

# Downline Ministries

Website Design & Development

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## Project Vision

We are extremely excited to work with Downline Ministries to create its new website! To develop an effective and excellent site design, we will combine your vision and desires with our team's experience and talent in creative design and technology. In this proposal, I have outlined a few major goals on which to focus the design and functionality of the new website. These are just initial ideas that we will discuss and refine as we get to know you better through the design process.

### **Objective 1: Update the style of the website**

The current website uses some design trends that have become dated. We will redesign the site to an updated look and feel using current design techniques. In our discovery process, we will ask questions about your target audiences to ensure that the new design creates connection while accurately representing your brand. We can achieve this goal through a design that is clean, current and fits the "Web 2.0" style.

### **Objective 2: Communicate the essence of Downline Ministries**

We will build an image presentation on the home page designed to communicate Downline's scope of ministry. This image presentation should feature your existing quotes from notable individuals as well as slides with exceptionally high quality imagery from missions opportunities. This image presentation should also feature "ad style" graphics to help complete people's understanding of Downline Ministries.

### **Objective 3: Add weight to major ministry functions**

We will work to develop the initial pages for Institute, Summit and Global. The content on these pages will communicate the goals, activities and nature of these ministry functions. The highly developed content will add emphasis and importance to these programs. We can accomplish this through a variety of methods based on your budget for the project.

### **Objective 4: Enhance website capabilities**

We will build your website into our SiteWrench website management system. This system will instantly give your website features that are valuable to your organization. Specifically, you can create password protected areas for your Students and Alumni. These pages can contain your academic calendar, schedules, audio, video and other resources.

Through the capabilities of SiteWrench, your website will work to provide you with valuable tools to help you actively communicate. You can use mass mail, RSS feeds and other tools to reach your audiences with information and in general, to drive traffic to your site. We will also work with you on SEO strategies and provide you with in-depth reporting through Google Analytics. When you are ready we can even help you go a step further with our Webmaster Services.

### **Objective 5: Advance content management capabilities**

Because your website will be a SiteWrench website, your existing staff can easily manage content with familiar tools. SiteWrench gives people with basic computer skills the ability to complete complex tasks like creating a news page with an RSS feed, building a media archive database, or adding a store to your website. The features you don't need immediately can be enabled for you on demand. We also provide two free, live weekly training sessions to help your organization get the most out of SiteWrench.



This is just a taste of the ideas starting to come to life. As we move forward, we fully expect to flesh out new ideas and expand the vision for the site. We are confident that we would be a great fit for your ministry and would love to partner with you to build your online presence. Through an ongoing relationship, we can provide the expertise required to make your website an extremely valuable asset.

### Ongoing Relationship

SPEAK! Creative is happy to function as an extension of your marketing department. For any consulting not included as part of the design and build-out of your website we offer our services in pre-approved hourly blocks. Examples of these services are SEO Content Analysis and Updating, customization of external web marketing tools, changes to the design of your website, updating the content of your website for you and any other marketing functions you may need. No surprises - all charges will be pre-approved by you before any billing begins.



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## Your Website Design Process

The cost we quote for your website is based on the amount of work and the time required to meet your requests. We can accurately estimate that amount of work based on a defined design process. We define this process to combat "scope-creep" so you know before the job begins exactly what your website will cost rather than starting with a base cost and adding to it.

The cost listed in this proposal is based on our standard design process which we have found to be effective and efficient for most clients. Our design process is completely flexible. Would you like to see more concepts, a lower price, something else? We will gladly make adjustments to meet your budget and preferences.

**Discovery** - We will begin with an internal meeting where we review the input, resources and information that you provide. Next we schedule a Discovery Meeting with you and your team. In this meeting our creative team will review your input, our initial ideas and ask for any needed clarification of your direction.

