

Drupal Website Development

for

THE MEDIA
CONSORTIUM

IT Bliss, LLC

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Companies presentation

In order to best serve The Media Consortium (TMC) needs, Cividesk has decided to partner with Centric for developing and implementing a new Drupal website. The combination of Cividesk's deep and focused CiviCRM expertise, and Centric's UI design and Drupal expertise, brings TMC a best-in-class solution.



Company background

Cividesk was founded in 2009 on the premises that CiviCRM users will need on-going support and best practices sharing to fully realize the potential of this incredibly rich software.

Over the years Cividesk has grown to become one of the leading Software-as-a-Service providers for CiviCRM. We do have customers in more than 25 countries or states around the world¹, spanning all types of nonprofit organizations – charitable, humanitarian, advocacy, religious, political, governmental and trade-oriented.

We have offices in Denver, Colorado and France in order to best support our customers in various time zones, and a development center in India to answer our customer's needs for software customization and custom developments.

Cividesk has 8 staff members including one person dedicated to training and a technical team of 4 people to provide customer support, data migration, implementation, customization, custom development and programming.

Contribution to CiviCRM Community

- Founding member of the CiviCRM Partner's Association
- A recognized Active Contributor to the project
- An active member of the CiviCRM Marketing Committee
- A regular speaker at annual CiviCon conferences
- Organizer & host of CiviCon 2015 & 2016
- Organizer & host of CiviDay in Denver/Paris/Phoenix/San Francisco
- An active member of the Core Security team
- Creator and maintainer of CiviCRM Statistics framework²

¹ <http://cividesk.com/customers>

² <https://stats.civicrm.org>

- Creator and key maintainer of the LTS release for CiviCRM³ designed to provide additional security and reliability
- Maintainer of CiviCRM standalone
- Author of several extensions including Constant Contact integration, Google Apps integration, Colorado Gives integration, CiviNormalize , Help Tab and SparkPost email.⁴

Company culture

Our company's culture is very specifically focused on customer satisfaction and this is visible in every aspects of how we do business:

- We specialize in CiviCRM implementation, hosting and support, whether as Standalone or integrated within Drupal, WordPress or Joomla. This razor sharp focus ensures we develop a very deep expertise in these technologies that directly benefits our customers.
- When building websites in Drupal, Joomla or WordPress, we provide deep integration with CiviCRM in order to seamlessly and transparently present, enter or interact with the CRM data.
- Our primary offering is Software-as-a-Service, an all-inclusive service, because we want to fully commit to our customers over the long term and be there whenever they need us. We are honored most of our customers have become friends over time, and our primary source for new business comes through customer referrals.
- We develop long term relationship with our customers. All our Software-as-a-Service or support contracts are month-to-month with no penalties or cancelation fees because this is the best way we can guarantee our customers that we will provide the same impeccable service from the very first day as over the long term.

Giving back is another cornerstone of our company culture, and we are always seeking to support charitable and/or humanitarian organizations. Please refer to our website⁵ for further details.

What our customers say

"The personal touch from Cividesk helped me with the learning curve."- Jeff M., Heart Of A Warrior Foundation

"I don't know what we would have done without the initial trainings and weekly mentoring sessions provided by Cividesk". - Mary G., The Women Fund of Santa Barbara

"CiviCRM is a powerful tool but the service provider you choose to work with will make all the difference in the world". - George G., South High Foundation

"We really like the Cividesk Software-as-a-Service model with predictable monthly costs for maintenance and support."- Suzanne G., Denver Ballet Guild

³ <https://civicrm.org/blogs/dave-greenberg/long-term-support-lts-release-its-official>

⁴ <https://github.com/cividesk>

⁵ <http://cividesk.com/about/giving-back>

"We really appreciate Cividesk's availability to help with questions, their follow-up and the assurance that you will have all the information you need. They are very reliable." - Natalia F., Heart's Home USA

"I don't have to worry about the system being down since the database is hosted on servers monitored daily by Cividesk" - Gail C., Highland Hospital Foundation

"Cividesk support has been invaluable. I know I can call and ask questions and talk to someone right away who can help." - Kristina O., The Vietnamese Friendship Association



CENTRIC / Agency of Change

Centric is an integrated marketing firm with services covering the spectrum of online and traditional marketing. We offer 23 years of experience delivering open source, highly robust content-managed platforms to meet unique workflows and international environments, in industries ranging from non-profit to tech, healthcare to finance, consumer goods to organic produce, and just about everything in between. This diversity points to our ability to provide unique, effective solutions each and every client, tailored to meet their individual needs.

