

# Hope for Hemiplegia Website Proposal

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## Project Alignment & Goals

Hope for Hemiplegia has reached an important moment of growth. Through successful fundraising events, strong community support, and meaningful grant distribution, the organization has demonstrated real impact. This website project is intended to serve as a central, credible home that clearly communicates that impact, supports fundraising and sponsorship, and grows alongside the organization.

## Shared Foundation (Included in All Options)

- Homepage with a clear 'Who We Are' overview
- Our Story & Our People page
- Event page for the annual fundraiser
- Impact page highlighting outcomes and growth
- Grant information page
- Contact page
- Sponsor visibility integrated into the site experience
- Content Management System (CMS) allowing updates to text, images, and event information
- Donation and fundraising integration using MaxGiving
- Mobile-responsive and accessible design

## Content Management & Maintainability

All website options include a CMS that enables your team to independently maintain the site. The differences between tiers reflect how much structure, guidance, and storytelling leverage is built into the CMS — not whether it exists.

## Donation & Fundraising Integration (MaxGiving)

The website will act as the central storytelling and engagement hub, while MaxGiving will continue to handle secure donation processing, event registration, and fundraising transactions. Clear calls-to-action throughout the site will guide users into MaxGiving seamlessly.

## Website Options

## Tier 1 — Presence

Purpose: Establish a clear, credible, and official online home. This option focuses on clarity and trust. Impact, events, grants, and sponsor information are communicated clearly and responsibly, without additional storytelling layers. Best suited for establishing legitimacy and providing a reliable point of reference.

## Tier 2 — Impact (Recommended)

Purpose: Clearly communicate why the work matters and encourage support. This option adds stronger impact framing, clearer donor and sponsor journeys, and more intentional content structure. It is designed to align with Hope for Hemiplegia's current stage of growth and fundraising goals.

## Tier 3 — Advocacy

Purpose: Use the website as an active fundraising and advocacy tool. This option emphasizes deeper storytelling, community voice, and refined presentation. The site feels alive and future-facing, supporting long-term growth, sponsorship, and engagement.

## Investment Overview

Tier 1 — Presence: \$2,500–\$3,500

Tier 2 — Impact: \$4,000–\$5,500

Tier 3 — Advocacy: \$6,000–\$7,500

An alternative templated option is available for \$1,800–\$2,500 for organizations prioritizing speed or budget over customization.

## Next Steps

Following review, we can refine scope, confirm the selected option, and establish a timeline. Typical project timelines range from 2–3 months depending on feedback and content readiness.