



**Nature and Wildlife Discovery Center  
Request for Proposal  
Data Infrastructure Update**

**Request for Proposal (RFP):** Consultant for Data Infrastructure Optimization

**Introduction**

The Nature and Wildlife Discovery Center (NWDC) is seeking proposals from qualified consultants to develop a streamlined and efficient data infrastructure that reduces the number of programs and systems currently utilized by the organization. **The objective is to enhance operational efficiency, reduce redundancy, increase data security, and enhance staff productivity while optimizing costs.** The selected consultant will be responsible for assessing our current systems, recommending new solutions, harmonizing data processes, providing staff training, and overseeing the transition to the new infrastructure.

**Organizational Background**

Nature and Wildlife Discovery Center (NWDC), is a 501(c)(3) non-profit dedicated to promoting environmental stewardship and community health through nature education, wildlife rehabilitation, and outdoor recreation. Established in 2018 through the merger of two respected organizations, NWDC brings over 50 years of combined experience in delivering exceptional nature programming to the Pueblo community. Spanning two locations– the River Campus and the Mountain Campus – NWDC oversees 650+ acres of public land. At our River Campus, we operate the only raptor rehabilitation program in Southern Colorado, caring for over 300 injured and orphaned birds of prey annually, bolstering regional wildlife conservation efforts. In the past year, NWDC has engaged nearly 15,000 youth and adults through a diverse range of educational programs, aiming to inspire curiosity, nurture environmental stewardship, and instill a passion for nature in individuals of all ages and backgrounds. Both locations are open to the public seven days a week, with opportunities for folks to even rent out our facilities for overnight retreats, corporate conferences, weddings, and more.

**Project Background**

NWDC currently operates a variety of programs and systems to manage different aspects of our operations, including donor management, financials, program booking, facility rentals, communication, graphic design, website management, and telephone services. This fragmented approach leads to inefficiencies, data silos, and increased complexity. Current systems and user counts include:

- Little Green Light: Donor database (3 users)
- Quickbooks and QBox: Payroll and bookkeeping (4 users, 2 internal and 2 through a local accounting firm)
- Instore: Credit card machines
- Authorize.net: Online Credit Card Processing (2 users)
- Retreat Guru: Facility rental and program booking (6 users)
- Google Workspace: Email, calendars, chat, and file storage (34 users)
- Microsoft Office (6 users)

- Canva: Graphic design (6 users)
- WordPress: Website management (3 users)
- Elementor Pro: Website editing (3 users)
- Gravity Forms: Website forms (3 users)
- Host Gator: Web hosting (3 users)
- Voice360: Telephone services (13 users)

### **Objectives:**

The consultant will be expected to achieve the following objectives:

- Assess the current systems and workflows to identify inefficiencies and redundancies.
- Recommend a comprehensive data infrastructure that reduces the number of programs used while meeting the organization's operational needs.
- Harmonize data processes to ensure seamless integration and data integrity across systems.
- Develop a detailed implementation plan for the transition to the new infrastructure, including timelines, resource requirements, and risk mitigation strategies.
- Provide comprehensive training to staff on the new systems and processes.
- Guide the implementation process and provide support as needed.

### **Anticipated Deliverables**

The consultant will be required to perform the following tasks:

- Conduct an initial assessment of the current systems and workflows
- Engage stakeholders to understand organizational requirements and preferences
- Research and recommend suitable replacements or integrations for existing systems
- Develop a detailed implementation plan outlining the steps, timelines, budget, and resources required
- Liaise between NWDC staff and vendors
- Provide and/or organize training sessions for staff on the new systems and processes with new vendors as applicable
- Ensure implementation training materials are available for reference moving forward
- Oversee the migration process and ensure a smooth transition to the new infrastructure
- Provide support and troubleshooting assistance as needed throughout the implementation

### **NWDC Organizational Technology and Systems Wishlist:**

In addition to the above objectives, the consultant should consider the following wishlist provided by NWDC. While NWDC is aware that only some things on this list may be feasible this is what staff feel would be most useful in some form. NWDC desires user-friendly systems that provide training opportunities as the systems evolve.