You won't find Centric offering cookie cutter approaches or canned industry sector "solutions." What you'll get are strategies and creative as unique as your own business.

Online deployments span fully-content managed microsites up to enterprise scale custom-coded websites, mobile sites, e-commerce engines, social media campaigns, apps and SEM/SEO.

Centric is made up of a team of professionals who are passionate about what we do. Whether we are developing full marketing strategies, serving as your outboard marketing department, or delivering a discrete website or print campaign, our goal is the same – to help you meet your objectives and further your own success in achieving your marketing goals.

Sample Sites

Dazsi.com – National leader in Oracle systems integration, work includes Drupal-based, responsive and fully content-managed site design, custom development and integration with backend CRM, and ongoing security monitoring and support.

Wyred4Sound.com – Responsive site design, development, and customized Ubercart ecommerce for retailer of high-end audio products.

TheGarlicCompany.com – 100MM pounds per year grower and distributor of garlic products to consumer, industrial, and food service audiences.

WellnessConnected.com – Content managed, responsive design launch site for AND Medical's market introduction of app-connected, consumer health and monitoring devices.

emPowerSBC.org – Drupal-based site deployment and ongoing site updates for energy-efficient home improvement resources and financing programs provided by County of Santa Barbara to residents in Ventura, Santa Barbara, and San Luis Obispo counties.

Drupal Website Development

This proposal is for the development of a new version of the www.themediaconsortium.org website built upon the Drupal CMS platform.

Goals

Every project starts with goals. Here are the goals we think most important to The Media Consortium, based on the site map provided.

1. Enhance site aesthetics and accessibility
 - a. Via responsive design to address smartphone and tablet users
 - b. Via architecture providing clear paths to information and ordering
 - c. Via contemporary theme to enhance both modern and serious perception of the company
2. Preserve and extend content
 - a. Created with porting in current content under new architectural structure in mind.
 - b. Created with future implementation of video/audio in mind.
3. Ensure easy maintainability and workflow integration
 - a. Integrate with your current workflow system
 - b. Utilize content management system (CMS) platform to permit internally managed sites updates
 - c. Minimize any disruption of current workflow and business operations

Website Essentials

Here is what we will deliver for the new themediaconsortium.org website:

Robust Content Management System (CMS) Framework:

We will use Drupal framework (Drupal 7 with the latest stable patch) for this development, which will allow non-technical personnel to manage the website's content through a user-friendly editing interface that permits updates without programming knowledge (similar to using Wordpress).

Responsive Design theme:

Responsive design is an approach to web design that a) allows designers and developers to build and

maintain a single website to serve all kinds of devices: smartphones, tablets, laptops and desktop computers, and b) provides the site visitor an optimal viewing experience – easy reading and navigation with a minimum of resizing, panning, and scrolling – across these devices. To deliver a responsive website within a modest budget, we will utilize a Drupal responsive design theme. A theme is, in essence, a prebuilt, flexible set of templates that allows the site to automatically adapt itself to the users device sizes. A theme allows use of pre-coded design grid to modify the placement of content or resize the content based on the maximum width of the device used to access it, eliminating much of the laborious programming work. Themes provide many options for layout, font, colors, and grid formats.

We will present 2-3 recommended themes, and together we'll select the one that best meets the communication and content needs of the site. This approach provides a great jumpstart in streamlining development, with the huge advantage of having a design that is preconfigured for responsive behavior.

