Amy Lancaster  
Proposal for Services

For Fur Friends

# Overview

Amy Lancaster is pleased to submit this proposal for services to support Fur Friends in achieving its goals for improving customer service and online presence by providing a complete website re-design per the guidelines in this proposal and contract.

## The Objective

* **Need #1:** Allow the board and staff to quickly upload photos and descriptions of animals available for adoption;
* **Need #2:** Increase community awareness (volunteer opportunities, animal health and welfare, i.e. the importance of spaying/neutering pets);
* **Need #3:** Increase donations.

## The Opportunity

* **Goal #1:** To create a simple, easy-to-navigate back-end platform with which board and staff can use to create animal adoption listing quickly as they come in, as well as to provide high-quality images;
* **Goal #2:** Incorporate links to Fur Friends’ social media, as well as community service and volunteer events either sponsored by or hosted by Fur Friends;
* **Goal #3:** Create a donation portal on the site; monitor traffic to the website and amount of donations received via the website.

## The Solution

* **Recommendation #1:** Redesign the front and back of the website to allow staff to easily upload photos and information about the pets. The front-end will beautifully display these listings in an easy-to-navigate manner for the users;
* **Recommendation #2:** Update and link the social media accounts to the header and the footer of the website, as well as create a robust section listing volunteer opportunities and services, as well as create a blog section for staff to post self-written articles and resources for community awareness;
* **Recommendation #3:** Create a form for people to donate directly on the website; connect the website to Google Analytics or a similar analytic tracking service and keep track of donations and traffic for 3 months to see if there is a healthy progression in both.

# Our Proposal

Fur Friends has managed to, for the majority of their time being in service, keep a semblance of an online presence. They would like to, however, increase that online presence and create a place in their corner of the Internet for animal lovers to quickly and easily find their “furever” friend. Fur Friends also wants to strive to be a source of education for new and old pet-owners alike, as well as list resources for those wanting to take their love of animals further and give back to the community.

Amy Lancaster proposes that, with the above outlined goals and changes, Fur Friends will see an increase in donations, community action and service, and, above all, an increase in pet adoptions. Staff will be able to easily upload and edit animal adoption listings, add volunteer and community events to the site, post educational information that can be readily shared on social media, and see an increase in traffic and donations overall to their site.

## Rationale

* Research
* Market opportunities
* Alignment with mission
* Current resources/technology

## Execution Strategy

Our execution strategy incorporates proven methodologies, extremely qualified personnel, and a highly responsive approach to managing deliverables. Following is a description of our project methods, including how the project will be developed, a proposed timeline of events, and reasons for why we suggest developing the project as described.

## Technical/Project Approach

* Fur Friends and Amy Lancaster will touch base weekly, via phone call, or in person, to go over goals and timeline for the week and to address any issues or changes;
* Amy Lancaster will start by researching the three websites given as examples via the Fur Friends’ fax, gathering information on sources they use that will best fit the overall goals of Fur Friends;
* A wireframe will be created detailing the entire website and how to navigate it, along with personas and user cases for how a priority customer may navigate the site pertaining to the goals listed above;
* Once approved, Amy begin to design and code the pages, as well as create the database for user login and adoptive animal archive;
* The pages will be sent to the client every week during the weekly meeting for approval or changes. This process will repeat until the site is completed.
* Site will be uploaded online and connected to analytics service to track traffic, demographics, etc. for three months;
* Amy will touch base with Fur Friends two weeks after the site has launched, then again after a month, then finally after three months to go over the traffic information and see if all goals have been met.
  + If they have not, Amy will go back and re-design the site under new contract;
  + If they have, Amy will continue doing monthly maintenance on the site unless urgent.

## Resources

* Home office;
* MacBook Pro 2020;
* Adobe Creative Suite;
* Figma;
* Sublime Text Editor;
* FileZilla;
* XAMPP;
* My PHP Admin/SQL.

## Project Deliverables

Following is a complete list of all project deliverables:

|  |  |
| --- | --- |
| Deliverable | Description |
| Full Site Redesign | A complete overhaul, upload, and maintenance of the current website |
| Database | A database containing staff login information and adoptive animal archive |
| Analytics | Information about traffic and donations |

## Timeline for Execution

Key project dates are outlined below. Dates are best-guess estimates and are subject to change until a contract is executed.

