

# California Walks Website & Branding Refresh | Draft Scope of Work

## Context

California Walks arrives at a critical inflection point with the need to shift funding models—from one dependent on state and federal funding to one that incorporates private philanthropy and corporate partnerships.

As part of this effort, California Walks must revamp its public-facing branding and digital presence to reflect both its storied advocacy history and its broadened, dynamic future ambitions.

This scope of work is designed to balance impact with affordability. The phases are streamlined and modular; each success will build upon the one before it, enabling California Walks to move efficiently and effectively through this transition. We will also plan to work on both brand and web redesign in tandem, rather than distinct phases of work, such that we can expedite the process as much as possible.

This path allows us to focus on the critical need to reposition California Walks quickly while laying the foundation for long-term growth and engagement.

The budgets have been discounted significantly from standard client pricing. These discounts are enabled by the streamlined approach, a reduced number of deliverables per phase, and the potential for strategic partnership opportunities, including:

- Seat on advisory board
- Right of first look for future communications/strategy work
- Co-branded case study following launch
- Inclusion in partner referral network

My hope is that we can work together for the long run. I expect and will work to help ensure that California Walks moves with confidence into this new phase of advocacy. This includes pro bono consultative work on donor messaging, outreach, and brand positioning strategy.

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# Work Timelines + Budgets

## Phase 1: Discovery & Strategy

### Scope:

- Stakeholder interviews (2–3 sessions)
- Competitive & peer analysis
- ~~High-level audience segmentation~~
- Brand & content audit (materials + website)
- ~~Technical review of current site/CMS~~

### Deliverables:

- Discovery findings report
- Recommended v2 website site map
- ~~Competitive landscape report~~
- ~~Tech/site audit report~~

*Estimated Timeline:* ~~3–4 weeks~~ 2 weeks

*Full Price:* \$7,500 - 12,000

*Discounted Price:* \$0

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## Phase 2: Light Brand Refresh

### Scope:

- Logo refinement (not full redesign)
- Updated color palette & typography
- Refreshed brand messaging (mission, tagline, value proposition)
- ~~Light brand guidelines (10–15 pages)~~
- Basic social media templates (e.g., Canva-ready designs for Instagram, Facebook, LinkedIn)

### Deliverables:

- Updated logo files (color, B&W, web-optimized in JPG, PNG, SVG)
- ~~Brand style guide (PDF)~~
- ~~Messaging toolkit~~
- 3–5 social media post templates (editable formats)

*Estimated Timeline:* ~~3-5 weeks~~ 2-3 weeks

*Full Price:* \$22,100 - 35,000

*Discounted Price:* \$5,000

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### **Phase 3: Website Rebuild**

*Scope:*

- Updated sitemap + wireframes for 5-7 key pages
- Front-end design refresh aligned with the new brand
- Responsive design for mobile, tablet, and desktop screens sizes
- Light content migration (up to 20 pages/posts)
- Built on customized WordPress template (3-4 template pages)
- Integration with nonprofit tools (donation, email sign-up, blog)
- On-page SEO + Google Analytics setup

*Deliverables:*

- Wireframes & design mockups
- Fully built & tested WordPress site
- Admin training session
- ~~How-to guidebook~~

*Estimated Timeline:* 3-5 weeks

*Full Price:* \$25,000 - 52,000

*Discounted Price:* \$5,000

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### **~~Phase 4: QA, Launch & Support~~**

*Scope:*

- ~~Browser/device testing~~
- ~~SEO verification + redirects~~
- ~~Revisions to website design~~
- ~~Revisions to branding assets~~
- ~~Staff training (recorded session: 1-2 hours)~~
- ~~30 days of post-launch support (bug fixes & minor tweaks)~~

*Deliverables:*

- QA report
- Training video + admin manual
- Launch checklist

*Estimated Timeline: 1–2 weeks*

*Full Price: \$3,000*

*Discounted Price: \$2,000–\$2,500*

Phase	Estimated Timeline	Full Price Range	Discounted Price
Phase 1: Discovery & Strategy	2 weeks	\$7,500–\$12,000	\$0
Phase 2: Light Brand Refresh	2–3 weeks	\$22,100–\$35,000	\$5,000
Phase 3: Website Rebuild	3–5 weeks	\$25,000–\$52,000	\$5,000
<del>Phase 4: QA, Launch &amp; Support</del>	<del>1–2 weeks</del>	<del>\$3,000</del>	<del>\$0</del>
Total	~6-10 weeks total	<del>\$57,600–\$102,000</del>	\$10,000

## Follow-Up

As California Walks grows and solidifies its new funding model, we envision a second phase of work that can include:

**Full Brand Refresh:**

- Comprehensive logo redesign
- Expanded visual language (illustrations, iconography, photography style)
- Extended brand guidelines

**Website Enhancements:**

- Expanded page library and new templates

- Advanced interactive features (e.g., maps, resource libraries)

**Interactive Data Report:** a web-based tool to showcase CalWalks' impact, accessible and filterable by geography, program area, or timeline

- Deeper CRM and donor engagement integrations
- Accessibility and compliance upgrades (e.g., WCAG 2.1 AA)