DIOCESAN

Catholic Life Every Day

Web Development Proposal

Catholic Community Foundation
of Southwest Florida, Inc.

10/10/17

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Michael Morse
Executive Director
Catholic Community Foundation
of Southwest Florida, Inc.
morse@dioceseofvenice.org

New Website Development for the Catholic Community Foundation of Southwest Florida
www.ccfdioceseofvenice.org

Michael,

It has been a pleasure connecting with and getting to know both you and the Catholic Community Foundation of Southwest Florida better. The efforts of the organization towards its mission to financially support the spiritual, educational, and social needs of the local Catholic Community is impressive.

Since 1953, Diocesan Publications has progressively become a premier Catholic communications company providing a diverse range of the top products available, including website development, to best support a variety of clients across the nation in similar missions.

Presented is an overview and estimate of the items we have verbally discussed and those specifically referred to in the Request for Proposal (RFP) provided by the Foundation. Our development will not only assist in achieving your goals, but maintain a flexible and modular architecture to expand and adapt to any future needs or trends.

As outlined in the RFP, each targeted area (key objective) will be developed with a focused priority in the areas of: functionality, performance and visual characteristics—all of which are achievable by our talented web team. In addition, as the chosen vendor to develop the new website for the Diocese of Venice, we are able to maintain consistent integration of similar components for a seamless continuation of management and functionality.

With that, thank you for this opportunity to present our proposal for new website development for the Catholic Community Foundation of Southwest Florida. Our long history has uniquely qualified us in not only experience, but also in building long-lasting partnerships with premier Catholic resources.

On behalf of myself and our entire web team, we appreciate you reaching out to Diocesan Publications for your new website. We are excited for this partnership opportunity and look forward to your positive response.

Sincerely,

Kevin Ferguson
Web Development
• (877) 923-0777
• kferguson@diocesan.com
• www.Diocesan.com
• www.myParishApp.com

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Key Objectives to Include

- **Functionality**
  - Online Giving and Scholarships
    - › All items regarding online transactions will continue the use of secure portals via third-party merchants and affiliate links as utilized on the current site. Specifically addressed and achievable are the following:
      - · *Ability for donors to manage their individual accounts (check balances, make grant recommendations, review payment history, etc.).*
      - · *Submission of online donations.*
      - · *Online scholarship applications.*
  - Communication
    - › Social Media
      - · *All preferred social media will integrate dynamically for efficient viewing on the site.*
      - · *In addition, native sharing from the website may be included internally.*
      - · *Visual display of social media can be customized as desired and as best suited for the site in regards to layout and functionality.*
    - › News, Events and Information
      - · *Exclusive to Diocesan Publications, our myParish App is the leading mobile app for Catholic Dioceses and parishes across the nation.*
        - – *As a client, messages from the Diocese of Venice can integrate directly into your new website for communicating the immediacy of news, features, and information.*
        - – *These can be extremely effective for items such as Diocesan Appeals for the Foundation in raising not only awareness, but funds for the many services, endowments and programs.*
      - · *Automatic Feeds and Content*
        - – *Dynamic content such as Catholic News Services and Vatican News will be seamlessly integrated with the ability to filter individual posts.*
        - – *Additional inclusion of daily and inspirational feeds are possible as well to maintain a strong focus on Catholic content for faith, spirituality, resources and more throughout the site. Format options for this content may be as text, audio, video, and live-streamed events.*
      - · *Calendar*
        - – *A new calendar system utilizing dynamic events, important days with links to rich-media event pages (vs static, text-only event details), and more will be integrated.*
        - – *We propose using the same system as the new Diocese of Venice website (to be determined).*
      - · *Multilingual Support*
        - – *Integration and instant translation of all predominant languages within the Diocese.*
        - – *Additional languages may be added at any time.*

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- *"Welcome to the Foundation"*
    - *Newsletter subscription is possible either dynamically through a third-party or natively from within the site. We can help advise on options available.*
  - › Mobile-Friendly
    - *All of our sites are developed from conception as mobile "responsive" on all platforms and operating systems.*
      - *iPhone/Android and tablet formats are natively supported without the need of publishing a second site.*
  - Interactive Gift Calculator
    - *Depending on preference, we may continue using the current online calculator or develop a new version.*
  - Internal Site and Content Management
    - › Upon training, we will provide accessibility for managing and editing all content (pages, posts, news, multimedia, menus, images, dynamic features, and more).
      - *Internal management for drafting of content and approval process by another user before public publishing will be incorporated.*
      - *Key editing areas will be simplified as much as possible for all skill abilities and internal admin levels.*
      - *Our hosting and training includes free support after launching of site.*

