



Southwest Michigan Planning Commission

WEBSITE DESIGN PROPOSAL

JANUARY 24, 2020

Engaging communities in Southwest Michigan to make sustainable plans for the future.

Dot Think Design will partner with the Southwest Michigan Planning Commission to design a streamlined, mobile-responsive site that clearly educates the public on how SMPC helps communities create roadmaps to achieve their collective visions. Drawing on a collaborative discovery process and foundational already work done by SMPC, Dot Think will create a new sitemap and streamlined navigation options to support organizational goals. Dot Think will also design a visually impactful homepage, calendar of events, blog and key landing pages to bring new vibrancy to the brand's existing look and feel and to create a seamless user experience that engages the public, local project partners and government entities. Refinement of the SMPC brand logo and development of MailChimp email templates that match the new site look-and-feel can be included as an optional component of the design process.

Dot Think will partner with the Land Information Access Association to ensure that designs fit within the existing parameters of the Community Center content management system. Layered design files will be delivered to LIAA, and Dot Think will work with the team's developers to support their execution of the design, including information gathering, a scope doc, file handoff meeting and design notes and quality assurance testing prior on the staged site.

BUILDING ON A STRONG ALIGNMENT OF VISION & MISSION.

As a woman-owned and -operated agency, Dot Think Design is committed to serving the common good by amplifying the important work of community-based organizations. We take a holistic approach to marketing and design, and have extensive experience in supporting organizations with services that range from branding and print design to website development and integrated marketing campaigns. We have partnered with numerous organizations including Groton Parks & Recreation, Mill River Park Collaborative, Fairfield County's Community Foundation, the Foundation for MetroWest, Harvard Business School's Kraft Precision Medicine Accelerator and more. It would be an honor to put our passion and expertise to work to help the Southwest Michigan Planning Commission help its communities define and achieve their visions for the future.

Objectives

To design a streamlined, mobile-responsive website that offers an easy and visually impactful way for users to learn about SWMP's role, explore projects, and be funneled to an interactive calendar of events. Through imagery, marketing copy, key landing pages and a blog / news section, the site will tell a clear and compelling story of how people and local communities have been impacted by SWMP's work. The site will also offer multiple ways for SWMP to continue engaging users, from email list integration to follow buttons for social channels.

Phases & Deliverables

- **1.1 Brand & Strategy Discovery**
 - Strategy & Scope Doc
 - Client Onboarding Questionnaire
 - Definition & Goals Refinement Team Meeting
 - Technical Scope Doc
 - Product Statement
 - Site Goals Refinement
 - Value Proposition
 - Revisions - Up to 2 Rounds
 - Site Mapping
 - Current Site Map Analysis
 - Recommended Site Map
 - 2 Rounds of Revisions
- **1.2 User Experience Design & Graphics**
 - 3 Navigation Options (includes mobile, tablet and desktop)
 - 3 Design Options:
 - Home Page (including headlines, taglines and copy)
 - Mobile Design Optimized for Range of Viewports (devices)
 - Marketing Copy for Home Page
 - Interior Page Template
 - Up to 20 Unique Interior Page Templates Including:
 - Interior Template
 - About Page
 - Main Event Calendar Page
 - Single Event Landing Page
 - Main Blog Page
 - Individual Blog Post
 - 3 Rounds of Changes / Revisions to Designs
 - All Design Rounds Based on CMS Specs/Input from LIAA
 - Design Presentations Via Video Conferencing
 - InVision Versioning & Feedback Link for Ease of Reviewing with Stakeholders

- **1.3 Content Strategy & Editing**

- Master Content Deck (based on approved site map)
 - Documentation to Team on Use of Content Deck (where content is being provided by SWMP)
- Recommendations for New Pages / Content Strategy / Search Engine Optimization
- Copy Editing of Provided Content at Client's Direction (page headlines, sub-heads)
- Editing/Writing for Up to 20 Key Landing Pages
- Creation of All Approved New Pages and Importing of Existing Content / Publications to Be Done by LIAA

- **1.4 Development Support**

- Delivery of Layered PSD or XD Design Files to LIAA
- CSS Style Guide with Headline, Subhead, Copy Styles, Photo Sizing Instructions & Other Style Considerations
- Partner with LIAA to Research / Recommend:
- ADA Compliance Review of Design
- Design Notes on Staging
- Additional Design Elements as Needed Once in Development
- Quality Assurance & Testing Notes

- **1.5 Email Design (Optional)**

- Newsletter Signup Form Creation & Design (connected to MailChimp list)
- Creation of Automated Welcome Email Template
- Refresh of Newsletter Template to Complement Site Look-and-Feel
- Refresh of E-Blast Template to Complement Site Look-and-Feel

