



Stories as sweet as honey. Brands as timeless as a quill.

Website Redesign Proposal

Prepared for **Community Giving Foundation**

Submitted by Michael Rapino, HoneyQuill Agency
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SECTION 1

Letter of Introduction

To Katie, Danny, and the Community Giving Foundation team,

Thank you for the invitation to submit this proposal. I want you to know I didn't treat it lightly.

To prepare for writing this document, I spent time on csgiving.org and reviewed the reference sites you provided through the lens of your stated goals and challenges. I considered your March 2026 strategic framework launch, and how the next evolution of your online presence could better support and reinforce that structure throughout the user experience. I also paid close attention to the specific examples you called out, from BCCF's Follow Our Community section to Eastern University's use of content organization and dynamic functionality to surface different types of stories, news, and updates. Lastly, your frustration with Cornerstone did not go unheard.

HoneyQuill Agency is a boutique marketing studio based in Stroudsburg, Pennsylvania. I'm not a national firm that will assign your project to someone who has never been to Pennsylvania. I've been doing this work since 2006, across local service businesses, regional nonprofits, workforce coalitions, faith communities, and economic development organizations. That breadth has made me a better problem-solver. When something looks unfamiliar, there's usually a parallel I've seen somewhere before.

What I bring to Community Giving Foundation is something I call storyteller marketing. At its heart, it's the belief that the most powerful connection a website can make is a human one, and that story is the most reliable vehicle for it. I noticed the word "stories" shows up throughout your RFP, and that tells me we're already thinking about this the same way. But story without structure doesn't work, and structure without story doesn't either. Good design draws the eye, guides the visitor, and sets the stage before a single word is read. When craft and story work together, a website stops being a digital brochure and starts being something a visitor actually feels. That's what I'm here to build.

You are not just updating a website. You are introducing a new chapter of your organization to the communities you have served for 25 years. That deserves to be done with care.

I'm glad you reached out, and I hope this proposal shows you why.

Sincerely,

Michael Rapino

HoneyQuill Agency

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SECTION 2

Understanding Your Needs

I want to be specific about what I found.

Four Things Worth Naming Directly

1. Your new strategic framework needs a home that was built for it.

In March 2026, Community Giving Foundation publicly adopted a three-category framework: Your Community Endowment, Your Giving Services, and Your Foundation Leadership. This isn't a tagline refresh. It's a fundamental reframing of how you describe your responsibilities to the communities you serve. Your current homepage reflects an earlier version of how you told that story, organized around sections like Your Community Charitable Goals, Your Legacy, and Your Stories. Those aren't wrong, but they belong to a chapter that's closing. The new framework deserves a site designed around it from the start, not one that tries to accommodate it after the fact.

2. Your homepage isn't doing enough of the work.

Your current homepage is clean and organized, but it's compartmentalized in a way that doesn't actively guide people. A donor, a nonprofit director, and a first-time visitor all land on the same page and are largely left to sort themselves out. Your navigation carries a significant load, with ten sub-pages under About and six under Giving, and the homepage doesn't lighten that load with enough directional guidance. There are also some practical things worth naming: the Donate link sends visitors to your Foundant Giving Hub without opening a new tab, which interrupts the navigation flow in a way that can lose people entirely. These are all solvable, and they're connected to the same underlying opportunity: building a site that guides people rather than simply holding information for them.

3. Your content infrastructure can work a lot harder for you.

Your communications team is producing more stories of impact, more news, and more coverage of events and programs. That content is doing good work in newsletters and at events, but it isn't working as hard on your website as it could. What you described in your RFP, and what I've seen done well at BCCF and Lancaster County Community Foundation, is a site where a story about a Youth in Philanthropy grant automatically surfaces on the

Youth in Philanthropy program page, in the news hub, and on the homepage feed. By developing a solid category and tag infrastructure for your new website, that kind of seamless connectivity becomes a natural, sustainable part of how your content works, not something anyone has to manage manually.

4. Your day-to-day tools and hosting should work for your team, not against them.

The Cornerstone page builder has been a common point of friction for a lot of teams, and I hear that clearly in your RFP. We build on WordPress using professional-grade premium tools that are widely supported, well-documented, and built for real editorial workflows. Every organization and team is a little different, and part of our process is understanding exactly what your team needs day to day and making sure the tools we choose match that reality.