- **Performance**
  - Increased viewership, either directly on the site or indirectly via social media.
    - › Although there is no way to fully guarantee increased traffic on any site, by incorporating additional communication channels and native sharing of social media—we are confident your site viewership will increase.
  - Fast to load site and find/link to Diocese and other key Catholic sites.
    - › Content will be developed, structured, and optimized for streamlining sizes to maintain fast load times. Intuitive placement of links and finding of key information will be at the forefront of layout, design, and display options.
  - Keep to 2–2.5 page scrolls on a PC for home page, including clear section transitions.
    - › Key content areas will be prioritized in simplified and clear sections on the home page for maintaining minimal scrolling by the user.
  - Easily searchable current endowment/scholarship fund information.
    - › All content and key areas will be intuitive to find and dynamically searchable.

- **Visual Characteristics**
  - Design and development of the new website will focus on the visual and emotional emphasis of content. Imagery and media will be predominantly used for appealing to and targeting faith, spirituality and the impact of donations on the community.
  - Modern layout and design options, with effective "call-to-actions", will be incorporated as well as streamlined navigation for finding information quickly.
  - Essential on the home page, animated transitions for subtle, but effective visual cues will highlight important information and clearly define key areas "above-the-fold" as much as possible.

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Project (Overview and Development)

Design and Layout . . . . **25 hrs**

- **Development**
  - Full design and web consultation
    - › This will outline, narrow down, and answer all specific items needed in order to complete the full website process.
    - › In addition, this step is vital in providing a timeline and necessary project steps.
  - Design
    - › Specific goals, concept development, new layout and design mock-up of static site showcasing primary pages for approval.
    - › Development and specific refinement will be completed once the full design and web consultation is completed as stated above.

Site Build and Administration . . . . **45 hrs**

- **Site Development (40 hrs)**
  - Custom website built on the WordPress platform
    - › For maintaining current content administration, management, communication, and marketing functionality.
  - All previously mentioned Key Objectives (pages 3–4).
    - › Online Giving, Scholarships   › Communication Components
    - › Internal Site and Content Management
  - Additional custom featured items
    - › Upcoming News and Events   › Map and Directions   › Resources and Partner Links
    - › Multiple Image Galleries   › Staff Directory   › Contact, Submission Forms
    - › And more (to be determined from full consultation)

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- **Website Analytics (Included)**
    - *Web Stats (default)*
    - *Google Analytics (custom integration)*
- **Site Administration (5 hrs)**
    - Client access and site management
        - › Set up of super admin users
            - *For full access administration and client-side content management*
        - › Creation of permission-based admin users
            - *For limited access content and departmental managers (including drafting of content for approval prior to publishing)*

Content Migration and Development . . . . **5 hrs**

- Input of current and new content as supplied by client.
    - *www.dioceseofvenice.org/organizations/catholic-community-foundation-of-southwest-florida*
    - *Other*   New (supplied by client)

Training

Staff Training and Support . . . . **Free**

- Your new website includes:
    - Primary training session for all web staff via remote computer access and phone consultation before the site goes live (a session averages around two to three hours).
    - Second training session for a deeper level of follow-up after website launch upon request (same as above).
- For any further training, we will gladly apply our discounted rate of $50 per hour.

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Services (Required)

Website Hosting .... **$25 per month**

- **Billed annually at $300 per year**
- Hosting and support of website on Diocesan Publication servers.
- All sites hosted incorporate:
  - Daily backups and off-site weekly backups
  - 1GB online storage and 10GB monthly bandwidth
    (custom plans available upon request)
  - Phone and email support (free)
  - Site maintenance and updates
  - Free security suite of tools ($80 per year value)

Services (Optional)

Domain Name Registrar .... **No Charge**
- Domain name (website address) to be managed by:
  - ⊗ Client (no charge)   ○ Diocesan Publications ($20 per year)

Email (5 hrs; $350) .... **No Charge**
- Setup and creation of client email by Diocesan Publications with G Suite (Google Apps) for non-profits.
  - Includes: account setup as Gmail (does NOT include inbox migration), full Google suite of products, storage and more.
    - Email Accounts (Staff)
      - ○ Yes ⊗ No
    - Email Accounts (Calendar or Other)
      - ○ Yes ⊗ No

Web Design and Development Services .... **$70 per hr**
- Hourly rate for additional web-related services outside the scope of original project.

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Security (Included)

- Diocesan Publications takes online security seriously. Our server is continuously monitored and incorporates several different layers of protection on both the server and directly at the site level for all of our client websites.

