VALLEY RIDING WEBSITE REDESIGN

Prepared for: Jane Kenney / Proposal number: 234-2963 / January 14th, 2012

💡 GOALS & OBJECTIVES

GOAL 1 / FACILITATE THE APPROACH, DESIGN, DEVELOPMENT AND LAUNCH OF A REDESIGNED VALLEY RIDING WEB SITE

▸ **Objective 1.1:** Provide comprehensive consulting on integrated web marketing & web development -- following best practices for modern web design (html5, css3, jquery, ajax), search engine optimization and social media optimization.

▸ **Objective 1.2:** Manage project deliverables, time-tables and goals, while providing real-time updates throughout the process.

▸ **Objective 1.3:** Match organizational programs, plans and aspirations with an internet publishing solution with focuses on strengths and provides room for growth

GOAL 2 / PROVIDE A CONTENT MANAGEMENT SYSTEM & TRAIN STAFF ON WEBSITE UPDATES AND MANAGEMENT (?)

▸ **Objective 2.1:** Create an instance of Wordpress (?) that provides easy creation, editing and managing of multiple types of content (i.e. static pages, news, blog posts, events, programs, web forms, donation tools, etc)

▸ **Objective 2.2:** Custom theme development & integrations to ensure that any website content will be properly formatted and promotes consistency across the website.

▸ **Objective 2.3:** Provide instant support through email, documentation, video tutorials and live chat as well as training materials / hands-on training.

GOAL 3 / FACILITATE THE DEVELOPMENT & IMPLEMENTATION OF DESIRED FUNCTIONALITY

▸ **Objective 3.1:** Various forms to collect user information or automate inquries / requests

▸ **Objective 3.2:** Event management & registration solution (may or may not accept payments online)

▸ **Objective 3.3:** Donation / sponsorship tools online

OUR COMMITMENT & QUALITY GUARANTEE

We currently help a roster of about 10 non-profit clients on an on-going basis and we understand the unique challenges NPOs face in publishing & actively engaging prospects online. We offer a 50% discount & typically provide a lot of free 'stuff' (consulting, work, support, ideas) to our non-profit clients and although the 'free stuff' is not guaranteed, we do guarantee the prompt delivery of quality code, functionality and support. NPOs have access to our new "You. Everywhere." platform, mediacause and our network of student marketers & web developers.

TENTATIVE SCHEDULE

PHASE	TIMEFRAME	COMPLETION DATE
Phase I: Research & Learning	2-3 Weeks	**1/27/2013**

The project will start with research centered around your organization and it's brand, vision and aspirations. First, we take stock of your current website and the content, offerings and tools it provides. It's important to take apart the pieces and really examine what we have to work with and determine strong/weak points. After learning about Valley Riding and taking stock of online assets, we'll rapid fire unique strategies, ideas and paths. From easy to impossible, common & outrageous - we'll draft actionable plans to make the new website different, refreshing and popular. While some of these ideas will not make it to final development, it will help generate of bird's eye view of your options matched with our abilities.

PHASE	TIMEFRAME	COMPLETION DATE
Phase II: Realization & Drafting	1–2 Weeks	**2/05/2013**

This phase is all about smashing all previous ideas together into a concrete product. We'll finalize the approaches to build requested functionality and begin producing conceptual views of your new website. You will receive 3-4 concepts that embody different approaches to the general aesthetic, layouts and information architecture.

PHASE	TIMEFRAME	COMPLETION DATE
Phase III: Design	1–2 Weeks	**2/15/2013**

From this point, we'll facilitate feedback on the design concepts and slowly mesh ideas, layouts and website elements into a singular design/layout. Once we lock-in design concepts, we'll begin the process of modular, responsive front-end development in html, css, jquery. It's crucial that we settle on a design, so that we can move on to the heavy web development stuff.

PHASE	TIMEFRAME	COMPLETION DATE
Phase IV: Coding & Validation & Building	2-3 Weeks	**2/25/2013**

Warning: technical jargon ahead. At this point, we use a team of 3 (1 design / 2 programmers) to take your concept and bring it to life on the web. We follow modular, agile & lean practices to build your custom Wordpress theme and plugins. Our process and code strictly uses acceptable Wordpress hooks, actions, filters and other API-driven integrations. We build in quality in SEO, performance and ease-of-use (front-end as well as back-end). We'll bring in content and setup your services for you.

PHASE	TIMEFRAME	COMPLETION DATE
Phase V: Testing / Revisions / Catch-All	1–2 Weeks	**2/30/2013**

This phase is a catch-all to tackle revisions, functionality testing and any other factor in launching the website.

