



WEB APPLICATION PROPOSAL

DATE:
May 7, 2015

PREPARED BY: Olympus Press Inc.
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We appreciate the opportunity to provide you with this proposal for a custom WordPress powered web application. We understand your contract with Blackbaud is coming up for renewal in September. We are confident that we can develop and launch your website before that contract expires. We have an opening in our development schedule coming up near the first of June.

We hope you find this proposal covers everything you requested. Please let us know if we need to make any revisions or clarifications. This proposal is good for two months.

Highest Regards,


Jeremiah Easter

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SCOPE

SMH would like to upgrade their web application service to use PHP based WordPress to reduce cost and also reduce website management time. We have undertaken a thorough survey of your current website and identified multiple areas where you will benefit from upgrading to WordPress - the world's most popular content management system. Most of these areas are listed in the table below.

In order to meet your needs we would build out a custom theme unique to SMH. We would develop our custom theme based on feedback that we gather from your team during the planning and wireframe stages of your contract. Our custom theme would include custom post types, custom editing features, dynamic page templates, situational CSS styles, and many more advanced WordPress features developed specifically for your organization.

We would host your build on our partner servers at WPEngine so that you could benefit from the latest features of managed WordPress hosting which include premium security monitoring, automatic software upgrades, site backups, CDN network access and instant site restore functionality.

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SPECIFIC INCLUSIONS AND DETAILS:

1. Custom graphic and UX design, fully mobile ready via responsive design and HTML 5.
2. Complete Information Architecture revision.
3. Revised location mapping to use Google maps.
4. User registration with optional registration payments & customizable user rights levels/roles.
5. Recurring Donation system that includes automated credit card management tools to handle expired cards, renewals and subscription changes.
6. Secured with 256-bit SHA-2 SSL for passing credit card information to a payment gateway and also suitable for storing sensitive donor information in the WP database.
7. Licenced Pro version of Gravity Forms - the ultimate drag and drop form creator.
8. Website will attain a minimum site score of 80/100 with a goal of attaining a 90/100 as scored by Google developer site speed test. For comparison, Your current site scores a 73/100 for desktop and a 62/100 for mobile.
9. Event Calendar integration that includes user downloadable event feeds.
10. All the standard WordPress tools such as WYSIWYG page editor, easy video embeds and in-dashboard image editing + additional extras such as TablePress (a brilliant table creator), Bootstrap Javascript short codes, and more.
11. Easy single click Social Media share buttons & RSS feed enabled posts.
12. Plug in ready to accept over 33,000 official WordPress sanctioned plug ins.
13. Custom eNewsletter post type for easily generating Newsletters similar to those you have done in the past.
14. Private pages, posts and content only accessible by the users you choose to give access.
15. Improved back-end experience through custom dashboard configurations that make WordPress easier to manage.
16. All existing news items (including the Word Docs) converted to blog posts for simple management and better online reading experience through an integrated newsroom section.

PRICE

1.	Information Structuring	\$548.21
2.	Graphic and UX Design	\$2581.87
3.	Development.....	\$3454.86
4.	Testing & Training.....	\$1160.47
5.	Form, Table and Page building (up to 70 pages, 5 forms and 2 tables included).....	\$951.11
6.	Recurring Payment Management System.....	\$601.52
		*Total: \$9298.04

WORK OUTLINE & SCHEDULE

Stage 1 - Preparation (**approximately 5 weeks)

1. Down payment provided
2. Initial planning meeting
3. Deliver Wireframe for review/approval
4. Deliver graphic design mock up for review/approval

Stage 2 - Development (approximately 3 weeks)

5. Build website style to match approved mock-ups
6. Populate content to match approved organizational structure
7. Build out optional inclusions
8. Browser Testing

Stage 3 - Review & Testing (approximately 4 weeks)

9. Deliver completed website for inspection/testing
10. Address any concerns/change requests through punch list
11. Administrative training
12. Contract completion agreement and final payment due

***Pricing Note** - We have prepared this proposal in good faith by only including items that we believe your organization is in need of. However it may be possible to remove less essential items in order to meet tight project budgets. Please contact us if this is something you would like to discuss.

****Project Duration Note** - It is possible to speed up the web development process for urgent projects. Please contact us if you would like to discuss a tighter schedule.

