Irish Red Cross – Tender for Website Redesign

Budget

Between 30,000€ and 40,000€ + VAT.

About our organisation

Since our founding in 1939, the Irish Red Cross has been dedicated to serving people in need whether they are here in Ireland or caught up in humanitarian crises in countries and regions throughout the globe.

Today the Irish Red Cross maintains an active network of over 3,000 volunteers at 73 branches based in large and small communities throughout the Republic of Ireland.

We are also a committed member of the global Red Cross Red Crescent Movement – a global humanitarian network of 80 million people that helps those facing disaster, conflict, and health and social problems. The Movement consists of the International Committee of the Red Cross, the International Federation of Red Cross and Red Crescent Societies, and the 191 National Red Cross and Red Crescent Societies.

Our mission is to identify and deliver humanitarian assistance, both at home and abroad, to those who are most in need. In achieving this we will be guided by the fundamental principles of the Red Cross.

Our 2025-2030 strategy:
https://www.redcross.ie/wp-content/uploads/2025/04/IRC-Strategy-2025-2030.pdf

Project overview

We are seeking a comprehensive visual refresh of our website, along with updates to the content, including text, images, and videos.

As part of this project, we would like to evaluate the current CMS for performance and user experience, with the goal of enhancing page builders, overall design, and usability on both the front end and back end. We would also like to review our sub-domains and where feasible integrate those to our main website.

Our current templates feel rigid and difficult to work with, so we are looking for a solution that offers greater flexibility and control.

We'd also like to review the wider portfolio of subdomains and other sites, and bring them into the central Wordpress site where possible.

Additionally, we would like to receive clear guidelines and tutorials at the conclusion of the project to help us manage the website effectively going forward, with an option of ongoing maintenance support

Agency requirements

The below will form the basis of our evaluation criteria and will guide the selection process to ensure the chosen agency can deliver effectively while aligning with our organisational values.

Team and expertise:

- Dedicated Project Manager to oversee delivery and communication
- Web developer with UX expertise ensuring technical build aligns with user needs
- Specialist in complex organisations with proven ability to navigate multi-stakeholder environments
- Copywriting capability to support content creation and refinement
- Experience with non-profits and similar projects, demonstrating sector understanding

Approach and delivery:

- UX expertise embedded throughout design and development
- Stakeholder engagement skills to manage input and consensus
- Structured discovery and design processes that are adaptable to evolving needs
- Strategic guidance to help distinguish priorities from "nice-to-haves"
- Flexibility and patience in working with diverse teams and requirements

Track Record:

- Proof of successful projects with references or case studies
- User-friendly solutions that are easy to maintain and update internally

Project phases

We are seeking an agency who can support us at each stage of the project with the expertise noted below.

We are open to working with third-party consultants on some of these areas of expertise if your agency doesn't have in-house specialists - we can review whether they're sourced and contracted by the agency or directly by IRC.
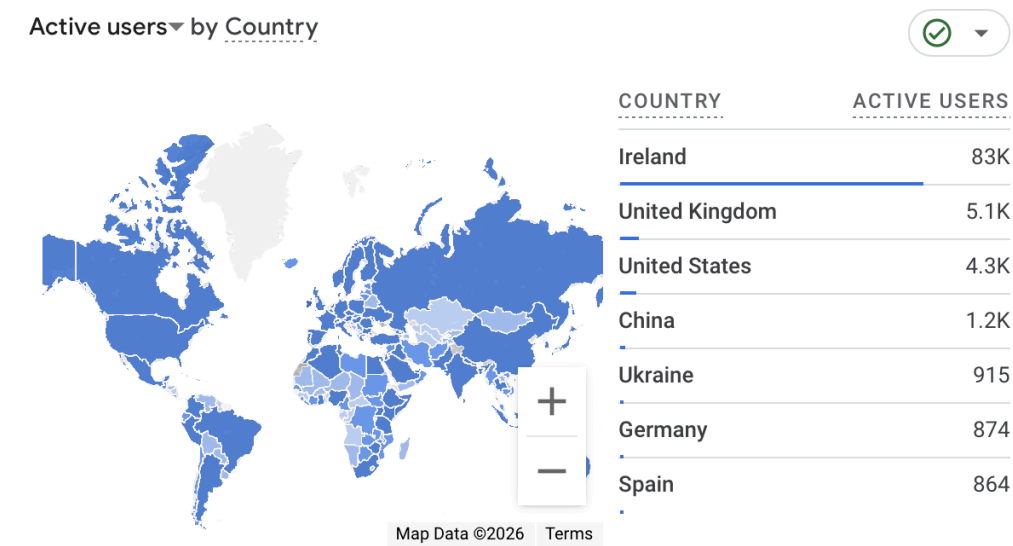
A **senior project manager** on the web agency side will be needed at all stages of the project to ensure the project stays on budget and on deadline.

