PROPOSAL FOR STATE ORGANIZATIONS

Background

In broad terms, there are four steps to establishing and maintaining a website. Because the Kids’ Chance state organizations may be at different stages in this process, we have included all of these steps to help guide each organization in moving forward from their current position using the national organization’s template as a base.

The four steps are:

1. Register a domain name, e.g. kidschance.org
2. Host your site, i.e. place your site on an internet server to make it accessible to users, set up email accounts
3. Design and develop your site
4. Maintain your site

REGISTER A DOMAIN NAME & HOST YOUR SITE

A domain name is registered on a yearly basis with an accredited registrar to provide web users an easy way to find your site. A hosting account is a space on the internet where you place your files for viewing and where you can manage email accounts. **These are ongoing costs. You must continue to pay registration fees and hosting fees each year that your site is on the internet.** Registration fees range from $11/year to $35/year. Hosting fees range from approximately $50/year to $500/year depending on the host and your needs. These fees are NOT included in any pricing herein.

NEED HELP WITH THIS?

- Research Domain Name and Hosting Options - $100

DESIGN AND DEVELOP YOUR SITE

Kids’ Chance of America has developed a basic site that can be easily copied and customized to fit the needs of each organization that uses it as the base for a new site.

NEED HELP WITH THIS? HERE ARE SOME OPTIONS...

- Install KCOA website template AS IS (http://demo.kidschance.org) in the organization’s hosting account - $200
- Purchase license for theme for access to premium plugins and lifetime of theme updates ($62)
- Add State Logo - $50
- Place client-provided content supplied electronically (one revision per page) - $150/5 pages
Once your site is “live,” you want to keep the content up-to-date so your users always get the latest news about your organization. The template site is designed within a content management system (CMS) so you can perform your own content updates, if desired. Updates can also be performed by a webmaster if you prefer.

NEED HELP WITH THIS?

- Basic user training using WordPress for site maintenance - $100/hour
- Site content maintenance and/or software upgrades - $90/hour or $450/5-hour block of time (prepaid)

EXAMPLE SCENARIOS

1. **Starting from scratch**

   **NEED:**  
   Domain name, Hosting/email, Install KCOA website template, Place logo, Placement of content, User Training

   **TOTAL:**  
   $762

   a. Research Domain Name and Hosting Options - $100
   b. Install KCOA website template AS IS in the organization’s hosting account - $200
   c. Purchase theme license - $62
   d. Add State Logo - $50
   e. Place electronic client-provided content (one revision per page) - $150/5 pages
   f. Basic user training using WordPress for site maintenance (1 hour) - $100
   g. Website link integrity and accessibility testing (required if new content) - $100

2. **Have a domain name and website – want to use the new template**

   **NEED:**  
   Install KCOA website template (no logo), Placement of content, User Training

   **TOTAL:**  
   $612

   a. Install KCOA website template AS IS in the organization’s hosting account - $200
   b. Purchase theme license - $62
   c. Place electronic client-provided content (one revision per page) - $150/5 pages
   d. Basic user training using WordPress for site maintenance (1 hour) - $100
   e. Website link integrity and accessibility testing (required if new content) - $100

3. **Have a domain name and website – want to use the new template – have someone to handle content for you**

   **NEED:**  
   Install KCOA website template

   **TOTAL:**  
   $262

   a. Install KCOA website template AS IS in the organization’s hosting account - $200
   b. Purchase theme license
OTHER SERVICES

AgoraNet offers many other services that you may need to step beyond what the template can provide. Here is a partial list of those services. For additional information, please contact us at sales@agora-net.com or 302-224-2475.