On hosting: every HoneyQuill client is hosted on servers I manage directly. I limit each server to no more than twelve clients, with no other sites sharing that environment. You get transparent pricing, real access, and someone you can actually reach. Dedicated server space is available too if that's the right fit. No unexpected charges. No gatekeeping on your own website.

A note on your broader digital presence.

A website redesign is the right place to start, and it's also a good moment to look at the full picture of how Community Giving Foundation shows up online. Your Google Business Profile is an active local search asset for many organizations of your size and tenure, and there's meaningful room to put it to work more consistently. We think about the whole ecosystem, not just the page count. If it's useful, we've included some optional add-ons at the end of the Investment section.

Your Audiences, Mapped

Your RFP laid out five distinct audience groups. Here is how I'm thinking about each one and what they need most when they land on your site. Our discovery process will help us validate and refine this further together.

Audience	Primary Need	Key Path
Current Donors and Fundholders	Quick access to their fund; staying connected to Foundation news	Persistent "My Fund" login in the header pointing to your Foundant Portal
Prospective Donors	Understand what a community foundation is and why yours, specifically	Homepage to About to Give to Foundant Giving Hub
Professional Advisors	Know their options; keep Community Giving top of mind for client conversations	Dedicated Advisors section with clear language and a direct contact path
Nonprofit Organizations	Find open grants, understand eligibility, access programs like Nonprofit Leadership Series	Clean Grants landing page, program pages, events calendar
Media and General Audiences	Understand your role in the region; find recent news and impact stories	News and Stories hub, Impact section, social integration

On the Foundant portals: Both The Portal (secure fund management for existing donors) and The Giving Hub (public-facing donation storefront) are hosted by Foundant on their own subdomain infrastructure, completely separate from csgiving.org. There is no complex technical build required on our end. Our job is clear, audience-specific navigation, making sure every visitor finds the right door without having to think about it. The persistent header login link you called out in your RFP maps exactly to this. And when we link out to Foundant, it opens in a new tab. Every time.

SECTION 3

Approach and Scope of Work

How I Work

Every project starts with a real conversation, not a template. I get on a call with everyone who will be involved: the people making decisions, the people creating content, and the people who will be managing the site day to day after launch. We talk about goals, audiences, tone, content ownership, assets like photography and video, technical access requirements like domain, hosting, and social accounts, and anything that would otherwise surface as a surprise at the wrong moment.

Information architecture comes before design. Design comes before development. Content lives alongside the build, not after it. Done in that order, the result is something that works the way it looks like it should. I'd rather build something beautiful and functional from the start than choose one at the expense of the other.

For Community Giving Foundation, the through-line is your three-category framework. It will shape the homepage, inform the menu structure, and give every page on the site a clear place to belong. What will make this site genuinely effective over time is how it carries your stories and how easy it makes finding them. A grant that changed a family's life. A scholarship recipient who went on to do something meaningful. A donor who found a way to make their giving matter in a place they love. Those stories exist. They deserve a home that surfaces them naturally, connects them to the right programs and audiences, and makes them easy to find and share.

Multimedia belongs in that conversation too. A well-produced video can do in ninety seconds what three pages of copy cannot. Authentic photography, real people from your communities rather than stock images of smiling strangers, makes your work feel real. Where original assets exist, we use them. Where they don't, we'll talk honestly about what photography direction, video, or thoughtfully chosen stock can do and where each is appropriate.

Every client at HoneyQuill is set up with a dedicated client portal that serves as the central hub for the entire engagement. Task management, work requests, file sharing, approvals, and communication all live in one place. You always know where the project stands, what's been completed, and what's coming next. Nothing gets lost in an email thread.

