**Marketing Budget - $19,100 - $24,550** (based on cost projections below)

**Website Refresh - $11,900 - $17,100**

**Word Press updates – VSA’s existing agency (proj. $7,500 - $10,000)**

* I spoke with your website agency; they need the complete wireframes, details on the content containers we want to create, and plugins to provide an actual estimate. I said we’d have that information in early January, and they’ll give us the estimate 1-2 weeks later. We discussed our goal to move forward with the website project quickly to have the website refresh completed in April. That timing works for them.
* This estimate assumes 100 hours @ $75 to change our Word Press theme, build basic page frames (within that theme), create added content containers, and apply overall design elements.
* There will also be added time for testing, and accessibility review, so we might want to add $2,500 for that.

Again, this is likely a minimum point of entry for a refresh, and the agency might come back with something different when they estimate in January.

**Wireframes/main structure + page builds + Phase 1 copywriting** (for VSA home page, key section landing pages + AVLNC **- $3,600** (assumes 100 hours for me @ $36).

* If we want to draft new copy for many of the added support pages, we could do that in Q2 (est. additional $1,500-$2,500 depending on the scope of pages to be rewritten). The wireframe will identify all pages on the website. In January, we can jointly prioritize content and gauge how deeply we want to revise the copy on older pages (especially considering those pages with low visitation).

**Design – $800-$1,000** –Reflects approx. 20 hours of design support from Heidi (@ $40-$50/hour)

**VSA Brand Creative (Phase 1 Creative Design) - $2,500**

* I’m working on a VSA Brand positioning document that also addresses VSA’s brand look, feel & tone. Once that’s done, and as the website is being refreshed, it would be great to create updated graphic standards to ensure a fresh, contemporary, and cohesive brand look across other VSA materials. This budget reflects initial design exploration.

**Photography – $750-$1,000**

* iStock ([www.istockphoto.com)](http://www.istockphoto.com)) photography purchases for the website redesign, marketing materials, and social media

**Envato creative templates – $350**

* Envato has existing templates to create fresh, contemporary presentations, brochures, annual reports, flyers, social media, etc.
	+ $200 subscription ($16.50/month) + any limited added licenses (elements.envato.com)
* We would then have a designer customize templates with our content (separate design estimate above)

When you’re back in the office and have a few minutes, I can share some of the materials created in the past, so we can decide what to prioritize based on budget.

**Google Grant Management – $3,600/year** (assumes we start in January, $2,700 if we begin in April with the updated website)

* Blue Tusk Google grants management (@ $300/month for 12 months) - $3,600
	+ VSA’s google grant was approved for up to $10,000/month in no-cost ad words to promote VSA’s mission & services. VSA’s website is currently non-compliant with Google grant policies. I’m investigating a short-term fix (with an active plugin) to see if we can become compliant this month and start running grant ads in January. If it’s more extensive, my goal for the redesign is to bring the site into full Google Grant compliance. Of course, Blue Tusk won’t start until the account is fully compliant and ready to run grant ads.
	+ To maximize grant account performance/spending, BlueTusk would assist us with the grant’s technical aspects and create high-performance ads (with software and in compliance with a broad range of google grant ad requirements). I’ve worked with Blue Tusk at multiple non-profits, and they’ll grandfather their original fee of $300/month (for 12 months).
	+ I would create an ad matrix with copy and website links - to provide the structure they need to build ads. This matrix would also reflect seasonal ads for the coming year (key vision holidays) and on a monthly basis, we’d schedule a check-in call to discuss any new ads as new things arise (e.g. CEO Summit marketing). They also provide a monthly report. I can share example of the matrix and reports from a recent non-profit.
* An added Yahoo/Bing grant could provide up to $3,000/month of no-cost Yahoo digital advertising.
	+ It’s my hope secure that added grant in January/February, and Blue Tusk can manage this added Yahoo grant and related ads within their $300/month fee.