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logo Design</strong></td>
<td></td>
</tr>
<tr>
<td>1 concept (unlimited revisions)</td>
<td>$700</td>
</tr>
<tr>
<td><strong>Website Design</strong></td>
<td></td>
</tr>
<tr>
<td>Develop overall recommended website structure / Wire Frame</td>
<td>From $125</td>
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<tr>
<td>Determine featured / highlighted page elements to include in design</td>
<td>From $125</td>
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<tr>
<td>Replace default slideshow images with client-provided pictures</td>
<td>From $125</td>
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<tr>
<td><strong>Website Development</strong></td>
<td></td>
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<tr>
<td>Basic Calendar – (includes up to $25 plugin purchase)</td>
<td>$150</td>
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<tr>
<td>Web form for encrypted online scholarship application submissions/storage</td>
<td>From $1000</td>
</tr>
<tr>
<td>Web forms (e.g. event registration, sponsor payments) that can integrate with PayPal to accept credit card payments</td>
<td>$125/form</td>
</tr>
<tr>
<td>Restricted User / Board Portal for Document Management</td>
<td>From $600</td>
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<tr>
<td>Newsletter Signup</td>
<td>$125</td>
</tr>
<tr>
<td>Search Engine Optimization – Basic Package</td>
<td>$300</td>
</tr>
<tr>
<td>Share capability with social networks, e.g. Facebook, Twitter</td>
<td>$125</td>
</tr>
<tr>
<td>PayPal Stored Buttons (up to 5 buttons, established PayPal account required)</td>
<td>$125</td>
</tr>
<tr>
<td>Blog Setup</td>
<td>From $250</td>
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<tr>
<td>Other e-commerce solutions</td>
<td>Custom quote</td>
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<tr>
<td><strong>Project Administration</strong></td>
<td></td>
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<tr>
<td>Project management (required if any changes to site structure)</td>
<td>$125</td>
</tr>
<tr>
<td>Work with hosting environment other than AgoraNet or HostGator</td>
<td>$125</td>
</tr>
<tr>
<td>Website link integrity and accessibility testing (required if new content)</td>
<td>$125</td>
</tr>
<tr>
<td>Basic user training using WordPress for site maintenance</td>
<td>$100/hr</td>
</tr>
</tbody>
</table>

**NOTE:** For non-profit pricing, subtract 10% off the pricing above except per hour rates.

Prices do NOT include:

- Content development: All content must be placed by or provided by the client. Professional content writing is available for an additional fee.
- Search engine optimization services or reports: Prices DO include a search engine-friendly design and basic SEO setup (if that option is selected) but not ongoing dynamic analysis.
- Custom programming of the CMS core software or its modules or plugins: The CMS framework will be chosen as appropriate based upon the desired feature set. In order to maintain compatibility and ease of future upgrades, AgoraNet will not alter this code.
- Upgrading or maintenance of the system software or compatibility with future browser versions
- Domain name renewal and/or hosting fees
HOSTING

Hosting is available on our AgoraNet servers which are located in a secure co-location facility with redundant internet connections and power backup systems. We offer a shared hosting high-availability configuration with nightly backups. We have an uptime over 99% and our regular system maintenance window is Sunday mornings from 6:00am – 10:00am. If any updates may affect service, clients are notified in advance. Our technical support is provided via phone during regular business hours M-F or through a request tracking email system. Our systems are monitored for connectivity 24/7/365. We have multiple levels of security including activity monitoring and firewalls. **State sites normally fit under our standard level of $100/year for non-profits.**

SSL CERTIFICATE

GoDaddy's "Deluxe SSL OV", $99.99 per year or $89.99 per year if you get multiple years (2 years = $179.98, 3 years = $269.97)

ROYALTY FREE STOCK PHOTOS/VECTORS/VIDEOS

istockphoto - [http://www.istockphoto.com/plans-and-pricing](http://www.istockphoto.com/plans-and-pricing) $40-$199 (depending on # needed)
Shutterstock - [https://www.shutterstock.com](https://www.shutterstock.com) $49-$125 (depending on # needed)

HIRING US TO HELP MAINTAIN THE WEBSITE AFTER LAUNCH

On-Demand Professional Website Support/Updates

Web site text, images and resources can be updated by us on request, typically within 2 business days.

- Our current non-profit rate for hourly updates and support is $100, billed in 15 minute increments.
- A block of 5 hours of support time can be pre-purchased for $450.
- Support time includes employee training, questions or problems addressed by email or phone and is billable upon completion of services.

CMS Update Service

Our CMS maintenance service updates the behind-the-scenes parts of your website, e.g. WordPress core software, plugins, or theme. It does not affect your content.

- We’ll help you keep your site safe and secure. Let us handle the technical stuff.
- Every two weeks, we’ll:
  - Check the status of your WordPress installation and all plugins, themes, and modules
  - Perform a full site back and any appropriate updates to CMS/plugins
  - Send you a report of the status and any actions taken

The service is billed in 6 or 12-month packages for $270 or $495 respectively.