01 Discovery and Strategy

WEEKS 1 AND 2 AFTER KICKOFF

- Kick-off session covering goals, audiences, content ownership, asset inventory, technical access, and decision-making process
- Current site review including content structure, navigation patterns, and accessibility baseline
- CMS and hosting confirmation. We build on WordPress with professional tools we know deeply. If there is ever a reason to consider something different, we'll discuss it openly.
- Sitemap built around your three-category framework, submitted for review and approval before design begins
- Content and tag taxonomy design: the category and tag structure that will power automatic content connections across the site, built before development begins
- Content plan: we can write everything, manage photography direction, source appropriate media, and handle the full content side of this project. If that's the direction, we'll scope and price it clearly. If your team is handling content, we'll define exactly what we need and when.

Nothing moves to design until we've agreed on what we're building.

02 Design

WEEKS 3 THROUGH 6

Design starts with the homepage. It's the hardest page to get right and the most important to approve before anything else follows.

- Homepage visual design first, in your established brand palette, warm and editorial in tone
- Interior page templates for the content types your site actually needs: program pages, story and news pages, grant landing pages, team and about pages
- Every design decision accounts for all screen sizes
- Review sessions at each milestone. You and your team give feedback, we iterate. No surprises.

The community foundations you named as benchmarks set a real standard. I'll use them as a measure of the quality and clarity you're aiming for, not as templates to copy. Your site should feel like Community Giving Foundation: grounded in your region, warm, and confident in 25 years of work.

03 Build and Content

WEEKS 6 THROUGH 10

Design and content come together here. We build with content in place, because that's the only way to know if it's actually working.

- Website development using professional premium tools, on-page SEO, the content tagging system designed in Phase 1, and dynamic homepage sections
- Block-based editing so your team can publish stories, update pages, and manage content independently
- Navigation build: top header with a persistent "My Fund" login link and a Donate CTA that opens in a new tab, plus a restructured main menu reflecting your three-category framework
- Audience-specific CTAs throughout the site linking to The Portal and The Giving Hub at the right moments
- Accessibility built throughout, not added at the end. We build to WCAG 2.1 AA standards. For ongoing automated accessibility monitoring after launch, we recommend a dedicated tool billed directly by the provider. We'll help you evaluate options and get the right one set up.
- On-page SEO: page titles, meta descriptions, heading structure, image alt text, sitemap, and Google Search Console setup
- Social integration and newsletter signup compatible with your existing platform
- Performance: image optimization, caching, and Core Web Vitals attention, especially important after moving off your current hosting setup
- CMS training for your team: recorded sessions covering day-to-day publishing, story tagging, events, and content management, plus a plain-language written guide tailored to your site

04 Beta and Launch

WEEKS 11 THROUGH 13

- We build on a live beta environment. You and anyone you choose to share it with can review, test, and give feedback before anything goes public.
- Full QA on every page, every link, and every form across desktop, tablet, and phone
- Cross-browser testing on Chrome, Safari, Firefox, and Edge
- Accessibility review before the public switch
- When you're satisfied, we launch

05 After Launch

ONGOING

Launch is the beginning. We're always available, and that's not a line. For ongoing support beyond the occasional question, we offer managed plans that give your organization a team of web and marketing professionals for a fraction of the cost of a single employee. Plan options are included in the Investment section.

SECTION 4

Beyond the Brief

Before the sitemap, we map moments.

Most web projects start by mapping pages. Before we do that, I want to map the specific points in a donor's relationship with Community Giving Foundation where the website either earns trust or loses it. A first visit from a professional advisor's referral. A fundholder logging in after receiving your annual report. A nonprofit director who just received a grant rejection, trying to understand why and what comes next. Each is a real moment with a real emotional temperature. Mapping those moments before we touch the sitemap means the architecture is designed around actual human experiences, not assumed navigation patterns. It also gives your team a document to return to long after launch.

A content governance guide.

A simple internal document covering how to write a story versus a news post, how to tag content correctly, and when to review and archive outdated pages. Small investment, long-term value. The sites that stay good over time are the ones where someone thought about this before launch.

Architecture built to grow.

Five affiliates. A growing program portfolio. The sitemap we design together should be able to absorb a new affiliate page, a new initiative, or an expanded program without requiring a structural overhaul. We build for where you're going, not just where you are.

Multimedia as a storytelling tool.

Video is underused by most foundations of your size. A short, well-produced video on your homepage or within a key program page can accomplish in ninety seconds what paragraphs of copy cannot. As part of our photography and video direction work, we can help you identify where multimedia would have the most impact and connect you with the right local creative professionals to produce it.