Once the theme is selected, we will provide recommended design comps for home and sample subpage that are configurable within the selected theme. Note that cost efficiencies lay in staying within theme parameters, so within this scope of work, theme customization will be limited to what the theme permits in color, font, and layout options in order to avoid workarounds that result in extra cost. Based on your current site content, we believe delivery of site's content can be accomplished within a theme. It will be a matter of careful selection.

Additional plugins may be needed for functionality that may not be included in the selected theme.

Website Search:

Standard site search will be implemented using Drupal built-in support. This will provide quick, indexed access to all editable data.

Content:

This project does not include the migration of current or new site content. The theme will be selected with the current sites content in mind to provide the best marriage with the new site architecture.

Social Media:

Inclusion of icons and links to client's existing social media pages. Client to provide all required URLs.

Analytics:

Google Analytics will be implemented.

Administrative Access/Permissions:

Single permission level will be implemented to provide administrative access for site updates for all CMS'd site content.

Custom Help Documentation and CMS Training:

This will include 1) documentation of how to perform common tasks specific to the delivered website and its content and feature sets, and 2) one training session for designated content administrator(s).

Dynamic Page Creation:

The Content Administrator will create pages as needed, based on the standard functionality of the selected theme.

Versioning:

All major sections / items will include a versioning option (with notes) so that changes can be reverted.

Unpublish Option:

All content types will have publish and unpublish options. This allows the administrator to remove items from public view but retain the content for reference or create content in advance without pushing it live immediately.

Rich Text Editor:

A rich text editor will be provided for longer content. This will include the ability to perform basic content formatting including paragraph and line breaks, change font colors, insert images within the content, and create links.

Timeframe

From the start of this assignment (date of contract acceptance and receipt of initial payment), beta site with seed content (generic) will be delivered approximately 4 weeks after delivery of any required assets to Centric. A detailed production schedule will be provided upon project commencement.

About Drupal

Drupal is the premier Open Source Content Management Platform with more than fifteen million websites deployed and a worldwide development community. Drupal is highly regarded for its robust platform, extensibility and out-of-the-box security. Drupal is released as an Open Source (General Public License) product. So, there are no upfront or ongoing licensing fees required for deployment.

- The Drupal system is a platform, which means that the site's capabilities can easily expand by installing any combination of a numerous modules. It also allows for custom module creation and for the addition of custom pages without any additional server configuration. Highlights of this platform include:
- Drupal is very search engine friendly. URL optimization, content descriptions, XML site maps and more make your site more friendly and noticeable to all search engines.
- Drupal has a large support community. One of the many benefits to having a large active support community is the many modules or add-ons available.
- Drupal is easy to develop for. If a desired feature cannot be satisfied with an existing module, we can create a module that "hooks" into Drupal without changing the base code.
- Drupal is modular. Unlike other systems, Drupal keeps content, styling and modules separate. This allows Drupal to be updated without overwriting any custom functionality or styling. Drupal will grow with your needs and allows you to easily add in features when needed. True separation of design from

content also allows for display across a wide array of formats including mobile devices and also, periodic graphic updates without having to substantially rework the content.

Browser compatibility:

- Minimum 1024 x 768 browser window
- Assume broadband connection
- Compatible with all major browsers (INTERNET EXPLORER, FIREFOX, CHROME, SAFARI).

Accessibility:

- Full CSS Layout (Cascading Style Sheets to control style of web pages, separate from text, considered today premier standard of web design)
- Clean Separation of design and content
- Follows W3C standards, within scope, to ensure high level of accessibility

Integration of CiviCRM with Drupal

We will configure Drupal roles and permissions and synchronize CiviCRM contacts with Drupal users.

We will configure the Contact Dashboard and the Drupal User Registration form using a CiviCRM profile. The Dashboard would be available once the member is logged in.

We will install and configure the “CiviMember Roles Sync” module.

The “CiviMember Roles Sync” module keeps a Drupal user in sync with a CiviCRM membership by granting either a role to a Drupal user who has that membership. This enables you to have, among other things, members-only content on your website that is only accessible to current members.