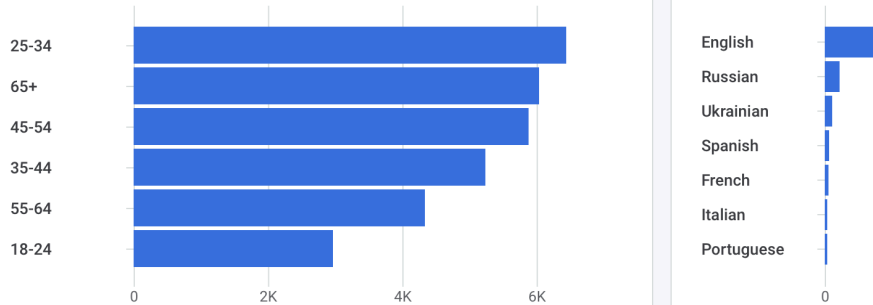| Project stage	Activities	Expertise
Discovery	- Analyse current site performance - Interview users - internal & external - Develop detailed spec for new site with recommendations for improved functionality - Develop content plan for updated and new content	- Web data analysis - User research - UX - Content strategy

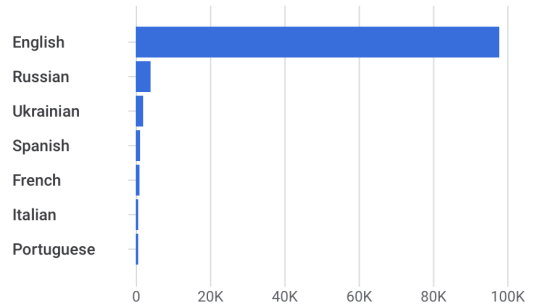| Project stage	Activities	Expertise
Design & content	- Provide guidelines to IRC team on developing content - Edit content for web-friendliness - Design layouts and user journeys that prioritise user needs, tracking, and UX best practice	- UX and UI - Content strategy - Web copywriting
Build	- Build staging site - Apply updated designs - Publish content (potentially can be supported by IRC team - TBD)	- Web development - UX - Web analytics
Testing	Test site on multiple devices, ensure tracking is working	- Web development - UX - Web analytics
Launch	Monitor live site for issues	Web analytics

Target audience and users

Information from 2025:

Active users▾ by Country

COUNTRY	ACTIVE USERS
Ireland	83K
United Kingdom	5.1K
United States	4.3K
China	1.2K
Ukraine	915
Germany	874
Spain	864

Map Data ©2026   Terms

Active users ▾ by Age ⚠ ▾

Age	
25-34	~6.8K
65+	~6.0K
45-54	~5.9K
35-44	~5.3K
55-64	~4.4K
18-24	~3.0K

(x-axis: 0, 2K, 4K, 6K)

Active users ▾ by Language ✓ ▾

Language	
English	~97K
Russian	
Ukrainian	
Spanish	
French	
Italian	
Portuguese	

(x-axis: 0, 20K, 40K, 60K, 80K, 100K)

Active users ▾ by Town/City ✓ ▾

TOWN/CITY	ACTIVE USERS
Dublin	55K
Cork	10K
Municipal District of Bandon…	2.8K
Galway	1.7K
London	1.6K
Limerick	1.3K
Lanzhou	938