PHASE	TIMEFRAME	COMPLETION DATE
Phase VI: Final Review / Training	1–2 Weeks	**3/01/2013**

This is the final review of the website. Again, we'll tackle any looming issues, revisions, content, etc and make sure the website is 100% and you & your organization is totally satisfied.

This schedule is accurate to the best of our ability and we will make an effort to keep you continually updated of progress and communicate issues, roadblocks or prerequisites properly. Ultimately, you have total control of our design/development schedule as we are pretty flexible - just please communicate changes ahead of time.

DELIVERABLES & COST

ITEM	COST

Website Design — $325.00 (50% off)

This item includes all of the design work that goes into prototyping and building the website. Includes: static drafts of concepts, responsive layout configuration, user interface elements, css-rendered design (improves scalability and performance), stock media (if any), textures, page layouts, content-specific layouts, widget design / placement and etc

PHP, MySQL, HTML, CSS, jQuery, Ajax Programming — $675.00 (50% off)

Build, deployment and implementation of Wordpress (as a cms) on a LAMP (linux, apache, MySQL, php) stack environment. We will be building special functions into the Wordpress core, facilitating third-party plugins to achieve special functionality (also plugging, tweaking where needed) and developing a custom theme to control the visual appearance of the website.

- ▶ Clean, error-free and easily extendable code that leverages Wordpress standards and APIs.
- ▶ A strong focus on creating a clean, easy-to-use website that performs well.
- ▶ 9 years of experience in lamp-stack development and 5 years of experience working with Wordpress core.
- ▶ Leveraging our platforms: cjmwp, cjmhost & uevy.

Website Hosting — 1 year included

We offer a wide array of hosting options for websites and web applications. From shared hosting to dedicated or VPS servers - we have hosting options for websites of any scale. For this project, you will have a free year of our Wordpress hosting platform (valued at $350 / a year) - after that you have the choice of your hosting. We offer plans as low as $100/year and you can find hosting elsewhere as cheap as $3/month. Keep in mind that our hosting plans are better hardware, managed and include a lot of extras and security. You can always view more information at **thecjmnetwork.com/hosting**.

Support — 5 hours / month

Any support or guidance you'll need in managing your website, editing or adding content and whatever misc tasks you can throw at us. Support hours are non-transferrable, do not rollover and approximately 1-2 hours will be spent per month updating, backing up and assessing your website.

DISCOUNTS APPLIED

We have applied a half-off discount for the design and development services on the basis of you being a non-profit.

**See the next page for a detailed summary of services and projected costs.

⚓ DETAILED BREAKDOWN

ITEM	HRS	FEE	TOTAL
Web Design			
Information Architecture	1-3	$150.00	**$150.00**
Responsive Layout / Sidewide Elements	1-3	$100.00	**$250.00**
Individual Modules (formatting)	2-3	$100.00	**$250.00**
Development			
Post types-related (video, media, audio, taxonomies)	6-7	$50.00	**$300.00**
Custom Theme Development (Misc)	17-26	$250.00	**$550.00**
Core (boilerplate, js, css, html5-based)	3-4	$25.00	**$575.00**
Social Media Integrations	1-2	$25.00	**$600.00**
Other Functionality	8-12	$75.00	**$675.00**
Formatting & Usage	4	$25.00	**$700.00**
Hosting			
Wordpress Hosting Package (view details)	discounted	$100.00/yr	**$800.00**
Setup & performance / security tuning	2	$75.00	**$875.00**
Misc			
Support (for any purpose)	5	$100.00	**$975.00**
Included support: revisions & etc.	5	$0.00	**$975.00**
~ 1 month turnaround	~	$225.00	**$1000.00**

	SUBTOTAL	$1000.00
	Hours	**49**
	TOTAL	**$1000.00**

PROJECT DEPOSIT

Thousands of lines of code and countless hours go into your project and it's safe to say we become pretty heavily invested in building your website. To protect ourselves from flaky clients and to buy coffee, we require 25% of the project fee upfront ($250). This deposit is refundable within 30 days of project cancellation, if total workable hours does not exceed 20 - worst case scenario.

ADDITIONAL SERVICES

Email Marketing / Campaigning .... **Included (as our gift)**
E-mail promotions and campaigns is a very cost-effective way of informing and engaging your audience. We have tons of experience in designing and managing e-mail campaigns with great rates of engagement.

Aggressive Search Engine Optimization .... **$45 / hr**
We can perform more advanced, proactive search engine optimization using: link buying, link building, affiliate system development, content optimization and Adwords.

Google Apps .... **$250 + $50/user/year**
Google Apps is the ultimate productivity solution for businesses and includes enterprise ready versions of industry standard tools such as gmail, youtube, drive, calendar, reader, groups, sites, talk, voice and more.