- **1.6 Logo & Brand Visual Refinement (Optional)**

- Creative Direction for Photo Shoot to Bring Human Element to SWMP
 - Direction on Specs and Content for Home Page / Landing Page Images
 - Direction for Team Headshots
 - Photographer's Costs Not Included
- Logo & Brand Visual Language Exploration (Optional)
 - Logo Refinement
 - Business Card Refresh
 - Letterhead Refresh
 - Revisions - Up to 2 Rounds
 - 2 Rounds of Edits
 - Delivery of Logo Package to Include all Commonly Used File Types

- **1.7 Account Management**

- Account & Communications Management Through 6/30
- Project Management Tracking
 - Schedule & Calendar Management
 - Specifications Tracking & Reviews
 - Meeting Notes and Following Up
- Weekly Calls for Reviews, Discussions & Brainstorming
- Client Dashboard for Easy Access of Strategy, Design and Development Assets

Timeline

Timeline subject to timely approvals, scheduling of delivery and review meetings and delivery of required content by SMP.

Contracts & Onboarding: 1 Week

Discovery: 2 Weeks

User Experience Design: 5 Weeks (3 Rounds of Design)

Content Management, Editing & Writing: 3 Weeks (Concurrent with Design & Dev)

Delivery of Design Files: : End of May

Costs**

	Item	Cost	Optional Cost
1.1	Brand & Strategy Discovery	\$2,800	
1.2	User Experience Design & Graphics	\$4,550	
1.3	Content Strategy & Editing		\$3,600
1.4	Development Support	\$1,350	
1.5	Email Design & Implementation (Optional)		\$950
1.6	Logo & Brand Visual Refinement (Optional)		\$3,200
1.7	Account Management	\$1,800	
1	Total	\$10,500	\$7,750

*** Costs herein are based on RFP and provided information. After discovery and planning phases, a revised Scope of Work may be provided based on client needs, budget and timing. We are dedicated to nonprofit work and will work with you on budget solutions that are both cost-effective, best-in-class and meet your business goals.*

BILLING

For work to commence, 34% deposit will be due. 2nd payment of 33% is due upon first design presentation. Remaining 33% is due prior to final release of design files. The second two payments are due within 15 business days of receiving the invoice. After 15 days, a 1.5% per month fee will be applied.

Not Included

- Stock imagery
- E-commerce integration
- Changes to site map or design direction once the site is in production
- Scope beyond what is included in the proposal

Additions to Scope

If there are any additions to scope identified in discovery, a revised estimate will be provided. Any additions to scope once the project has started, or additional rounds of review, will be billed at Dot Think's hourly rate of \$125/hour. SEM / SEO will be billed at \$150 an hour.

DOT THINK

WE DESIGN THOUGHTFUL EXPERIENCES THAT CONNECT BRANDS AND PEOPLE.

Founded in 2008 by Principal Corti Cooper, Dot Think is a branding, marketing and design firm based out of Connecticut. With a focus on lifestyle branding, social impact and high-level strategy, we take a holistic approach to every project that starts with asking questions about your long range goals. Then we help you amplify your message – clearly communicating complex ideas and connecting with readers' emotions, inviting them to take the next steps to deeply engage.

FROM CREATIVE BRAND BUILDING TO DYNAMIC CAMPAIGNS, WE BRING TOGETHER THE PEOPLE AND SKILLS THAT MAKE MAGIC HAPPEN.



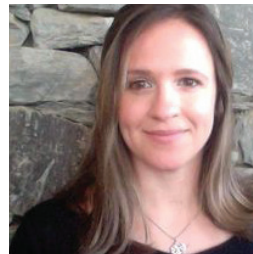
Through the leadership and creative vision of principal Corti Cooper, we partner with small businesses, corporations and nonprofits to create campaigns and communication pieces that range from print and video to email and social media.



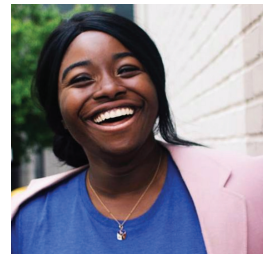
Resident writer Emily McFaul creates magic with her words, synthesizing ideas into a brand voice that is woven into print communications, blogs, email newsletters, social and collateral.



Lead Developer Jay Tillery, a seasoned technology wizard and Norwalk native, builds Dot Think's custom Wordpress sites and simplifies the often-mysterious ways of the web.