Active users ▾ by Gender ⚠ ▾

- FEMALE 66.3%
- MALE 33.7%
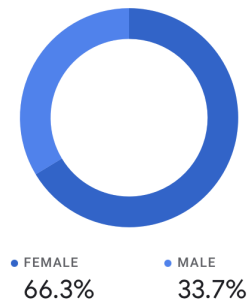
Active users ▾ by Interests ⚠ ▾

INTERESTS	ACTIVE USERS
Travel/Travel Buffs	11K
News & Politics/Avid…	7.8K
News & Politics/Avid…	6.4K
Technology/Technop…	5.4K
Sports & Fitness/Spo…	5.3K
Food & Dining/Cooki…	5K
Media & Entertainme…	5K

Active users ▾ by Device category ✓ ▾

- MOBILE 62.0%
- DESKTOP 36.8%
- TABLET 1.2%
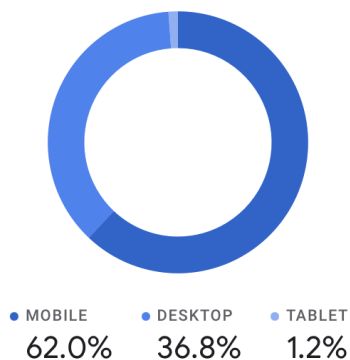
Customer personas

A few of the personas include:
- **Member:** A committed volunteer who is also a paid member of the Irish Red Cross. They visit the website to manage their membership, access member information, stay informed about organisational updates, and feel connected to the wider IRC community.

They value transparency, trust, clear communication, easy access to information, and recognition of their contribution.

- **Volunteer:** A motivated person who wants to give their time and skills to a cause they care about. They visit the Irish Red Cross website to learn how to get involved, understand the commitment required, find information about their branch, and sign up easily. They may also be looking to access the volunteer portal through the site, where they can find documents, training, and support for their journey. They value clear information, flexible opportunities, and feeling part of a supportive community.
- **Donor:** Has viewed IRC communication with a call to action to donate on a digital channel or offline media such as DRTV, clicks through to reach the website and makes a donation through the most prominently visible Donate button. The decision to donate is made before visiting the website, and comes to the website to donate quickly through a seamless donation form. 30 years and above with disposable income.
- **Pledger:** A compassionate individual who wants to offer a room or home to people fleeing war. They visit the website to understand the pledging process, check requirements, and complete the pledge form. They may also be looking for guidance on responsibilities, safety checks, and what support they will receive. They value clarity, reassurance, and a straightforward process that makes it easy to pledge securely and confidently.
- **Support-Seeker:** Someone facing a challenge who is actively looking for help or resources. They visit the Irish Red Cross site to quickly find the right type of support, check eligibility, and access contact details or services. They value clarity, empathy, and reassurance that help is available and accessible.
- **General User:** A curious visitor who may not yet know much about the Irish Red Cross. They come to the site to understand what we do, browse careers, stories, or updates, and get a sense of our impact. They value straightforward navigation, trustworthiness, and engaging content that explains the mission clearly.
- **First Aid Trainee (Individual or Organisation):** An individual or organisational representative seeking accredited first aid training. This may include members of the public, parents, teachers, or employers responsible for staff training and compliance. They visit the Irish Red Cross website to quickly find suitable courses, understand certification levels, check availability, and book training via the Coursebooker portal. Organisational users may also be looking for group bookings, workplace training, or tailored solutions. They value speed, clarity, credibility, and a seamless transition from the website to the booking platform.

Priority user actions
- Make an online donation (e.g., single donation, monthly donation via credit card, etc.)
- Book a first aid course
- Sign up to email
- Sign up to become a member
- Sign up as a volunteer
- Register interest in corporate partnership
- Organising a community fundraising event

- Sign petitions and advocacy actions
- Enquire about legacy giving
- Login to member area - links to external portal
- Login to course area - links to external portal
- Pledge a home - links to external portal
- Buy a gift (in the future)

