WEBSITE OFFERINGS 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 Recommend Hosting Options - $100
- Help you establish your account within your hosting provider. Setup up to 10 domain-specific email accounts / email forwarding “aliases” as needed (e.g. info@yourdomain.org, etc.) - $125

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. This site is powered by WordPress, the industry-leading Content Management System (CMS) that will allow you to update your site’s content via a user-friendly web-based interface.

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 (up to one revision per page) - $150/5 pages
MAINTAIN YOUR SITE

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 powered by WordPress 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
- On Demand Professional Website Support/Updates - $100/hour or $450 for a 5-hour block of time (prepaid)
- Routine WordPress Maintenance Service includes backups for peace of mind and software updates for security $495/year (prepaid)

EXAMPLE SCENARIOS

1. **Starting from scratch**
   NEED: Domain name, Install KCOA website template, Place logo, Placement of content, User Training
   TOTAL: $662
   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

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: $512
   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

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 - $62
ADDITIONAL WEBSITE FEATURES TO CONSIDER

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.

Web forms (e.g. event registration, sponsor payments) – A custom web form to collect desired data from registrant, sponsors, etc. that can also integrate with PayPal or Stripe to accept credit card payments online. Includes customizable email confirmations and easy export of entries to Excel. ($125/form)

Online Scholarship Application Portal – An online portal to allow your applicants to securely submit scholarship application details and supporting documents and allow approved users to view application submissions via a user-friendly web-based restricted interface. ($1,000 + cost of necessary plugins)

Restricted File Management / Document Storage Portal – An online file manager portal that can be used to organize applicant submissions for easy scholarship committee review, storage of Board Member documents (e.g. bylaws, etc.), storage of organization’s electronic assets (e.g. sponsor logos, etc.) ($600)

Donate button powered by PayPal or Stripe to accept online donations. ($125)

We are proud to offer a 10% discount for Non-Profits on the prices stated above.

Prices do NOT include:

- Content development: All content must be placed by or provided electronically 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 but not ongoing dynamic analysis.
- Custom programming of the CMS core software or its modules or plugins. 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
- Merchant account or payment gateway fees
- The cost of purchasing a secure (SSL) certificate if needed for data encryption/privacy

HOSTING

Though we don’t endorse any one company for hosting, we can suggest a few of which we have heard positive feedback or we have done business with over the years. Please check with any new provider to be sure you get a package that best fits your needs.

- HostGator - http://www.hostgator.com
- Site Ground - https://www.siteground.com
ROYALTY FREE STOCK PHOTOS/VECTORS/VIDEOS

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

HIRING US TO HELP MAINTAIN THE WEBSITE AFTER LAUNCH

On-Demand Professional Website Support/Updates
Website text, images and resources can be added to the site and/or updated by AgoraNet on request, typically within 2-5 business days. For example: adding information about your next event, updating board roster, adding a new sponsor logo, etc.

- Our current non-profit rate for updates and support is $100/hour, billed in 15 minute increments OR a block of 5 hours can be pre-purchased for $450. As services are completed the amount of time worked is deducted from this bank of time and it never expires.
- Support time includes employee training, questions or problems addressed by email or phone and is billable upon completion of services.

Routine WordPress Maintenance Service
The service is billed in 6 or 12-month packages for non-profits for $270 or $495 respectively.

Web apps such as WordPress are software, so you need to update them routinely because updates do the following: Increase security; Fix bugs; Add features and functionality. However, not everyone feels confident in making these updates on their own – with good reason. It’s important to perform a full backup of files and the database prior to any update in case there’s an issue and you need to revert back to a previous state, etc.

Let us take care of the technical stuff! Our Routine WordPress Maintenance Service updates the behind-the-scenes parts of your website, e.g. WordPress core, plugins, and theme. It does not change your content. We’ll help you keep your site safe and secure.

Every two weeks, we’ll:

- Check the status of your WordPress installation and all plugins and theme
- Perform a full site backup and any appropriate updates as needed
- Send you a report of the status and any actions taken

READY TO GET STARTED?

Please contact us at sales@agora-net.com or 302-224-2475 to schedule a free, no-obligation consultation. We’ll discuss your organization’s needs and where you’re at with the process. We’ll then put together a detailed proposal outlining the proposed scope of work and project costs.