

FROM

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FOR

Richfield United Church of Christ

TO

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QUOTE NUMBER

225

DATE

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VALID UNTIL

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Richfield UCC - Website Design, Marketing & Giving Package

Introduction

Hi John,

I hope you had a great time hiking with your wife. As a follow-up to our conversation, I have created a website design proposal for your review. The proposed package includes a custom designed website, integrated digital marketing, marketing automation, online worship, worship on demand, virtual fundraising and online giving. A detailed description of our services and the overall design process is included below. We also include training for your staff and ongoing support with the proposed package.

I would like to schedule a demo of the system for you and other members of your leadership team and spend a few minutes learning more about the church. I will reach out to you early next week to discuss next steps. Please call me if you have any questions, I look forward to talking with you soon!

Best Regards,

Jim Powell

Founder | CEO

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Background Information

In 2010, we began working to revitalize and renew struggling, mainline churches. At the time, the denominations were experiencing significant declines in membership and churches were closing their doors at a record rate. The future survival of the local church was emerging as one of the top concerns for denominational leaders.

Since then, we have analyzed healthy, growing churches, and performed autopsies on churches that were forced to close. We have worked with hundreds of churches and church leaders with the goal to understand the issues, trends, challenges, and needs impacting local churches.

With more than four decades of church leadership, business management, digital marketing and social media experience, Jim Powell, Dr. Bradley Holt and Reverend Dr. Michael S. Piazza formed Agile Technology (ATI) in 2018 to help local churches and charities navigate the unprecedented level of change being driven by new technology, digital marketing, and social media.

ATI combines website design, integrated digital marketing, marketing automation, live-streaming, worship on demand, online giving, and virtual fundraising to create the ultimate church marketing system. The system comes equipped with an integrated database, list building tools, e-marketing, an easy-to-learn content management system, blogging, social media integration and loads of additional features all designed to help churches and charities extend their reach and connect with new audiences.

Design Process

Please see the attached design process overview.



The ATI Difference

Today, there are over 150,000 companies in the US offering website design services, but only a few have the experience and expertise needed to make a difference with local churches. Agile Technology has developed the only all-in-one marketing, communication, online giving and virtual fundraising solution. Our team brings decades of experience working with church leaders and local congregations. We also bring vast business management, direct- marketing, digital marketing, social media, fundraising, and church revitalization experience. What makes us different? Our technology, our team and a lifetime of experience helping churches grow.

Account Management Team

We surround our customers with an amazing team of people led by an account specialist to champion the project. The team includes sponsorship and access to our senior management:

Rev. Dr. Michael Piazza — Director | 214-207-8102 | michael@agilechurchtech.com

Jim Powell — Founder | CEO | 646-512-4224 | james@agilechurchtech.com

Dr. Bradley Holt — Operations & Support | 305-205-0887 | brad@agilechurchtech.com

Coy James — Senior Church Consultant | 972-533-8445 | coy@agilechurch.com

Why Agile Technology?

1. The ATI management team brings more than four decades of church leadership, business management, direct-marketing, digital marketing, social media, fundraising, and church revitalization experience to every relationship.
2. ATI combines dynamic website designs, integrated marketing, marketing automation, live streaming, worship on demand, online giving, and virtual fundraising into an affordable church growth solution. We build websites that do the marketing for you.
3. The ATI Marketing System is designed to deliver information and solid results.
4. The ATI Marketing System includes the technology, resources and ongoing support needed to deliver world-class church marketing at a fraction of the normal cost.
5. ATI premier hosting and support includes 24/7 monitoring; live chat; monthly audits and performance recommendations; unlimited hosting; and staff training.

Discover & Plan

The website development process begins with a thorough, up-front discovery process. Your team will complete a pre-design survey and participate in a brief interview. This allows us to get to know your church and understand your vision for the church and the church's new website. The information gathered will be organized into a project brief that will serve as a blueprint for designing and building the new website.

Church Time Required: 2 hrs. (Survey & Interview)

Build

With the design and website plan approved, the building process can begin. The deliverables for this phase include:

- Customizing the template
- Designing pages
- Drafting new content
- Recycling old content
- Creating banners, headers & ads
- Selecting and placing images
- Designing call to action buttons
- Integrating database and current marketing
- Creating forms and related links
- Integrating third-party apps
- Integrating online giving and sermons on demand

Church Time Required: Dependent on content requirements

Configure

Prior to launching the new website, ATI will work with your team to configure the digital marketing platform. This will include:

- Basic training on the system
- System configuration
- Reviewing existing list segments and assigning notifications
- Creation of material for initial auto-responses (two segments)
- Marketing automation set-up for two campaigns
- Creation of one email campaign

Church Time Required: 2-3 hrs. (Training)

Test

Testing and proofing the site is critical, as there will inevitably be issues that need to be addressed and corrected before the site goes live. We will need a very detail oriented person to help review, proof and test the new website. A pre-launch checklist will be complete prior to going live.