Current website

Domain and subdomains

Main site: redcross.ie

- *What CMS is it built on?* – main site is built on Wordpress with Elementor
- *How is it tracked?* - Google Analytics 4
- *What integrations and plugins are you currently using?* - Prominent ones are Elementor, Monster Insights, VWO for A/B Testing, iRaiser as external donation platform
- *List the challenges you have with the current site, such as:*
  - Issues with mobile display: currently, the layouts are quite rigid and they don't translate as nicely on mobile, making the website look a bit clunky
  - Layout is confusing and impacts the user experience negatively. People should be able to find the information they need quickly, and it should be aligned with a visual representation of our work
  - Pages are slow to load
  - CMS is not user friendly: the layouts built on Elementor don't give us as much freedom as we'd like - whenever we need to make adjustments on the website, we rely on the webagency, even though they should be quite simple and possible to do in house

Subdomains

- https://donate.redcross.ie/ (iRaiser) - Managed by FR
- https://courses.redcross.ie/ (Custom built on CARE) - Managed by IT
- https://my.redcross.ie/careportal/ (Custom built on CARE) - Managed by IT
- https://registerofpledges.redcross.ie/ (Microsoft Pages) - Managed by IT/Migration
- https://irchumanitarianawards.ie/ (Wordpress) - Managed by Comms/FR
- https://communitysponsorship.ie/ (Wordpress) - Managed by IT/Migration

URL	Purpose	Built on	Redesign plan
https://donate.redcross.ie/	Online donations	iRaiser	● Update templates to match new site design
https://courses.redcross.ie/	Course booking Online courses	Custom built on Coursebooker	● Update templates to match new site design ● Review and advise
https://learning.redcross.ie/	IRCS learning platform	AWS, maintained by IT via Moodle	● Update templates to match new site design ● Review and advise
https://my.redcross.ie/careportal/	Members information	Custom built on CARE	● Update templates to match new site design ● Review and advise
https://registerofpledges.redcross.ie/	Hub for pledging a room to a refugee	Microsoft Pages	● Migrate to IRC main website ● Update templates to match new site design ● We're currently working on a new Pledge section on the IRC website, but this won't move the register part, just the content. Moving forward, it'd be ideal to move

URL	Purpose	Built on	Redesign plan
			everything
https://irchumanitarianawards.ie/	Microsite for IRC Humanitarian Awards	Wordpress	● Migrate to IRC main website
https://communitysponsorship.ie/	Community sponsorship site, in partnership with Irish Refugee Council, Doras, Nasc	Wordpress	● Review and advise

Current website data

Sites are tracked with Google Analytics, we can provide access to the selected agency in order to review and evaluate site performance for the discovery phase.

Goals of new site

Identify your main goals for the website, such as:

- A smooth volunteer sign up (currently volunteers need to sign up by post. This will need to be worked on alongside National Services). We are currently in the process of evaluating submissions for a Dynamics CRM Implementation. It is envisaged that online registration will be done through MS Portal Pages
- Encourage donations
- Promote Irish Red Cross services and impact
- Provide quick and user-friendly experience (desktop and mobile)
- Ensure site has attractive user journeys focused on conversions, and that journeys are fully trackable so we can measure conversions from visitors to donors, volunteers, course participants, etc

Competitors

Concern - https://www.concern.net

Homepage is a little busy, but the website's functionalities are great and very user friendly. The website is accessible and has different elements such as icons, infographics, images, videos as banners, and many other things that make it come to life, while still respecting the brand.

Trocaire - https://www.trocaire.org

Impactful imagery, homepage showcases the charity's impact. Menu is clearly divided and the copy is very strong. Website has pages such as this one https://www.trocaire.org/our-work/womens-and-girls-protection-voice-and-leadership/ that allows for different tabs within the page, which is incredible to showcase subjects with a lot of information.

American Red Cross - https://www.redcross.org

Though the American Red Cross operates on an entirely different level, their website has a lot of great features that could be useful for us. On their homepage, there's a banner with a form for First Aid courses. They offer a lot of important articles on preparedness that establishes them as experts on the subject. Volunteer registration is done online, which is not a possibility for us at the moment, but it'd be important to build a website that could support that in the future.

Look & feel

Professional, accessible, modern, aligned with our brand.

