

websites
by Julie Raffety

Client: Cayuga-Syracuse Presbytery

Website Design & Development Project Deliverables & Cost

Prepared for: Rev. Kathleen Dain

kdain@cayugasyracuse.org

Prepared by Developer: Julie Raffety

websitesbyjr@gmail.com

Date: August 15th, 2023

Overview



Welcome!



IN THE BEGINNING

Thanks for being a part of this journey with me! I am new to this, but please check out my past work:

www.westminsterchurch.cc

[Kitchellchurch.org](http://www.kitchellchurch.org)



QUALIFICATIONS

I have a minor in digital media studies from the University of Denver.



FINANCIAL COMMITMENT

As a pastor of a small Presbyterian church, I am committed to making functional and modern websites that are priced reasonably for non-profits.



WORKING TOGETHER

I am excited to work with you and continue to build my client base and portfolio. If you're satisfied with my final project, thanks for passing my name onto your colleagues!



ONGOING MAINTENANCE

I am available to assist with updates on a monthly basis. Please ask if you have questions on ongoing maintenance pricing!

Project Needs

Functionality & Design

20+ pages
Dual toolbar
Social media buttons

Modeled after
vibrantpresbytery.
org

20+ pages
Dual toolbar
Navigation between sites

Separate
password log-in
to member site

Highlighting
current posts with
links

Blog
functionality

Additional Site Goals

- Build site directly in Wordpress for easy updates & new content creation and transfer host to Wordpress
- This would be essentially a dual-site project where front interface would be public site with password protected member site access
 - Both sites require 20+ pages
- Incorporate text & HTML to add in SEO
- Migrate current site content
- Footer with contact information, social media logos and links, newsletter sign-up and donation access
- Upper toolbar with social media and contact and lower menu to pages

Ongoing

Training

Ability to update & add content moving forward

Updates

Use page builder for easy updates and organized upload structure

Services

This would require a business level plan and WP plug-ins

Project Deliverables & Pricing

Task	Hours	Fee per hour	Estimate
Site Design (analysis & architecture)	16	\$ 75.00	\$ 1200.00
Site Design (responsive design)	10	\$ 100.00	\$ 1000.00
Content deployment (from text & photos)	25	\$ 50.00	\$ 1250.00
CMS (Wordpress) training	4	\$ 75.00	\$ 300.00
Search Engine Optimization	8	\$ 100.00	\$ 800.00
Project Management	10	\$ 75.00	\$ 750.00
Dual-site functionality design	8	\$ 100.00	\$ 800.00
PCUSA referral discount			(\$50.00)
Project Estimate	81		\$6,050.00

**ALL FEES QUOTED VALID
FOR 60 DAYS**

**TIME ESTIMATES ACCOUNT FOR
ANALYSIS, DESIGN,
PROGRAMMING,
IMPLEMENTATION, RESEARCH,
INFORMATION GATHERING, &
CUSTOMER QUERIES.**

**ESTIMATES ABOVE DO NOT
INCLUDE:**

HOSTING/DOMAIN FEES,
ONGOING MATENANCE FEES (see
next page)

Ongoing Fees (optional)

Task	Monthly Cost	Annual Cost	Estimate
Logo		\$ 300.00	
Primary website hosting		\$ 400.00	
CMS Maintenance (wordpress & plug-ins)*		\$ 75.00	
As-Needed Updates (less than 8 hours per month)	\$ 50.00		
Basic Updates (8-12 hours per month)	\$ 75.00		
Plus Updates (13-20 hours per month)	\$ 100.00		

**PRIMARY WEBSITE HOSTING
INCLUDES DOMAIN ASSOCIATED
FEES.**

***WORDPRESS & PLUG-IN FEES
EXCEEDING COST WILL BE
PASSED ONTO CUSTOMER.**

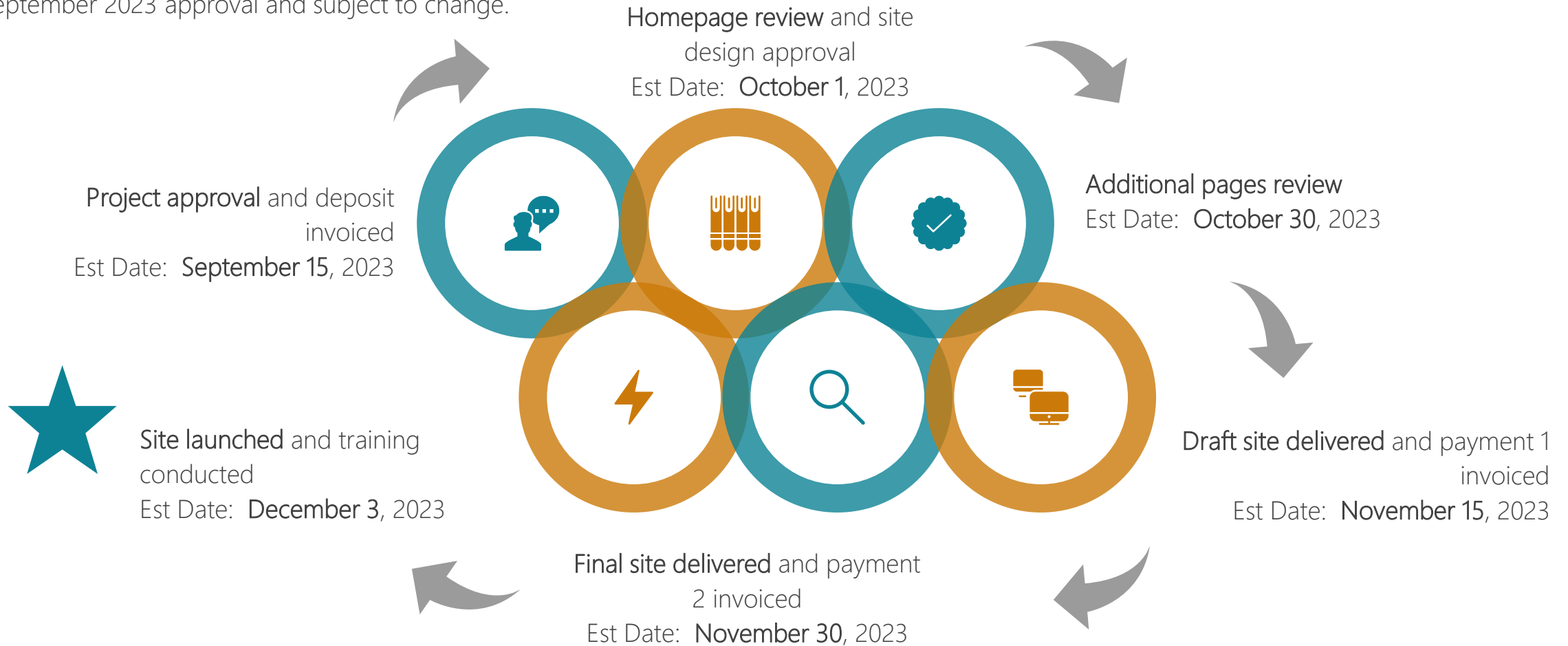
**TIERED PRICING FOR UPDATES
AUTOMATICALLY TRANSITIONS
TO HIGHER CATEGORY WHEN
HOURS ARE EXCEEDED. ALLOW
48 HOURS FOR ALL CHANGE
REQUESTS.**

