other forms of communication.
- Accept online registration for our activities and fund raising events.
- Ability to accept online signature on our Term and Conditions for registration.
- Athletes must be able to create personalized fund raising web pages that have the following functionalities:
 - Access to view and generate donor report
 - Real-time goal tracker
 - Application to pull contacts from their e-mail accounts (Yahoo, G-mail, AOL, etc.,)
 - Trigger donation requests or design e-vites and follow up thank you notes
- Ability to integrate with payment gateway systems Paypal Pro, Authorize.net, etc.,
- The following online donation functionality should be applied to all activities, fund raising events, and general contributions:
 - Accept all major credit cards
 - Accept Paypal
 - One-time donation
 - Any amount (\$1.00 USD and above)
 - Pledges and recurring payments, including option to withdraw
- Ability to make general donation instead of donating to a specific athlete or event
- Donation acknowledgment letter must be automatically generated and sent to each and every donor for an online donation
- Ability to print/e-mail online grant application
- Ability to accept online grant application
- Ability for site to link to commonly used social media sites such as: Facebook, Twitter, MySpace, Linkedin, etc.
- Ability to link to blogs and RSS feeds as needed
- Train staff and management in use of applications and their functionalities
- Integrate web site with content relationship management and e-mail marketing software (e.g. Sale Force and Constant Contact)

As a point of information, the following websites use many of the functionalities we require:

- Memorial Sloan-Kettering Cancer Center:
<http://www.mskcc.org/mskcc/html/44.cfm>



401 Fifth Avenue 4th Fl.
New York, NY 10016
www.teamcontinuum.net

P 917.595.4169
F 212.951.7201

- Team In Training <http://www.teamintraining.org/>
- Robin Hood Foundation <http://www.robinhood.org/home.aspx>

Section 2: Terms and Conditions:

Team Continuum Inc. must own the right to customize site code upon completion.

Section 3: Submission

All responses must be submitted in writing and include budget, terms and conditions **on or before Friday May 28, 2010.**

Send to:

Joshi Bhamidipati, Comptroller

Team Continuum Inc. 401 Fifth Avenue – 4th Floor, New York, NY 10016

joshi@teamcontinuum.net, 917-595-4184, fax 212-951-7201

Proposed site launch: September 2010