Branding

We will have current brand guidelines available at the time this project starts.

Site architecture

We have recently reviewed the organisation's menu structure, and screenshots of the current navigation are provided for reference. As part of this project, we would like the agency to review the usability of the current site architecture and navigation, and suggest improvements where appropriate to ensure a more efficient and user-friendly experience.

About Us

How to Help

Our Work

Technical features & requirements

Current

Functionality / feature	Technical setup	Integrations	Notes
Online donations	Customised iRaiser donation pages for each appeal linked to the website through donate buttons	iRaiser is a complete set-up in itself as of now. We are in the process of setting up a new CRM which will integrate with iRaiser.	We moved to iRaiser to move away from the donation journey built into our wordpress to a more standardised, compliant platform.
First aid course bookings	Runs on an on-premises Windows Server using Microsoft IIS. An addon for Coursebooker CRM	- Coursebooker CRM system - Worldpay for payments	Currently managed by IT
Member's login area	Runs on an on-premises Windows Server using Microsoft IIS. An addon for Care CRM, integrating directly with the Care CRM system.	- Care CRM system	Currently Managed by IT

Wishlist of features for new site

List the extra features you'd like to have built on the new site. Examples include:

- An ecommerce shop (for future campaigns)
- Registration of interest forms with custom confirmation pages
- Newsletter sign-up, linking to CRM (lead gen)
- Pages for each branch with information about what types of programmes they run, contact info, etc, This would avoid branches creating their own websites

Functionality / feature	Integrations	Notes
Register interest forms	Connect to CRM and email platform (name the systems)	We need registration of interest forms with custom confirmation pages – to set up custom forms for people to register for different things (eg corporate sponsorship, community fundraising etc). We need a custom confirmation page for each one to track the conversions in Google Analytics, and provide a good user journey too with secondary asks on the confirmation pages.
Volunteer registration area	See below - integrations	

Integrations

- Our external donation platform iRaiser is linked to the website.
- We are at the start of a project to develop and implement a Microsoft Dynamics CRM which should integrate with the website, once it is developed.
- The website should be designed to allow for a **'unified digital platform'** integrating WordPress with Microsoft Dynamics 365 (Dataverse) and Power Pages. Volunteers must experience all authenticated services (Registration, profile management, hour logging, training, document upload etc.) directly within the website using secure API-based integration and single sign-on, without being redirected to a separate portal experience. The solution must support OAuth 2.0 / Entra ID B2C identity, headless/API-first design, and embedded secure application surfaces.
- **Envisaged Target Platform Model:**
a. WordPress = Engagement & Experience Layer
b. Power Pages = Security & Policy Layer
c. Dynamics / Dataverse = System of Record

Content

Content templates

- *How many different page layouts are on the current site?* - 6 Templates

- *What page layouts do you need for the new site?* We will require support on this. We need layouts for donations/appeals, news, stories of impact, figures, infographics, programmes, etc.

Content migration

· *Note if the content from the current site will need to be migrated to the new site:* Some of the old content will need to be migrated, for example: Overall documents, articles from the Newsroom, pages that have been recently updated.

· *Note the approximate number of pages for migration:* Around 760 pages. This number is an estimate and there may be a reduction once we reach migration time.

New content

The Irish Red Cross will provide the new content for the website. However, we believe it would be valuable to involve an external copywriter to ensure the content is clear, engaging, and consistent. In addition, we would appreciate the support of a web content expert, if needed, to guide our team in preparing and structuring the content effectively. The Digital Communications Officer will act as project manager for the project.

Redirects

If / when page URLs change due to the site redesign, 301 redirects must be set up to direct visitors to the updated pages.

Site tracking

We require that Google Analytics key events are set up to track all the primary site goals, and tested before the site goes live. User journeys on the site should be set up to facilitate tracking – e.g., forms should redirect to confirmation pages on completion, not just display a confirmation message on the same page; use standalone pages rather than modal popups etc. End to End management of the donor journey including the thank you confirmation and email is done through iRaiser. No part of the donation journey is custom built into the website.

For tracking and analysis, once the website is ready, the DFRC manager will set up the key events in GA4.