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TERMS

Additional Costs. Monthly hosting is additional, please review hosting packages. This proposal covers only the number of pages and forms listed in the pricing table. Additional pages and forms may be created by the client for no charge, or they may be created by Olympus for a fee.

Project Durations. The durations listed for the stages of a website build are estimates only. We give our best estimate of time durations based on the information at hand when we generate each proposal. Actual durations often vary substantially due to changing client needs and client response time. Projects can be fast tracked if necessary.

Payment of Fees: We require a down payment equalling 50% the total in order to begin work. The net balance becomes due upon signing of a contract completion agreement. Any discounts are applied to the balance payment and cannot be applied to the down payment.

Late Payment: Interest will be added to overdue account balances at the rate of 1.5% per month (18% per year). Should action be required to enforce payment of any past due account, you agree to pay all costs, attorneys' fees and collection agency charges, which may be incurred or expended.

Additions to the scope: We make all attempts to be as inclusive and clear as possible when defining our scope. If during the course of this project, you request additional work beyond the scope detailed in our description of work, we will create a change order detailing the cost and submit it for your approval.

Collateral Content: If providing your own images, text, or other miscellaneous content, please provide them in a timely manner. This will help prevent production delays. If there are delays in obtaining collateral from you, the additional time may be added to any agreed upon not-to-exceed project duration.

Client Delays: If your project becomes idle for more than 4 weeks due to lack of response, your project will be removed from active development and placed on hold. To remove a project from hold, we will assess a 10% continuation fee.

Hosting: We have partnered with one of the finest managed hosting providers in the business in order to pass on to you group rates and benefits that are unavailable to individuals. All of our support depends on our hosting solution. If you are interested in moving to another host, we can accommodate that request by providing your files. However, moving a site will effectively end our support responsibilities.

Completion Agreement: It is important for our clients to have a firmly completed website without loose ends. Once your website is complete and operating to your satisfaction, we will ask you to acknowledge this by returning a completion agreement. Any additional work requested after the completion agreement has been obtained will need to be either covered by one of our service contract plans or estimated and quoted as new work.

Assignment of Tasks: We reserve the right to assign subcontractors to any portion of this project should we choose to do so to ensure the right fit for each task, as well as on-time completion of the entire project. Subcontractor's total portion shall not exceed 25% of the project value without client notification.

We're Proud of Your Site: We reserve the right to use screen shots of your website in our ongoing portfolio and/or in other marketing material we may choose to produce now or any time in the future to promote our web service products.

We're Here To Help: In order to provide you with the best possible service, it is important that we maintain an administrator level login to your CMS. Our administrator login name is olywebdev and wpengine. We require that you do not delete these user accounts.

Plugin Compatibility: Basic and Pro hosting packages have a one year, or one core WordPress upgrade (whichever comes last) of guaranteed plugin compatibility. Any plugin needing repair after the first core update on a live site must be paid for at our current hourly rate.

Theme Compatibility: Basic hosting packages have a one year, or one core upgrade (whichever comes last) of theme compatibility. Degrations in function needing repair occurring after this time must be paid for at our current hourly rate.

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LEGAL

1. Hold Harmless. In no event will we be liable for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising from the use of the websites and services we provide. Further, we do not warrant that the functions contained in the website we provide will meet your requirements indefinitely, and we assert that our responsibility under this contract ends when the completion agreement has been obtained. By accepting this proposal, you agree to indemnify and hold harmless Olympus Press Inc., its owners, employees and agents, from any damages claimed as a result of the services we have provided.

2. Illegal Content. For our hosted accounts, we prohibit any site content that is illegal. If we, through the course of our management operations, encounter illegal material, links or services within your domain, it will be grounds for the termination of your hosting account with Olympus Press. If we terminate your hosting account, we will notify you, and we will provide you with your source code and content. We reserve the right to traverse your hosted server folders, including folders that may not be available to the public, for the purpose of maintenance and management.

3. Guarantees. Awards for the failure to provide any of the specifics of the guarantees listed in this proposal shall be limited to the award listed with the guarantee and shall never exceed the amount of any payments made toward the project. Under no circumstances shall any unachieved guarantee provide grounds for additional damages not specifically stated in this proposal, and under no circumstances does any unachieved guarantee present grounds that relinquish you from your obligation to pay your invoices due to Olympus Press Inc.