**Concept Proofs** - Will design two fully developed home page ideas. These two jpeg proofs represent our creative team's interpretation of your design direction and our vision for the project. Our creative team will present the concepts to you, explain our vision and answer your questions. After you review and discuss the proofs with your team, you select a concept and provide us with any design direction or revisions. We will move forward to the next step upon your approval.

**Revision Proof 1** - Based on your input and direction from the concepts, we will prepare another proof and present it to you for discussion. We will also design the sub page template that will be used by most pages in your site. You review and discuss these proofs with your team, provide any design direction or revisions and then we will move forward upon your approval. At this point your project is 50% complete and the deposit has paid for all work to date.

**Revision Proof 2** - We will process your feedback from the previous proofs and prepare another proof that reflects your previous revisions. We will follow the same process of review and feedback and will move forward upon your approval.

**Revision Proof 3** - If needed, we will prepare a third proof for you. This is the final proof included in the cost listed in this proposal. We will follow the same process of review and feedback with one exception. To move forward, you can either approve the design for conversion exactly as it is OR approve additional work increasing the total cost of the project. We are more than happy to continue working on the design until you are 100% satisfied. Any additional work you request will be estimated and billed at \$125/hour. When your project moves to HTML conversion it is 75% complete and we will send you the next invoice.

**Content Preparation** - We will begin content layout near the end of the design process. We can move information directly from your existing website or we can input new information provided by you. We can help you with the writing or rewriting of your content, however the cost for copy services are not included in this proposal. We have budgeted 2.5 hours for content layout in your new website, if more work is required we will get your approval before proceeding.

**HTML Conversion** - Once we have your final approval, we will convert the proofs into a working website and complete development of any active features. We have budgeted 10 hours of work for this phase. Should additional time be needed, we'll get your approval before moving forward.

**Walkthrough & Punch-list** - Once HTML conversion is complete, your site will be available in a temporary location. We will schedule a walkthrough with you to show you how it works. This is when the website really comes to life for most clients, so if you happen to see something you'd like changed that you forgot to mention

2 IDEAS  
ONE PROOF W/ CHANGES  
SHOW US CHANGES  
ONCE MORE CHANGES  
ADDITIONAL

2 WEB LOOKS  
FEEDBACK

FEWER PEOPLE W/ INPUT MAKES IT CHEAPER



earlier, no problem! We've budgeted 2.5 hours during this phase for that very reason. If your changes require more than the budgeted time we will get your approval for the additional work at our ministry rate of \$125/hour. At this point, your project is 100% complete and your final invoice is due.

**Site Launch** - When you are ready to launch the site, we can make it live within 1 business day under normal technical circumstances. Our support team handles this process and will work with your technical contact to coordinate the changes. Please note: we cannot launch your website if your account has a past due balance.

**Future Design Changes**

Websites are designed to be changeable. SiteWrench makes it extremely easy for you to change the vast majority of your website. Changes to the design of your website (not editable via SiteWrench) or anything you would prefer we handle for you will be estimated before work begins and completed at our ministry hourly rate, \$125.



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### Deliverables, Estimates & Timeline

The following summarizes the deliverables we've discussed in the vision and process above. If these specs don't fit your vision or budget we will happily make adjustments.

Website Design..... **\$5,000**

- Design Process (see above)
  - 2 concept designs
  - 3 Revision Proofs
  - XHTML/CSS conversion
  - Content Preparation - 2.5 hours
  - Site Walk-through
  - Launch
- Design scheme for home page
- Design scheme for sub page (default template)
- Dynamic drop-down menu system
- Home Page Flash Presentation
  - Video Capable
  - Client Manageable
  - PhotoShop templates provided

ONCE SLIDES ARE MADE TRADING IT OUT ARE EASY

Content Development for Summit, Global and Institute pages :: Option 1..... \$1,850

- 3 "home" templates following the same look and feel as the rest of the site, tailored for these functions
- 1 Flash presentation added to each of these "home" templates each with different imagery
- 3 content shells for each of these functions that follow the same layout as the default
- Presentations will be client manageable and video capable
- PhotoShop templates provided