Church Time Required: 2-3 hrs. (proofing content/testing site)

Launch

The big day. The new site has been tested, reviewed and approved. Our objective is to transform a good website into a great marketing tool. The deliverables for this phase include:

- Search engine optimization for all pages
- Incorporating public feedback as people visit the new site
- Setting up analytics, reporting and performance monitoring
- Completing a comprehensive site audit
- Testing database links and integrations
- Making revisions as needed

Church Time Required: 1-2 hrs. (Feedback)

Train

The Agile Technology Web Builder is your portal to all the great features included with your new website. It's intuitive layout makes it easy to learn, no matter your level of web design expertise. To help along the way, the online knowledge base is always there to answer most your questions. There are 50+ how-to videos demonstrating the most important topics and numerous articles to answer many of your questions. We will also send a custom user guide detailing some of the church-specific activities you will most likely encounter.

Also included are two, 1-hour webinar training sessions for those that will be working with the website. The sessions include:

- General website overview of features and functionality
- Analytics and reporting
- Content management
- Editing pages
- Online worship
- Third party applications
- Database and list management
- Overview of e-marketing and automation

Church Time Required: 2 hrs. (Web Training)

Custom Web Design - Basic

Pages — 5
Storage — 5GB
Bandwidth — 8GB
Admins — 2
Marketing Database
Social Media Integration
Digital Marketing Tools
Integrated Call to Actions — 2
Audio/Video Integration
Mobile Responsive
Marketing Automation
Blogging Editor
Pop-Up Builder
Template Gallery
Dynamic Calendar
Pre-Designed Pages/Sections
Free Domain SSL Certificate
Analytics and Tracking
Content Creation — 1.5 hours
Pre-launch Revisions — 1
Post-launch Revisions — 1
System User Guide
Training — Videos
Live Chat Support
Online Giving Solution
Premier Hosting

Subtotal

799.00

Online Fundraising Platform

TheGivingSystem is a versatile online giving and fundraising platform. Quick and easy to set up. Designed to include virtual audiences.

A solution not just for online giving, but for all your church fundraising activities - events, dinners, raffles, gift cards, crowdfunding, auctions, sales, sweepstakes and online giving.

Includes free built-in mobile giving — Effortless giving from any device on any browser, text-to-give, and Apple Pay/Google Pay.

Donation pages are quick to set up, easy to manage and have a simple to use donor interface.

Centralize all of your fundraising activities!

Platform cost = \$0 (free forever)

Nonprofit credit card processing rate = 2.2% + 30¢ per transaction

Ask about our fundraising support packages..

per month
(for 1 month)
Not selected

Premier Hosting & Support - Annual

Agile Technology's website hosting program insures uninterrupted website service and includes all website maintenance. This means performing all the tasks necessary to keep a website up to date and in good, working order. This includes making sure it renders correctly and beautifully using the latest web browsers and mobile devices.

Premier hosting package includes:

- Website monitoring 24/7
- Content updates
- Site audits with report and suggestions
- Website testing for browser & mobile compatibility
- Resolving page issues
- Setting up and testing new forms
- Maintaining integrations with third-party providers
- Live chat Support

Social Media Integration

Establish consistent messaging and style across all channels

Create links between sites

Develop call to action buttons and link back to website

Enable donations across all channels

Review and optimize current social platforms

Not selected

Calendar Upgrade

Agile Technology websites include a basic church calendar that includes an agenda style calendar; unlimited in person or online events; ability to add images; mobile responsive design; and a fast, intuitive interface for adding new events.

We also offer an upgraded version that includes all of the basic features, plus:

- Pinboard Style Calendar
- Month Style Calendar
- Mini Calendar for small spaces
- Customize to match your website
- Sync with Google Calendar
- Accept submitted events
- Create repeating events
- Add YouTube or Vimeo videos
- Use your own fonts
- Add attachments to events
- Add promotion & RSVP Buttons
- iCalendar support

The cost for the upgraded version is \$15 per month, paid annually. There is no additional set-up fee.

per year
(for 1 year)
Not selected

Options selected

Total

0 of 1
\$0.00
per month
(for 1 month)

Options selected

Total

0 of 1
\$0.00
per year
(for 1 year)

Options selected

Total

0 of 1
\$1,267.00

Terms

We require payment in advance for all new projects. If you decide to cancel for any reason within the first 14 days, we will refund 100% of the money received.