



July 7, 2025

To Whom It May Concern,

In re: RFP – Website Refresh for Boys & Girls Club of Geneva

Please accept this communication as an expression of my interest in performing a “refresh” of the Boys & Girls Club of Geneva website. Communicating effectively with new and existing audiences is critical for any agency to achieve its mission, to engage new and existing customers, and to provide handy reference for agency board, staff, volunteers and the community.

In addition to a decade of actively managing website content, design and navigation, I bring to this project 35 years of paid and volunteer experience in not-for-profit and charitable organizations. Having been directly responsible for branding and relationship management in four leadership roles, I am keenly aware of the importance of accurate, timely, and culturally relevant content on an organization’s website. Our work together may include identifying images and messages that should span all channels; web, print, wayfinding signage, paid media, etc.

Mindful of the agency’s competing priorities of excellence, urgency and cost control, I propose migrating your site to a [new] responsive template platform rather than building a website from-the-ground-up. (Please note: I do not use any emerging Artificial Intelligence tools to create content, but I cannot guarantee there is no AI at work inside the templates I select.) The use of a website builder template would ensure successful viewing across appliances and browsers, while allowing me to dedicate more time to constructing a user-friendly navigation architecture, updating content and desired links, and managing content in a way that reflects the agency’s preferred voice, style and culture.

Recent examples of my website design work include GenevaFamilyYMCA.org, KeyOfTheDay.com, and FoggHornEast.com. One of my first major projects was the launch/refresh of ONChamber.com which reflects much of my efforts to this day. Each of these sites are based on templates, yet you’ll find a variety of aesthetics, functionality, embedded tools, voice, and navigation. Using a template is an efficient and effective way to achieve attractive, flexible and sustainable results while adhering to a modest budget. Routine updates to content and navigation are simple, and if they’re performed by staff of the agency, there is no incremental additional cost.

The agency’s timeline is ambitious but not unmanageable. Empowered by the results of an assessment of the existing site, a planning meeting, and guidance on voice and style, my work would focus on navigation (building the environment), then content, then voice, and ultimately links, references, and quality assurance.

I welcome the opportunity to discuss the terms set forth on the following page.

Sincerely,

Ethan S. Fogg
Principal



PROPOSAL

In response to the Request for Proposals seeking a website refresh for Boys & Girls Club of Geneva, I propose the following scope of work:

- **Identify a primary agency contact for the course of the project.** Guidance, instructions, change orders and other communications will only be exchanged with and from the primary contact
- **Checkpoint #1:** Meet (in person, up to 4 hours) to establish basic parameters for voice, culture and style within the site (eg: first-person voice, sans serif font, codes for any required colors)
- Establish a new site in which to create, using a site builder template
- Build a navigation architecture consistent with the results of the aforementioned meeting
- **Checkpoint #2:** Confirm proposed navigation with primary contact (via link)
- Establish a shared online repository of assets used to build the site
- Import text and images deemed necessary and appropriate to the new site into said repository
- Refine and reframe content to assure consistency and compliance with agreed-upon standards
- **Checkpoint #3:** Share beta version of new site with agency contact, confirming architecture, text, images, links and other references are as agreed upon (via link)
- Modify navigation and content as appropriate after Checkpoint #3
- Perform quality assurance testing on multiple devices and browsers
- **Checkpoint #4:** Present draft site to agency contact and others (at in-person meeting)
- Modify/refresh content based on the outcomes of Checkpoint #4
- **Checkpoint #5:** Publish the site, linked to the URL provided by the agency
- Supply log-in credentials to site builder, repository of related assets
- Perform up to four hours of in-person staff training (in one-hour segments)
- Provide 30 days of post-publish same-day site support via email or phone.
- **Checkpoint #6:** Project conclusion and final payment.
- Additional support, including an optional semi-annual refresh, is available for \$100 per hour

Please note, this proposal does not include a minimum or maximum number of words, pages, add-ins, or widgets. The volume of content and the architecture of the site will emerge organically based on the needs and desires of the agency.

FOGGHORN | EAST reserves the right to place its brand in the footer of the site (see example at GenevaFamilyYMCA.org), and to use the Boys & Girl's Club site as a portfolio piece.

It is the agency's responsibility to provide all necessary narrative, images, source documents, logos, and any required style guidance, including that which may be established through the agency's agreements with third parties. Please note that any website template has a limited font library and while every effort will be made to abide by established brand standards, total compliance is not guaranteed.

Given the overall scope and the timeline, I respectfully offer to complete the project as explained in the June 27 Request for Proposals, for **\$3,500**. The first \$1,000 would be due at Checkpoint #1, \$1,000 at Checkpoint 3, and the final \$1,500 at Checkpoint #6.

This proposal is not intended to serve as a contract.