Microsoft Office 365 .... **$250 + $6/user/month**
Google Apps is the ultimate productivity solution for businesses and includes enterprise ready versions of industry standard tools such as gmail, youtube, drive, calendar, reader, groups, sites, talk, voice and more.

Membership Systems **$400-1700**
We are aces at building user community focused or premium content websites.

Wordpress Multisite **$150-1500**
We can implement Wordpress MU (Multisite) into your existing website, so you can quickly deploy additional websites with one click and mange them all from the same place.

Advanced Analytics **$250-1500**
We can build advanced tracking and conversions testing through a combination of server-side, user-end and Google Analytics.

Buddypress Implementation .... **$500 - 4500**
Buddypress can mold your website into a fully fledged social network in a box.

Scribe Platform / Advanced Content Marketing .... **$800 - 3500**
Advanced content marketing tools to help build traffic via search and social.

Wordpress-to-Mobile-App .... **$800-1500 + $300 / year**
An iOS mobile app that pull and displays content directly from your Wordpress site.

Pay-per-Click Advertising .... **$300-800 + runtime budget**
Drive massive traffic to your website through Google adwords or other affiliate-based advertising networks.

CRM / Organizational Systems .... **ask for a quote**
Drive massive traffic to your website through Google adwords or other affiliate-based advertising networks.

Advanced Technical Infrastructure .... **ask for a quote**
Supercharge your IT systems like a global content delivery network, advanced security and integration across devices / locations

PR & Media Relations .... **ask for a quote**
Custom publishing networks via prnewswire and other media aggregation or news outlets

Have another challenge for us? We'd love to tackle it.

PROPOSAL AGREEMENT

Client / *Jane Kenney*

Contact / *19901 Puritas Ave. Cleveland OH. 44135*

Reference Proposal Date / *January 20th, 2012*

Project / *Website Redesign*

Project # / *866-2963*

This agreement engages the redesign project under the specifications above.

PROPOSAL & TERMS OF SERVICES ACCEPTED BY CLIENT

Print Name/Title   **Date**

Signature

PROPOSAL & TERMS OF SERVICES ACCEPTED BY THECJMNETWORK

Print Name/Title   **Date**

Signature

TERMS & CONDITIONS

Ownership
Rights to images, content and theme/core files are yours after payment is recieved. The Wordpress platform, source code and (most) plugins are released under the **GPLv2 license** from the *Free Software Foundation, Inc.* The cjmwp & uevy plugins/platforms are the only elements under a restricted license agreement (no redistribution). Contributions, feedback and development of those two items are encouraged at Github.

Scope of Work
We have been hired to redesign, code and launch "valleyriding.org". Any other services, implied or not, are ultimately subject to our judgement on whether the service is included in this project. Changes to the scope should be communicated in a timely fashion and should require reworking and documentation of this proposal.

Payment
We require 25% of the project fee upfront (or before we start writing code). Full payment is expected in a timely fashion and services may be disconnected if payment is not recieved within **two weeks after initial site launch**. We retain administrative abilities on your services to ensure the integrity and security of your web application. Especially if we are the hosting provider. For your project, checks should be made payable to "Christopher J. Mosure."

Post-Project Support & Consulting
We will offer 5 support hours a month for reasonable updates to your website or additional insights. You may purchase more support hours at our hosting website - *thecjmnetwork.com/hosting*. Your support hours can be out of the scope of services if tasteful. Approximately 1-2 hours / month will be used for software updates, security hotfixs and general administrative tasks on our end.

Errors (Minor or Critical)
We guarantee our code to be error-free and modular; thus, we will rectify any errors directly stemming from our work. However, we do not guarantee plug-ins or unknown third-party software to be compatible with your existing system. We can't fix other developers' mistakes - only ours. We may be able to fix third-party software as a new service or requiring additional support hours.

CJMWP Plugin
Developer retains all right, title and interest, including all copyright, patent rights and trade secret rights in the Background Technology. Subject to full payment of the consulting fees due under this Agreement, Developer grants Customer a nonexclusive, perpetual worldwide license to use the Background Technology in the Software developed for and delivered to Customer under this Agreement, and all updates and revisions thereto. However, Customer shall make no other commercial use of the Background Technology without Developer's written consent

These are at-a-glance legal statements - additional restrictions apply
This is an express version of our project proposal legal guide - for a more comprehensive, lawyer-friendly version of these terms and conditions, please visit our helpdesk and login with an existing account or register a new account and view this page: **http://thecjmnetwork.com/docs/terms-conditions-overarching/**