CANCELATIONS

FEES DUE AT BEGINNING OF THE MONTH, BUT SERVICE CAN BE CANCELED AT ANYTIME (all monthly fees are non-refundable; annual fees will be pro-rated upon cancelation)

Schedule

I am estimating 12 weeks for this project, provided there is fluid communication between client and developer. I typically require 6 weeks for a basic church website, but the requirement for a member-only password protected site within the public site makes this project at least double the complexity. The official start date for this project will be the **first day the project is approved**. The agreed on launch date **will be mutually agreed on during project approval**. Once project is approved, I will share a calendar with dates designated for check-in points below. I will communicate clearly and as soon as possible should circumstances arrive that prevent us from reaching agreed upon launch date. *Dates below are based off mid September 2023 approval and subject to change.



All reviews will take place on Google Meet, subject to client and developer availability. Exact dates negotiable and subject to adjustment due to scheduling needs.

Terms & Fees

DETAILS

- 1) **Terms:** Once final project deliverables and pricing is approved, **deposit of 20% of the project will be invoiced.** When draft site is delivered, **payment 1 (40% of project will be invoiced)** and when final site is delivered, payment 2 (and final payment of remaining **40% of the project will be invoiced**).
- 2) **Payment:** Payment is due ten (10) days after date of invoice. Invoice will be delivered via Zelle to email on project title slide. Client may not withhold any amounts due hereunder and websites by Julie Raffety reserves the right to cease work without prejudice if amounts are not paid when due. Any late payment will be subject to any costs of collection (including reasonable legal fees) and will bear interest at the rate of fifteen (15) percent per month or fraction thereof until paid. Payment can be made by check or Zelle.
- 3) **Expenses:** Price estimates for service do not include and client will reimburse developer for its reasonable and necessary cost of travel and out-of-pocket costs for unanticipated photocopying, overnight courier, unusual non-domestic communication and the like. All non-local trips must be approved by Client before commencing.
- 4) **Ownership:** All preparation materials used and produced by Julie Raffety, including original artwork created by Julie Raffety, remain the property of websites by Julie Raffety. All ideas and concepts not used remain the property of Julie Raffety and may be used in the future as deemed appropriate. All final graphic, photographic elements and application code used for the final delivery shall be owned solely by the client and other license carriers. All websites produced shall bear the logo and link of developer in the footer.
- 5) **Administrative Access:** Websites by Julie Raffety will provide Admin Accounts for CMS (Content Management System) and the Hosting Control Panel. This access is complete access to all templates, content, hosting features, etc.
- 6) **Support:** Websites by Julie Raffety will support software bugs for the applications developed as part of the contract for the first 60 days after the completion of the project. (The project completion is identified as the day that the full scope of the project has been approved and successfully deployed the client.) After this period, additional software bugs and software updates will be billed at normal update rates (see Ongoing Fees). Software bugs do not include content or design changes.
- 7) **Additional Fees:** Should an update require more than the ongoing fees available, a new project can be scoped and priced.

Agreement

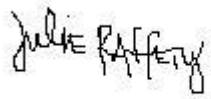
If this meets your approval, please indicate by signing and returning one copy to me or in writing via email. If you have any questions or need this proposal adjusted in any way, please e-mail me at websitesbyjr@gmail.com or call my cellphone at 815-670-2502 and I will revised the proposal as needed.

Thanks for the opportunity to submit this proposal. I look forward to working with you!

Project

Cayuga-Syracuse Presbytery
PO Box 438
Syracuse, New York 13214

In Christ, Rev. Julie Raffety

A handwritten signature in black ink that reads "Julie Raffety". The signature is written in a cursive, slightly stylized font.

websites by Julie Raffety

Approved by date:

Rev. Kathleen Dain
Cayuga-Syracuse Presbytery

websites
by Julie Raffety

Thank You

Keep in touch

websitesbyjr@gmail.com

815-670-2502