- **Our security measures include:**
  - Locking out of unauthorized users.
    - Automatic blocking of IP addresses as reported on published blacklists.
    - Blocking user access outside of "normal" hours (i.e., midnight to 6 am).
  - Protection from "brute force attacks".
    - Username and IP based blocking after set number of failed attempts.
  - File change detection.
    - Automatic scanning of PHP files that are added or changed.
  - Filtering of suspicious strings or characters in the URL.
  - Detection and blocking of bots scanning the site for vulnerabilities.
  - Eliminating comment spam and junk form submissions
    - Unique path for accessing site (for avoiding malicious users and spam).
    - White label branding.
  - File protection.
    - Blocking system files from being edited and the disabling of directory browsing.
    - Unique permissions per site, including no access to core operating system or other user files.
  - Error Logging.
    - System is scanned hourly for issues and documented for review.
  - Custom admin login.

- **Our server is monitored 24/7 with priority support, including:**
  - Managed updates and patches.
  - Server hardening and ongoing security audits.
    - Routine scanning of server approximately every five minutes.
    - Isolating suspicious files.
  - Using a dedicated server that is only shared with other church websites hosted by us.
  - Only opening necessary ports to the public. All other ports are restricted to IP addresses on our whitelist.
  - Firewall packet filtering.
    - Blocking repeat failures for FTP, SMTP, POP, IMAP, and cPanel.
    - System exploit checking every five minutes.

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Backups and Archiving (Included)

- Your data is secure with us. Diocesan Publications automatically performs the following:
  - Daily backups on the server.
  - Nightly backups to the cloud system of our hosting provider.
  - Weekly backups stored locally at our office.
  - Offsite backups covering five weeks worth of archives.

Website Analytics (Included)

Diocesan can setup and incorporate a two-fold system of site analytics for the Catholic Community Foundation of Southwest Florida as applicable. This may include a comprehensive and customizable integration with Google Analytics along with any current analytic tools already installed or our new web stat tool for additional overview through the WordPress dashboard.

- **Web Stats**
  High level snapshot of your site traffic with a simplified analytics dashboard for assessing information quickly. This area will succinctly show the top analytic categories such as:
  - Visitor Views
  - Page Views
  - Total Views (today, weekly and monthly)
  - Percentage of views coming from a specific device (desktop, tablet or mobile)
  - Traffic Source
  - Top Browsers
  - Top Operating Systems
  - Top Posts
  - Top Links
  - Top Search Terms
  - A Geographical Map (world map of where visitors are coming from)

- **Google Analytics**
  With Google Analytics you will have options to view and define:
  - Demographics and Audience Profile
    › Behavior
    › Pageviews (total)
    › Pageviews (unique)
    › Average Time on Page/Site
    › Bounce Rate
    › % Exit
    › Behavior Flow
      · *This shows which page most people land on, where they go to next, and where they keep going until they finally leave.*
  - Customizable Reports
    › View information for your reports by using an easy "drag 'n drop" interface.
  - Internal Site Searches
    › This tracks what people on your site are searching for, thereby allowing you to make any necessary changes or additions.
    › Preferred Pages
    › Find out which pages are visited more often and how long people stay on them.

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Website Analytics (Continued)

› Traffic Origins
- *Find out where your visitors are coming from to best gear your content and information specifically.*

› Event Tracking
- *Another valuable feature, this provides information such as: how many people download specific files or forms, and which sign-ups catch the most e-mails. Videos may also be tracked and will show whether they are being watched all the way, are paused, or even stopped.*

› Real-Time Traffic
- *See who is on your website right now. See where they live, how they found your site and what they are doing at this moment.*

› Flow Charts
- *These will allow you to directly follow the path your visitors took through your site. You will see where they went, how much time they spent on each page and where they stopped to read what content.*

Referrals

Diocese of Orlando, FL
- https://www.orlandodiocese.org
- **Jack Paige**
  Senior Director
  Office of Information Systems and Technology
  Diocese of Orlando
  50 East Robinson Street
  Orlando, FL 32801
  jpaige@orlandodiocese.org
  (407) 246-4839

Diocese of St. Petersburg, FL
- http://www.dosp.org
- **Teresa Peterson**
  Executive Director of Communications
  Diocese of St. Petersburg Spokesperson
  Diocese of St. Petersburg
  6363 9th Ave North
  St. Petersburg, FL 33710
  tlp@dosp.org
  (727) 344-1611 x5402

Cathedral of Christ the King (Atlanta, GA)
- http://cathedralctk.com
- **Bernadette Flowers**
  Associate Director, Parish Life
  Cathedral of Christ the King
  2699 Peachtree Road NE
  Atlanta, GA 30305
  bflowers@ctking.com
  (404) 267-3690

Corpus Christi Foundation of Holland and Zeeland, MI
- https://www.orlandodiocese.org
- **Carol Quinn**
  President
  Our Lady of the Lake Parish
  480 152nd Avenue
  Holland, MI 49424
  bhv410@yahoo.com
  (616) 786-9686

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Diocesan Publications Web Development Team

We employ a richly talented and diverse web team with multiple years of experience for full website development.