- Database Management:
  - Manage donor information
  - Manage membership information
  - Manage volunteer profiles
  - Manage client data
  - Track program registrations
  - Provide automated reminders to donors, members, volunteers, clients, and program participants, as appropriate
  - Track and log event details
  - Track and log grants, grant requirements, and reporting

- Track, log, and automate communication/marketing efforts
- Automation when possible
- Financial management
  - Integration with existing Quickbooks software
  - Integrate donations with Quickbooks software
  - Integrate program registration payments with Quickbooks software
  - Integrate venue rental payments with Quickbooks software
  - Track financial statistics by program
- Website Functionality:
  - Integrate web forms for donations and registrations
  - Integrate plugins for automated data capture, secure storage of credit cards, online resources, fillable forms, and client-facing booking calendars
  - Automation when possible, potentially using artificial intelligence
  - Integrate a new hosting platform and domain manager
- Internal Facility Rental and Reservation Tracking System
  - Integrate a user-friendly front-facing calendar of reservation opportunities for public guests to use
  - Integrate a user-friendly tracking platform with accessibility for multiple staff members, safe storage of clients' private information and credit cards, and automated monthly, quarterly, and annual data reports/insights
- Camper/Student Experience
  - Automation when possible, potentially using artificial intelligence
  - Consider portal options for families enrolled in our summer camps or extended educational programs to manage forms, payments, and enrollment. Approximately 150 users annually.
  - Integrate a user-friendly tracking platform with accessibility for multiple staff members, as well as safe storage of clients' private information and credit cards
- Internal Communications
  - Facilitate file sharing, unified virtual calendar, remote accessibility, and easy data export and reporting; including a system for file creation, naming convention, and organization pathway

### **Approach**

The consultant should adopt a structured approach that includes:

- Comprehensive assessment of current systems and workflows
- Staff engagement to gather requirements and preferences
- Research-based recommendations for new systems or integrations
- Development of a detailed implementation plan with clear milestones and timelines
- Hands-on training for staff members on the new systems
- Active oversight of the migration process to ensure minimal disruption
- Ongoing support and assistance post-implementation

### **Timeline**

RFP Issuance: March 14, 2024

Questions on the RFP are due: March 28, 2024, 5 pm MST

RFP Question Responses provided: April 4, 2024

Proposal Submission Deadline: April 15, 2024, 5 pm MST

Consultant Selection: April 24, 2024

Project Launch: May 1, 2024

**Budget**

Please provide a budget that outlines the cost of consulting activities requested, the hours required to complete the activities, and the consulting rate anticipated. The budget should outline any other anticipated expenses the consultant may incur by performing this work. NWDC recognizes that the cost of new subscription services and other programs are not included in this budget. However, the selected consultant must create a budget for the selected subscription services once they are determined as described in the project deliverables. Please note that NWDC is a non-profit organization, and the funding for this project is partially from a federal grant. NWDC has a total budget of \$40,000 to complete this project. We anticipate these funds to be shared across the consulting fee and cost of products and service subscriptions to be determined as part of this project.

**Proposal Submission**

Interested consultants are invited to submit proposals outlining their qualifications, approach, methodology, timeline, and budget estimates. Further, the consultant should provide three references from previous clients with similar projects, showcasing successful data infrastructure optimizations for non-profit organizations. Please include a short description of the project along with the contact information for the reference. Proposals should be sent as a single pdf file to [taylor@hikeandlearn.org](mailto:taylor@hikeandlearn.org).

**Proposal Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Consultant's experience and expertise in data infrastructure optimization.
- Clarity and comprehensiveness of the proposed approach and methodology.
- Feasibility of the proposed timeline and milestones.
- Cost-effectiveness of the proposed solution.
- Quality of references and client testimonials.

**Contact Information:**

For inquiries and submission of proposals, please contact:

Taylor Driver  
Executive Director  
Phone: (719) 485-4444  
[taylor@hikeandlearn.org](mailto:taylor@hikeandlearn.org)

We look forward to receiving your proposals and working with a qualified consultant to optimize our data infrastructure and support our mission more effectively.