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PROPOSAL FOR

MENNO HAVEN

Website Redesign

NOVEMBER 1ST, 2018

WHO WE ARE

With over 15 years of experience, we are well-established and highly regarded within the design industry, providing comprehensive design services for Thomas Nelson, Prison Fellowship, Westminster Theological Seminary, The University of Valley Forge, The King's College NYC, Crossway Publishers, ESV Bible, Food for the Hungry, Penn State Health, Adventures In Missions, INCM, Lifest, and many other top notch organizations.

We would love the opportunity to work with you to help tell the story of your church through a world-class website. This project appeals to us because it gives us the opportunity to partner with you to build on your solid foundation while embarking on a project to embrace modern technology and communication to further your growth. We think we are the perfect partner for this project based on the quality of our work, our experience with like-minded organizations and our relational approach.

We would enjoy the opportunity to leverage our creative problem-solving expertise to enhance and strengthen your overall brand.

COMPANY PROFILE

We are a group of talented creatives built around the common goal of telling your story. As a design company, we aim to operate under the following approaches:

Strive to solve problems through creative design.

Reflect passion and empathy in our work and client relationships.

Acknowledge people and process is as important as the product.

Gravitate towards impactful work that makes a difference.

Operate with flexibility and value inclusive design ethos.

Always look for new and relevant ways to tell our clients' stories.

CAPABILITIES AND SERVICES

We are not a traditional digital agency or graphic design company. The scope of our services is vast, earmarked by excellence, relationships, and creative problem solving.

WEB DESIGN AND DEVELOPMENT

Our team of designers and developers bring ideas to life on the web. Our designs are built around your goals and not formulated into a pre–fabricated template.

BRANDING AND IDENTITY

From concept to completion – from book covers to billboards, we have years of experience crafting beautiful and functional designs.

FILM AND ANIMATION

We have an award winning team who has captured stories from our local town to Haiti to South Africa. Video and animation is a great way to tell your story and evoke emotion.

DIGITAL MARKETING

We problem solve – If you build it…it does not mean they will come. You need to know your audience, where to find it and how to capture it to grow your brand.

OUR TEAM

Since our launch in 2002, we have grown into a team of twelve creative, dedicated, forward-thinking individuals with a portfolio which continues to expand with top nonprofit organizations and businesses.

KEY PROJECT PERSONNEL

Trevor Roberts, *Partner*
Trevor has been working with companies and organizations nationwide since 2002 to help them leverage technology to further their business objectives. A creative thinker and problem solver, Trevor offers cutting edge, out-of-the-box solutions.

Shelly Wolff, *Project Manager*
Shelly will oversee your project, ensure deadlines are met, coordinate meetings, provide updates and be your central point of contact. Shelly has over six (6) years of professional marketing experience and more than two (2) years of project management experience in a professional setting.

Joel Davis, *Creative Director*
Joel will provide valuable industry experience and design direction to further develop the online presence of your project in a creative and impactful way. With more than ten (10) years of experience in design and direction working with multi-million dollar corporations to start-ups, Joel brings a vast array of experience and industry knowledge.

Kevin Long, *Director of Development*

Kevin will turn your custom design into a web platform that works as good as it looks. Aside from developing software and websites that are functional and secure, one of Kevin's primary goals is to ensure that everything is easy to maintain in the future. Kevin has over twenty (20) years of experience in web and software development, with successful projects of all sizes including work with Fed Ex, AARP and many others.

OUR LOCATION

Our main office is located in historic downtown Chambersburg, Pennsylvania. Our team works out of the second and third floors of a restored office space building directly on the square.

PURPOSE AND GOALS

OUR APPROACH

We are relational in our approach; we strive to understand the goals of our clients, and help to achieve them. We believe websites should be beautiful, functional, and most importantly, effective in accomplishing your goals. We utilize a process which encourages active communication and collaboration throughout the process with the end goal of creating a unique website that tells the story of Menno Haven.

PURPOSE

To create a visually stunning and meaningful website for Menno Haven to establish credibility and drive growth by focusing on it's unique ethos and story.

DESIGN GOALS

- Create a site that is truly impressive, while remaining steadfastly user-centric and content-centric
- Showcase and tell Menno Haven brand story
- Provide a clean, visually engaging design that drives growth
- Communicate to visitors the unique value of Menno Haven
- Optimized for search engine searches

CLIENT REQUIREMENTS

- Provide a modern and innovative online presence
- Design that is responsive and visually engaging on desktop computers, tablets and mobile platforms
- Includes a content management system *(Wordpress)* that will allow you to easily manage content throughout your website site
- Search engine optimization (SEO): We will optimize the website for high-impact search results based on the content supplied
- Utilize analytics and reporting to measure website traffic and goals

RECOMMENDED SOLUTION

We will establish a strategy meeting with key stakeholders to determine the strategic direction for your new website. As we work through this process, we will work with you to map out the various user benefits unique to you that can be leveraged to enhance the user experience of your new website. The result of this meeting is to determine your perception of customer challenges and pain points, which will enable us to address the following questions:

Goals: What are the goals of your new website? Are there quantifiable or measurable metrics you will use to measure success?

Position: How do you want users to perceive you and your website?

Engagement: How would you like users to be engaged and interact with your brand?

Audience: Who is your target market and audience?

Competitive Analysis: What sets you apart from your competition? How is your competition stronger or weaker than you?

Pain Points: What are the pain points of your existing website?

PHASE 2 – DESIGN

Our number one goal for your website is to develop a graphical representation that uniquely defines you and separates you from your competition. As a result of great design, we can develop functional and memorable user experiences that dictate user behavior.