The CiviMember Roles Sync module allows to:

- Automatically grant a Drupal Role to a user based on the type of membership he/she has with your organization and whether or not he/she is currently in good standing.
- Allow a user to access member-only content or perform specific member-only tasks.
- Restrict a non-member or expired member user from accessing member-only content or performing member-only tasks until he/she registers or renews membership with your organization.

We will create a dynamic Member List page auto-populated with member information recorded in CiviCRM database using a Drupal view.

Views is a powerful Drupal module that allows you to display website content e.g. a list of latest news for the home page. CiviCRM integrates with Drupal Views and allows CiviCRM data to be shown on your website.

We will create a recommended vendor list page auto-populated with vendor information recorded in CiviCRM database using a Drupal view.

We will create a recommended consultant list page auto-populated with consultant information recorded in CiviCRM database using a Drupal view.

We will create a membership application using the “Webform CiviCRM Integration” module. This module allows you to have data input exactly the way you want. The webform CiviCRM integration is extensive and offers many different options for things that can happen as part of the form submission. This webform will replace the current form created with a CiviCRM profile. That will allow the creation of the relationship between the organization and the primary contact. The manual creation of this relationship in the backend of CiviCRM will not be necessary anymore.

Optional Services

Drupal Application maintenance: your Drupal website needs regular maintenance to perform as it should. Drupal software needs to be maintained so it stays reliable, secured and compatible with CiviCRM. Keeping your Drupal installation up-to-date is extremely important.

Staying on top of the latest updates and security warnings is technical and you need to have a professional to take care of it for you. The maintenance we are providing includes the installation of the different upgrades. We always back-up before updating and offer full support if there are any compatibility issues. We also update your Drupal theme and modules if there’s a new version available, and resolve any compatibility issues.

Note: Upgrade to major releases of Drupal (6.x to 7.x or 7.x to 8.x) are not included in our service and will be quoted separately.

Drupal Customer support: we will provide technical support to your users and deploy best efforts to answer any usage questions, perform additional software configuration, and otherwise correct other issue that you will bring to our attention. Customer support does not include correction of software defects; if needed it will be billed at our standard hourly rate. User support is available by phone, email and all support requests are managed with our ticketing system.

Note: Drupal customer support does extend to all installed modules. However, it does not include the design of new pages, menus, block, webforms, rules or any other Drupal website elements. These can be performed by your staff, regular webmaster, or by Cividesk at our standard hourly rate.

Note: We might, at our sole discretion, gratuitously perform minor programming tasks such as fixing trivial bugs, defining new reports, changing application screens or tweaking application logic. We will provide a cost estimate for any request whose scope exceeds our customer support services and requires custom programming and/or system administration tasks.

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Service Quote

The Media Consortium
 Attention: Jo Ellen Kaiser
 San Francisco, CA

Prepared on: November 28, 2016

Services	Setup	Recurring
Drupal Website Development		
Development Theme research and recommendations Core installation Modules installation Configure modules Add Blog and other content sections	\$1,200.00	
Design Install theme Adjust theme to fit content	\$1,900.00	
Other Google analytics setup Project management	\$1,200.00	
Integration of CiviCRM with Drupal		
Members section Creation of a dynamic member list with logos Creation of a Become a Member page with the member application	\$360.00	
Member Portal Member Login to access member-only content Contact Dashboard Access Creation of a Drupal user account for each existing member	\$660.00	
Other Creation of recommended vendor and consultant pages	\$240.00	

Creation of a donation page to replace the current one that will be linked to the Donate button	\$120.00	
Options		
Drupal subscription: application maintenance and customer support (strongly recommended)		\$200.00/month
Any additional work	\$120.00/hour	

Terms and Conditions:

All prices quoted in USD. This service quote is valid for 30 days.

Payment of setup fees by check or credit card with order. To avoid service interruptions, automatic payment of recurring fees by ACH or credit card only.

The setup fees have been calculated based on what you have shared with us. If any change requests are made, we might need to revisit the fees. Setup fees are non-refundable once services have been delivered. Service is conditioned by continued acceptance of the Terms of Service as published by IT Bliss, LLC.