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Start Date | End Date | Duration |
| **Project Start** | **9/21/2020** | **12/18/2020** | **3 months** |
| Sign Proposal and Contract | 9/21/2020 | 9/21/2020 | 1 day |
| Begin research and pre-planning | 9/21/2020 | 9/27/2020 | 1 week |
| **Phase 1 Complete** | **9/27/2020** | **9/27/2020** | **N/A** |
| Create & Approve Wireframe | 9/28/2020 | 10/4/2020 | 1 week |
| Create & Approve Sitemap | 9/28/2020 | 10/4/2020 | 1 week |
| **Phase 2 Complete** | **10/4/2020** | **10/4/2020** | **N/A** |
| Website Rebuild | 10/5/2020 | 10/11/2020 | 1 week |
| Website Revisions | 10/12/2020 | 10/18/2020 | 1 week |
| Website Approval | 10/19/2020 | 10/25/2020 | 1 week |
| Database Build | 10/26/2020 | 11/1/2020 | 1 week |
| Database Entry | 11/2/2020 | 11/8/2020 | 1 week |
| Database Approval | 11/9/2020 | 11/15/2020 | 1 week |
| **Phase 3 Complete** | **11/15/2020** | **11/15/2020** | **N/A** |
| Analytics Set-up | 11/16/2020 | 11/22/2020 | 1 week |
| Analytics Monitoring | 11/23/2020 | 12/14/2020 | 4 weeks |
| Analytics Meeting | 12/18/2020 | 12/18/2020 | 1 day |
| **PROJECT COMPLETE** | **12/18/2020** | **12/18/2020** | **N/A** |

# Expected Results

We expect our proposed solution to Fur Friends’s requirements to provide the following results:

## Financial Benefits

* Result #1: Increase in donations
* Result #2: Increase in adoptions

## Technical Benefits

* Result #1: Improved user experience on your website
* Result #2: Increased online presence and sharing of education
* Result #3: Increased ways for people to donate (via website)

## Other Benefits

By implementing these changes, Fur Friends is guaranteed to see their donations, as well as their activity in community events and adoptions, soar. This will help boost morale for the company and give opportunities to invest in other parts of the business, such as remodeling, improved living conditions for the animals, and eventually an increase in space. This will also improve the morale of the animals, as they are more likely to find a future home sooner.

# Pricing

The following table details the pricing for delivery of the services outlined in this proposal. This pricing is valid for ## days from the date of this proposal:

|  |  |
| --- | --- |
| Category 1: Website Redesign | Price |
| Landing page + Social Feeds | $250.00 |
| Donations portal | $250.00 |
| Layout creation and implementation | $1,000.00 |
| **Category 1 Costs** | **$1,500.00** |
| **Category 2: Database** |  |
| Database creation | $1,000.00 |
| Staff account set-up | $1,000.00 |
| Training | $500.00 |
| **Category 2 Costs** | **$2,500.00** |
| **Category 3: Analytics** |  |
| SEO research and implementation | $100.00 |
| Google Analytics set-up | $100.00 |
| Tracking and reporting | $100.00 |
| **Category 3 Costs** | **$300.00** |
| Total | $4,300.00 |

Disclaimer: The prices listed in the preceding table are an estimate for the services discussed. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed.

# Qualifications

Amy Lancaster is continually proven to be an industry leader for high quality/guaranteed product/service in the following ways:

* Amy has skills in both front-end and back-end development. What this means is that Amy is capable of handling the workload of making the website easy to navigate, beautiful, and fully functional. She is also able to create an adequate database that is easy for the staff to use and keep information organized.
* Amy has experience in working with animal shelters; that is, Amy has adopted all of her pets from animal shelters in the past, and she has also worked with volunteering and community events. This means that she is passionate about the topic and wants to use her skills as a web developer to give back to the animal community in an entirely different way.

# Conclusion

We look forward to working with Fur Friends and supporting your efforts to create a fully functioning website and online presence that will simultaneously help you with the goals of the facility. We hope that this relationship will be a prosperous one for all, and we look forward to working with you!

If you have questions on this proposal, feel free to contact Amy at your convenience by email at amy.lancaster@mymail.champlain.edu. We will be in touch with you next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,

Amy Lancaster  
Web Developer