Search engine optimisation & site speed

Site speed and SEO are core considerations for this project.

Specific technical requirements:

- An SEO plugin or module to allow custom meta descriptions and open graph tags for individual pages (we currently have an SEO plugin on Wordpress, so the role of the chosen agency will be to review it and see if we should continue with it, or switch to an alternative)

- New site set up on Google Search Console
- XML sitemap, regularly updated
- Minimising / combining scripts
- Plugin / module to optimise delivery of images
- Caching plugin
- New site tested for loading speed

Further technical requirements around speed and optimisation can be discussed, and we welcome your recommendations.

Hosting

- Hosted by: **BellSouth.net Inc.**
- Organization name: **AWS EC2 (eu-west-1)**
- IP address: **108.128.31.46**
- AS (autonomous system) number and organization: **AS16509 Amazon.com, Inc.**
- AS name: **AMAZON-02**
- Reverse DNS of the IP: **ec2-108-128-31-46.eu-west-1.compute.amazonaws.com**
- City: **Dublin**
- Country: **Ireland**

The redcross.ie website is hosted in the cloud on AWS Lightsail with the following specification:

- Ubuntu Linux
- 4 GB Memory
- 2 vCPUs
- 80 GB SSD Disk
- 4 TB Transfer (monthly)

Site security

Security is also a priority concern for this website. The new website should have:

- An SSL certificate
- A security plugin
- Automated scheduled backups
- GDPR protections in case the website collects names, emails etc for interest registrations
- We've recently created an additional security layer (Cloudfare)

Further technical requirements around security can be discussed, and we welcome your recommendations.

Compliance

The site must meet the below compliance standards:

- Security certificate
- Accessible design
- Data protection and privacy
- Cookies policy (and the usual options you get to opt-in / opt out as appropriate)
- Terms and Conditions for website usage
- Data protection statement (and any fair processing notices / data notices specific to the programming)
- Safeguarding statement
- Complaints procedure
- Any relevant information about the specific programmes (this could be the resources and publications section)
- The full name and address of the organisation, and our charity number
- Links to our charity transparency / corporate governance pages

Ongoing support

We require an ongoing support contract for bug fixes and site updates. Please quote for an ongoing monthly support and maintenance contract for 10 hours per month, to cover the following:

- Fixes of bugs and issues
- Occasional updates to templates
- Updating CMS and plugins to maintain security
- Regularly updating sitemap for Google crawling
- Regular security checks and backups
- Support 24/7 with defined response and resolution times, ensuring critical issues and emergency appeals are addressed promptly outside commercial hours
- Performance monitoring and optimisation (checking site speed, broken links)
- Cross-browser and device compatibility testing after updates
- Reporting (monthly summary of work done, issues resolved, status of site health)

How to apply

Application Process

To apply, please submit a PDF or MS Word Document with details under the following headings:

- Corporate/agency profile
- Contact details of individual or organisation tendering
- Relevant experience
- CVs of people who will work on the project

- Your understanding of the work to be completed
- Proposed methodology & campaign plan
- Timeline and deliverables
- Full financial proposal
- Evidence of tax clearance
- Two references related to similar work undertaken

Tenders will be evaluated according to the following criteria:

- Understanding of the work to be completed (20 points)
- Experience of tenderer (25 points)
- Proposed methodology & Project Approach (25 points)
- Cost (30 points)

Shortlisted applicants may be invited to make a presentation prior to any decision to confirm an appointment.

The issuing of the request for tender does not imply that the lowest cost tender or that any tender will be successful.

Administrative & Legal Requirements

Tenderers must confirm:

1. Tax compliance and valid tax clearance certificate
2. GDPR compliance, including data handling policies
3. Conflict of interest disclosures
4. Insurance coverage (professional indemnity, public liability)

Applications should be submitted to Lorna Cronnelly, Head of Communications at lcronnelly@redcross.ie by **5 pm on Monday, 16th of February** with subject line: Irish Red Cross Website Tender.

If you have any queries, please email Lorna Cronnelly at lcronnelly@redcross.ie

Late applications cannot be considered.