4. Copyrights and Trademarks. The client represents that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to us for inclusion into this proposed project will be owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Olympus Press Inc., its owners, employees and agents, from any claim arising from the use of such elements furnished by the client.

5. Laws affecting electronic media and commerce. From time to time, governments enact laws and levy taxes and tariffs affecting internet electronic media and commerce. The client agrees that it is the client's sole responsibility to know and comply with such laws, taxes and tariffs and that the client will hold harmless, protect and defend Olympus Press Inc., its owners, employees and agents, from any claim, suit, penalty, tax, or tariff arising from the client's use of the web assets provided.

ACCEPTANCE OF PROPOSAL

Please inspect the above scope, description of work and terms for your project, and indicate your acceptance with your signature below. We trust this proposal satisfies your needs, but should anything need clarification or adjustment, please don't hesitate to let us know.

On behalf of the client (authorized signature):

_____ Date: _____

Company and Company Title: _____

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HOSTING PACKAGES

BASIC - \$19.99/MO

- up to 10k visits per month
- unlimited data transfer
- nightly backups
- constant security monitoring
- no storage fees
- direct phone support
- automatic WordPress updates

PRO - \$29.99/MO

- up to 25k visits per month
- unlimited data transfer
- nightly backups
- constant security monitoring
- no storage fees
- direct phone support
- automatic WordPress updates
- permanent theme compatibility

PROPLUS - \$39.99/MO

- up to 35k visits per month
- unlimited data transfer
- nightly backups
- constant security monitoring
- no storage fees
- direct phone support
- automatic WordPress updates
- permanent theme compatibility
- permanent plugin compatibility
- plugin update monitoring

CUSTOM - QUOTE

- visits over 35k per month
- unlimited data transfer
- nightly backups
- constant security monitoring
- no storage fees
- direct phone support
- automatic WordPress updates
- guaranteed update compatibility
- plugin update monitoring
- custom web management

Webmastering Fees

We provide webmastering services at \$65/hour. Webmastering can include anything from coding tasks to content management tasks. This service is to assist you with anything web related that you don't have either the time or the ability to do yourself.

Storage and Data Transfer

We don't charge storage or data transfer fees to our clients because we want you to get the best rates possible. Our basic package receives 5gb of disk space with our partner host, and premium packages receive 10gb. If you need more space than that, we will help you set up an Amazon S3 account and seamlessly link your website with it. This will give you the best rates possible for needs that exceed our disk space limits.

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OLYMPUS WEB GUARANTEES



Design Guarantee: You may cancel the project at any time for any reason before we reach the development stage. In the event of a cancelled contract, we will refund¹ your down payment.



Hacker Guarantee: We guarantee all of our hosted sites to be free from security loopholes and hacker vulnerabilities². If your site gets hacked, we will restore it immediately at no cost to you.



Code Validation Guarantee: We guarantee that all of our code will validate³ with current HTML and CSS standards. We will not deliver a completed website that does not meet these standards.



Browser Guarantee: We guarantee that your website will display and operate as designed in all modern browsers, i.e. Firefox, Chrome, Internet Explorer 9+, Safari, and Opera.



Hosting Guarantee: We guarantee you the fastest WordPress CMS performance on the web. Our hosting partner provides us with multi-server clusters, lightning-fast hardware, in-RAM caching, and a Content Delivery Network (CDN) to ensure that your site loads to your viewers as fast as possible.



Instant Restore Guarantee: In the event of a site malfunction, we can instantly restore your entire website from a snapshot up to 30 days in the past. We set snapshots every 24 hours. No hassle: call, click, done.



No Downtime Guarantee: Our goal for your website is 100% uptime. If you ever experience downtime, we will credit you back your monthly hosting fee at the rate of 10% per hour of downtime.



Ownership Guarantee: You'll never be locked-in to hosting your website with us. If you decide to take your chances on another host, we will provide you with the code for your entire site at your request, free of charge.

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¹ minus 25% to cover administrative costs.

² this guarantee covers restoration of site only. We are not liable for loss of intellectual property or compromised personal information.

³ this does not include third party plug-ins.