Our design process is uniquely different from other design agencies – our designers start with one design concept. This enables us to fully invest our creative efforts on a single, focused design concept rather than spending unnecessary time on multiple compositions that will not be used. The time and energy we focus on identifying your goals in Phase 1 is what pays dividends in this approach. We have learned this process saves time, resources, and dollars while still delivering exceptional value.

Once we have designed a home page concept, we will review the design concept with you and provide a walk-through of the design and its functional elements. During this walkthrough, we discuss the design and receive your visual feedback. It is very important you be descriptive in this discussion to ensure our creative team can deliver a design that captures the uniqueness of your brand. Once the home page design is approved, we design the remaining interior layouts of the website.

Deliverables:
·   Home page concept design
·   Unique interior page designs
·   Invision Prototype

PHASE 3 – DEVELOPMENT

We begin executing the build-out of the approved concepts from Phase 2. We will build your new website on the open source Wordpress content management platform. Website testing will be conducted by our quality assurance team for both usability and compatibility within all major browsers.

After quality assurance testing, we create a test URL so you can have your internal team review your new website.

Phase 3 Deliverables:
· Responsive HTML/CSS development
· Wordpress CMS build
· WYSIWYG editor & HTML view
· Versioning/history
· Navigation manager
· Online form management
· Video & Media Archive
· Page Builder System
· Custom Content System
· Integrated Video
· Blog/News
· Alert Bar
· Social Media Sharing
· Sitewide content insertion *(project dependent)*
· Search engine friendly optimization setup

PHASE 4 – CLIENT REVIEW AND LAUNCH

Once a beta version of your website is launched, we perform one last usability and performance test to ensure your website performs to our established goals and your expectations. Once tested and approved, your website is scheduled for training and given a launch date.

Phase 4 Deliverables:

· Usability testing
· Standard website testing
· Functional checks and balances
· Wordpress user training
· Browser compatibility *(current and one previous version of major browsers)*
· Website launch

FEE SCHEDULE

The fee schedule is as follows:

- **50% deposit to begin project**
- **25% on design delivery (Phase 2)**
- **Remaining balance due before website/project launch or completion**

If, at any time, we feel your project is in danger of exceeding this budget, we will notify you immediately of the situation that could cause the overage along with a recommendation to correct it.

Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define the additional work needed and the associated costs.

FEE SUMMARY

Below is the estimated budget for your project, which will be reviewed at key phases throughout the process. Please note that decisions made in Phase 1 or Phase 2 can alter these costs.

WEBSITE DESIGN & DEVELOPMENT	$8,000
PAGE BUILDER	$1,500
CUSTOM CONTENT SYSTEM	$1,500
TOTAL	$11,000

The quoted pricing is effective through December 1st, 2018.

PROPOSAL AGREEMENT

This project will begin upon acceptance of this proposal, along with the terms and conditions, and required 50% deposit before initiation of the project. The deposit will be applied to the final cost and is not refundable under any circumstance. The remaining balance will be due upon completion and prior to the launch of your new site. Thank you for considering Cross & Crown for this project. It would be our pleasure to work with you.

ACCEPTANCE OF PROPOSAL

By signing below, you acknowledge your acceptance of this proposal, and agree to the terms and conditions laid out below.

Authorized Client Signature

_____   _____
Name   *Date*

Authorized Cross & Crown Signature

_____   _____
Name   *Date*

TERMS AND CONDITIONS

ASSUMPTIONS AND UNDERSTANDINGS

All content *(including text, photography, video, documents, or multimedia)* will be supplied by the Client in a digital, web-ready format or estimated separately. This estimate does not include cost for email setup or migration. All out-of-pocket and travel expenses will be billed at cost.

Cross & Crown retains the right to display graphics and any design elements from your project as examples of work in our online portfolio. Also, a link consisting of "Handcrafted by &" may be placed in the footer *(bottom)* of your website.

CHANGES IN SCOPE / NEW FEATURE REQUEST

In the event that you, the Client, request additional features or revise the scope of the project after work has begun, Cross & Crown will provide a written revision outlining the cost for the change(s). Upon Cient approval and payment, the new design or functionality will be implemented. **Please note:** Any design or functionality change requests received after Phase 3 has begun will be considered Phase 2 requests. Once production begins, any changes to scope may incur serious cost overages and timeline delays.

THE PAUSE CLAUSE

If a Client deliverable, such as materials, feedback, approvals, or payment is late by more than ten (10) business days, the project will be placed "on hold." Once the deliverable is received and the project is re-activated, the project will be rescheduled based on Cross & Crown's current workload and availability. **Please note:** It could be a month or more to get your project back into our system if the project is put on hold.

TRANSFER OF OWNERSHIP

The Client owns the final product created by Cross & Crown as soon as it is fully paid for. Once the project is paid in full, the Client owns all completed work *(not working design files or assets)*. Cross & Crown assumes the Client has permission from the rightful owner to use any images or design elements that are provided by the Client for inclusion in the project. Rights to purchase raw design files can be purchased.

PROJECT CANCELLATION

In the event of the project being canceled by the Client, the Client owns all of the completed work which has already been paid for. If the Client decides to re-start a project after canceling, a new deposit will be required. Cross & Crown reserves the right to cancel a project if the Pause Clause is enacted more than once. In the event of Cross & Crown canceling a project, we will return all unused funds and deliver all paid for work.

PROJECT TIMELINE

The timeline for completion of your project depends on the start date, results of our Phase 1 exploration and overall size of your project. Upon acceptance of this proposal and receipt of deposit, we will work with the Client to create a reasonable timeline.

You play a pivotal role in avoiding unnecessary delays and potential added cost. We expect feedback and approvals to be provided via email within two (2) or three (3) business days. Additionally, all needed content, materials, files and login credentials must be supplied prior to the design phase (Phase 2). Please review our Process Document for more details.