Speakman Management Consulting Website Refresh- Summer 2020

1. Create a new home page for [speakmanconsulting.com](http://speakmanconsulting.com)  
   Provide summaries of each tab to add to home page
   1. Who We Are (replace “About”)
   2. How We Help Nonprofits (replace “Services”)
   3. Resources & Tools- layout for easy updates in future to add PDF of presentations or worksheets/tools
      1. Option for providing contact info to receive report
   4. Who We Work With (replace “Clients”)
   5. Get in Touch (?) (Replace “Contact Us”)
2. Provide text for an “About” section (mission/vision) – Nicole
   1. Add Intro Statement above Mission-
      1. Speakman Management Consulting has been providing robust and thorough Strategic Planning, Strategic Partnership and Mergers/Acquisition Facilitation and Leadership Development to Atlanta’s nonprofit community since 19XX. Building on the foundation of Erik Speakman’s training as a mediator and expertise in Finance and Strategic Planning, our approach to consulting is rooted in navigating surface-level and underlying challenges for nonprofits and the organizational strengths and leadership to facilitate a thorough planning process that not only delivers a strong plan of action to achieve the organization’s goals, but also builds strength among the team during the process resulting in more engaged board members, more empowered staff and clearer understanding among funders on the nonprofit’s trajectory.
   2. Keep Mission/Vision statements-
3. What Section- who we work with or how we help nonprofits? Impact Overview- Provide text that showcases influential clients & key accomplishments– Nicole
   1. Speakman Management Consulting has had the honor of working with the city’s most outstanding and recognized nonprofits assisting them with their import missions surrounding homelessness prevention, affordable housing, child welfare and family stability, poverty alleviation, arts and culture, advocacy, education, environmental preservation, community development and many other important causes.
      1. Atlanta Land Trust
      2. Community Foundation for Greater Atlanta- Thomasville Heights Funder Project
      3. Salvation Army
      4. Families First
      5. Lifecycle Building Center
4. Review testimonials from [client page](http://speakmanconsulting.com/clients) to determine if the 4 that have text should be on the home page. – Nicole
   1. Quotes from African American leadership
5. Add logos for selected clients – Loren
6. ~~Provide text related to being on the news or other newsworthy achievement.~~
7. Provide text that showcases a relatively new service - Nicole and Erik
   1. Planning virtually
   2. Working partnerships
8. Include one or more quotes (including for footer). Perhaps choose from the [strategic planning page](http://speakmanconsulting.com/strategic-planning).
9. (About Us Section) Select quotes that embody the mission statement. - Nicole and Erik
10. Setup new home page layout in Github using a parallax process - Loren ($400)
11. Create an “Our Team” page  
    Provide images and bio paragraphs for team page. - Nicole   
    Here's a team page layout I created recently: <https://model.georgia.org/io/team/>  
    Set up team page - Loren ($100)

~~3. Add history to About Page  
Provide a bit of interesting history to make the group seem friendlier/more approachable - Erik and Nicole  
Include milestones and accomplishments.  
Possibly include links from home page and/or navigation to sections of About page: What We Do, Who We are  
Assist with secondary pages, some of which may be loaded from Github - Loren ($100 to $500)~~

4. Set-up a new Contact Us Page (most in phase 2)  
~~Provide a contact/email form rather than just the email. - Loren ($300 setup using free Cognito form hosting or Google Sheet form)—~~just keep email/phone as contact  
~~Include a drop-down menu for the subject line to keep inquiries organized. Provide options - Nicole~~  
Retain Erik's email and phone on the Contact page  
~~Include address and a map widget  - Loren ($100 setup)~~Include Social media links - Nicole  
Move current Contact page text to the About page - Loren  
  
~~5. Graphs and Tables  
The reviewer likes the Venn diagram and suggests using more graphs and tables. Please find more. - Nicole  
Reviewer writes: "Even over-simplified background graphs make you seem more knowledgeable"  
  
6. Site Footer and Margins  
Create a new footer with a color background. Have the address stand out more. Include a quote in the footer. - Loren ($200)  
Include blank margins on either side of centered content area - Loren~~

~~7. Image and page updates~~

~~As stated in the PDF, we'll use larger images on the homepage to increase engagement.~~

~~We'll add more image variety in the secondary page headers. The reviewer states: "You’re on the right track with images: lots of people, one image per page. Or multiple with a clear color scheme (e.g. black and white)."  
Give the site headers a drop shadow - Loren ($100)~~

~~Here are a couple sources of free images:~~ [~~unsplash.com~~](http://unsplash.com) ~~and~~[~~visualhunt.com~~](http://visualhunt.com) ~~(free with attribute)  
Assist with adding provided images - Loren ($100 to $400)~~

~~Additional image acquisition budget to be determined.~~

~~The PDF states: Some sites have videos in the background, but videos/images shouldn’t be too fast/colorful and pull attention from text. If you'd like we can shoot drone footage, create a montage with you and Erik, and/or include stock video. Video production budget would range from $500 to $2,500. Or less than $200 if you find existing stock footage.  
  
I'll create a Github repo for the new home page content management so we can use a parallax process.  
The first image will be overlapped by the content below it when scrolling, similar to the following:~~[~~https://neighborhood.org/atlanta/quarry-yards/~~](https://neighborhood.org/atlanta/quarry-yards/)

~~If you'd like to have access to pull down the new home page content,   
please create a Github.com account and send me your username.   
Choose a username with an eye toward marketing. "strategic-planning" is available.~~

~~We may occasionally use the GitHub address. Example:~~ [~~strategic-planning.github.io~~](http://strategic-planning.github.io)~~.~~