- All of our client sites are built natively on the WordPress platform for a seamless continuation of intuitive website management by your staff.
- We will build a digital experience to provide the best resources and forum of communication for your organization.
- Our team will present the best solutions for long-lasting success in bringing your vision of the new Catholic Community Foundation of Southwest Florida website to completion.

Web
- **Gary Smith**
  National Director of Web Services
- **Kevin Ferguson**
  Project Manager

Website Staff (alphabetical by last name)

Backend Development Team
- Josh Arens
- Kyle Eadie
- Ryan Ross
- Scott Schwab
- Daniel Shamburger

Frontend Design and Layout Team
- Sam Lanning
- Blake Stapleton

Background, Experience and Expertise
- **Backend Development includes:**
  – Database creation, integration, frameworks, and management
  – Web Server technologies
  – Server-side programming languages
    › Python, Perl, PHP, Ruby, PHP, and Node.js

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- Client-side development
  - AJAX, JavaScript, CSS, HTML, HTML5
  - Semantic and SEO optimization
  - Experience with pre-processors such as SASS and PostCss
- Content management system (CMS) development, deployment, and maintenance
- API integration
- Security settings and intrusion prevention
- Reporting and generating analytics of system reports on server maintenance, loads, and client usage
- MySQL Database and Linux Systems Administration
- Backup and restore technologies for website files and databases
- Animations and Transitions, Flexbox and Grid
- Experience with Laravel, Visual Composer, and frameworks, libraries such as React, Vue, Backbone, and Jquery
- Setting up and running toolchains and builds with Gulp.js and Webpack.js
- Object Oriented and MV* design patterns

- **Frontend Design and Layout**
  - Experience working in Web, Print and Brand design
  - Windows and Mac operating systems
  - Full experience and proficiency in
    - Web design environments—specifically WordPress design, layout, and content management systems
    - Adobe Creative Suite (Photoshop, InDesign, Illustrator and more)
    - MS Office Suite (Word, Excel, Publisher, and PowerPoint)
  - Experience in full client branding and marketing, including
    - Logo, business cards, website, graphic design, and more
  - Developing website mock-ups for clients to ensure quality control and client satisfaction before project development phase
  - Executing and monitoring standards for user interfaces, page design and graphics development
  - Utilizing best practices for designing of custom client interface layouts
  - Experience in all stages of website development from design conception to completion

Website Gallery

- Form and function come together with practical solutions and visually-rich design. Our web designers and developers work hand-in-hand with you to achieve dynamic results.
- Please take a look at some of our recent work here: **www.diocesan.com/gallery**

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Total Estimate

New Website Design, Development and Migration (75 hrs)	**$5,250**
Website Credit (Preferred Vendor Discount; –10 hrs)	–**$700**
Total Due (one-time cost)	**$4,550**
Domain Name	+ $0 per year
Hosting ($25 per month)	+ $300 per year

Project Agreement

I hereby authorize **Diocesan** (Diocesan Publications) to begin work on the above proposed project. I understand that this proposal represents the estimated time to perform the items listed and **any changes to the scope of the project may change the projected cost**. Hosting of the new website (including all databases) are to be transferred to Diocesan and billed on an annual basis. The content of the **www.ccfdioceseovenice.org** website is the property of the client (Catholic Community Foundation of Southwest Florida). At any point, the client may request a full copy of the site for any reason. Hosting begins upon launch (when the site goes live) and auto-renews every 12 months afterwards, at the contract rate, unless Diocesan or the client notifies the other party in writing at least 60 days prior to the renewal date. Responsibility and billing of the Website Domain (Domain Name Registrar) and associated Email Accounts are stated below.

Please sign and return to Diocesan, attn: **Kevin Ferguson.**

- Email: **webdepartment@diocesan.com**
- Fax: **(616) 878-4835**
- Office: **(877) 923-0777**

Authorized Signature _____

Title _Chancellor, Diocese of Venice in Florida_

Date **NOV 1 3 2017**

Domain Name	⊗ Client	○ DPI
Email (Staff)	⊗ Client	○ DPI
Email (Other)	⊗ Client	○ DPI