Senior Graphic Designer Kristina Sullivan possesses a talented eye for detail in both print work and web design. With a keen ability to capture the essence of the brand and elevate important messaging, Kristina can be counted on to deliver clean, clear and pixel-perfect design.



Rounding out the team, media manager Chloe Nwangwu brings an eye for design and high level of commitment to both project management and the execution of digital strategy.

TOGETHER, ALIGNING VALUES AND VISION TO ADVANCE YOUR MISSION.

Dot Think Design is committed to working with clients who value collaborative relationships, and who strive to deliver quality, ethical products that further modern lifestyles. From mindful media and wellness providers to churches and foundations, our mission is to understand your goals, get to the heart of your organization's purpose and craft strategic messaging that connects with the right customers. We offer a holistic approach to marketing and communications, delivering everything from content marketing and strategy to website and print design.

Our clients include Fairfield County's Community Foundation, Groton Parks & Recreation, Mill River Park Collaborative, Harvard Business School's Kraft Precision Medicine Accelerator and the Breast Cancer Research Foundation, among others. It would be an honor to utilize our expertise and passions to advance the Southwest Michigan Planning Commission's mission.

SERVICES

FROM STRATEGY TO EXECUTION, WE CARE ABOUT YOUR DETAILS

Dot Think Design offers a full range of marketing, digital and design services to small and large business – partnering with you to help your work go further. Through discovery, design, compelling story-telling and seamless integration of technology, we aim to engage and convert potential customers. Working to cover all touch points from social media to environmental design, our team delivers a plan that fits your businesses needs, with the tools to execute effortlessly.



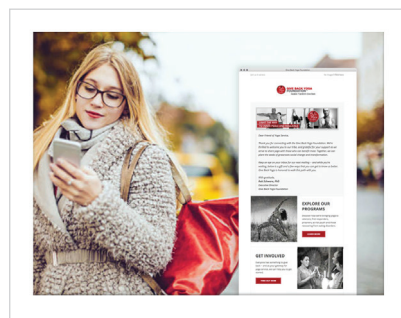
PRINT DESIGN + COPYWRITING

From annual reports to magazine design, print matters. Let us help you create flawless, compelling pieces – from copywriting to design, we have an eye on the details.



CONTENT MARKETING

Share your story, and inspire action. We can guide your content strategy and execute integrated campaigns – ranging from blog posts and video to email and social media.



EMAIL MARKETING

Maximize your organization's most valuable outbound channel. We offer content strategy, list integration and segmentation, campaign execution and responsive email templates.



WEBSITE DESIGN & DEVELOPMENT

Connect with donors through a custom, mobile-ready website that's designed with a focus on user experience. Built to inspire action, and scaled to grow with your organization.



MICROSITES

Convert more donors through interactive microsites. From project management to execution, we can help you leverage your annual reports, campaigns, charitable funds and more.



SEM & SOCIAL MEDIA

Send traffic to your website by finding users where they live on the web. Utilizing keyword research & social media best practices we convert customers through data driven strategies.

CLIENTS



By partnering with Dot Think, we've brought our integrated marketing campaigns to a new level. Their team offers both polished design and writing, and the strategic insight and technical digital knowledge to make a bigger impact with our message. From our annual report and event collateral to website design and social media marketing, these women help our story shine.

Juanita T. James, CEO & Executive Director
Fairfield County's Community Foundation



Dot Think learned about our business, analyzed competition and helped us articulate our goals for the new site. Only then did their team start the ground up process of designing around our needs. We learned a lot in the process and we couldn't be happier with the results.

Mark Santagata
Cacace, Tusch & Santagata



As a national nonprofit foundation working at a grassroots level, it's essential that we connect with our audience. Through Dot Think's marketing, technology and design support, we're doing just that. We can see the results of their thoughtful work through social media engagement, web traffic and revenue growth.

Robert Schware, Executive Director
The Give Back Yoga Foundation



Dot Think has been consulting on my Social Media for 6 years. From producing graphics to advising on strategies to increase following and fan engagement, her team has helped me to gain a following of 8k on Facebook, 4k on Instagram and 2.5k on Twitter.

Brigitte Kouba
Gigi Yogini



REFERENCES

FAIRFIELD COUNTY'S COMMUNITY FOUNDATION

Norwalk, CT
Contact: Beth Demarte
(203)-750-2300
BDemarte@fccfoundation.org

METASTATIC BREAST CANCER ALLIANCE

New York, NY
Contact: Laurie Campbell
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CACACE, TUSCH & SANTAGATA

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THANK YOU



D.T THINK DESIGN