WE COULD DO THIS ON OUR OWN

Content Development for Summit, Global and Institute pages :: Option 2..... \$975

- 3 modified content templates each with a unique header banner for these ministry functions (these templates will use the exact same layout as the default template, the only variation will be the header imagery)
- 3 additional hours of layout for the content areas of each of these pages

SPECIAL LOOKS FOR OTHER PAGES

Other Suggested Design Deliverables

Simple HTML Email Template for use with our Mass Mail feature..... **\$400**

- Masthead and surrounding "frame" -- very simple design
- 1 round minor revisions

W/O THIS STILL HAVE MEDIA

Media Center Skin Design-simplified design..... \$400

- Custom designed media center skin
- Simplified Design text navigation
- No revisions included

Brand Identity Update..... See additional proposal



MAYBE THIRD PARTY FOR SIGN UP

Recommended Service Plan: SiteWrench® Premier.....\$225mo

\$225mo

REGISTRATION  
- SALE  
- MASS MAIL

- Includes hosting, training, and allotments of all system features.
- Monthly plans are billed automatically via credit card\*
- Monthly plan begins when you are given access to the SiteWrench system
- Other plans available from \$65 to \$300 per month. Visit <http://www.speakcreative.com/sitewrenchministry> for more information.

**Timeline :: 1st Week in October**

Our standard timeline for this type of project is 6 to 8 weeks. We can commit to project completion in the first week of October (5th - 9th) if:

- We receive the deposit for the job by August 14th
- Any feedback required along the way is received within 2 business days of the request.

We recommend that you attend a free SiteWrench training seminar during the design process to help you and your staff learn the system which will make content preparation much easier.

**Special Offer :: Free SiteWrench for the Rest of 2009**

Commission this job by submitting the signed paperwork before the end of August 2009 and get your SiteWrench Premier Service Plan free until January 2010 (invoice will be mailed to you in December).

**Expiration**

This proposal expires on October 31, 2009

\*Talk with me if you need to setup alternative payment arrangements



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## The (not so) Fine Print

### Charges for Scope Changes

No proposal is perfect and there are bound to be some changes to the scope along the way. That's not a problem on our end, but we want to make sure you understand that some of those changes will result in additional work and therefore additional cost. You can do your part in keeping extras to a minimum by working hard to give us clear and complete input and feedback. We will do our best to communicate potential overages when we see them so there are no surprises.

### Other Expenses

This proposal is intended to give you an estimate of cost for work we will perform. It cannot and does not cover every possible expense. As a rule, if you don't see it mentioned, don't assume it's included. Here is a list of common items that can come up during a project: courier or shipping fees, tax, postage or mailing services, rush work, changes or additional work outside the scope, stock photography not in our library, custom photography, copywriting/copyediting services, or printed proofs. If meetings are required that are beyond the typical time frame, we will discuss options for hourly billing. These expenses will be billed along the way as they're incurred but we will always give prior notification.

### Payment & Billing

We will send you an invoice for the initial 50% deposit and must receive payment to begin working. Over the course of the project we will send you invoices as portions of work are completed. Any additional work will be invoiced when it is requested. To launch your new website, your account cannot have a past due balance. Our standard practice is to email invoices as PDF files, if you would like for us to mail a paper invoice to you we are happy to do so at your request.

### Cancellation

If something comes up and you feel like you need to cancel the project, that's not a problem. We will bill you for the work we've done and the value of that work.

### Usage & Ownership

We extend lifetime usage rights for the original form of the design work we create for you. These rights are not transferrable. Should you need to modify the designs to fit another need, we can make the modification for you, or you may request an unlimited usage right (additional charges apply in either case). Should you need editable art files, we can provide them upon request; additional charges may apply.

### Commission

I understand the proposal and the terms listed above and I commission SPEAK! Creative to complete this project as indicated above.

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Signature

Title

Date



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