SECTION 5

Project Timeline

We design our process to fit within an 8 to 13 week window from kickoff to launch. How quickly we move through that range depends on the natural rhythm of the project: feedback cycles, asset readiness, and approval flow. With a June kickoff and a September 4 target, we have approximately 13 weeks, a solid window for a project of this scope with room for thoughtful review at each phase.

Phase	Work	Timing from Kickoff
Discovery and Strategy	Kick-off session, site review, sitemap, content taxonomy, content plan	Weeks 1 and 2
Design	Homepage design, interior page templates, review cycles	Weeks 3 through 6
Build and Content	Development, content, integrations, SEO, accessibility, training	Weeks 6 through 10
Beta and Testing	Live beta review, QA, cross-browser and device testing, accessibility check	Weeks 11 and 12
Launch	Go-live	Week 13

SECTION 6

About HoneyQuill Agency

HoneyQuill Agency is a boutique marketing studio based in Stroudsburg, Pennsylvania. The name reflects how I work. Honey is patient, purposeful, and made through many small, intentional acts. A quill suggests craft, permanence, and words chosen carefully. I try to bring both of those qualities to every project.

HoneyQuill launched under its current name in October 2025, when I rebranded and relaunched the business I had been operating as Mediastead since 2013. My business partner retired after more than a decade of building something we were both proud of. The name changed. The clients, the work, and the approach didn't.

I've been doing this since 2006, when I started at a local web company before going out on my own. In the years since, I've worked across a wide range of industries: local service businesses, regional nonprofits, workforce coalitions, economic development organizations, faith communities, and more. That breadth has genuinely shaped how I think. Solving different kinds of problems for different kinds of organizations teaches you to see patterns, borrow ideas across contexts, and arrive at solutions that a narrower background might not surface.

Good digital presence requires craft and story working together. A beautiful site that doesn't communicate anything isn't doing its job. Compelling content buried in a frustrating experience doesn't get found. And a technically flawless site with nothing human at its center doesn't move anyone. I care about how a site looks, how it moves, how it guides the eye, and how it makes someone feel before they've read a word. I care just as much about what those words say and who they say it to. Getting those things right together is what I'm here for.

The Team on This Project

Michael Rapino, Founder

I'm the founder of HoneyQuill Agency and your primary point of contact from the first call to the last question after launch. I lead strategy, project management, content direction, and client communication on every engagement. When you reach out, you reach me directly. No ticket system, no account manager, no chain.

Erica Keisling, Design Lead

Erica has been my design collaborator for more than seven years and works on nearly every project I take on. She brings a strong design foundation and a growing command of web development and digital marketing, built through years of hands-on project work. She is not a contractor I call when I need extra capacity. She is a consistent creative partner who knows how I work and why, and that continuity shows in the output.

Extended collaborators

For projects with larger scope or specialized needs, I bring in trusted consultants with specific expertise. Those decisions are made based on what the project actually needs. Anyone brought in is fully briefed, held to the same standards, and accountable to me directly.

SECTION 7

Our Work

Every site below is a social sector organization I designed and built. The challenges they brought me are close relatives of what Community Giving Foundation is working to solve.

Pocono Mountains Economic Development Corporation

pmedc.com

PMEDC is a county-wide nonprofit that has been fueling economic development in Monroe County since the 1950s. They manage industrial parks, facilitate business financing programs, support site selection, coordinate workforce development, and serve as a connector for businesses, municipalities, and regional partners.

The web challenge was nearly identical in structure to Community Giving Foundation's. Multiple distinct audiences arriving with very different questions: a business owner looking for financing, a site selector evaluating Monroe County for a corporate relocation, a local official tracking infrastructure projects, a community member trying to understand what PMEDC does and why it matters. Complex programmatic content that needed to feel organized and accessible without losing the institutional depth that gives PMEDC its credibility.

Throughout the project, PMEDC had full editorial authority at every stage. They are the experts in their region and their work. My job was to give that expertise a clear, well-designed platform to live on and to make sure their voice came through, not mine. In 2025, PMEDC came back for a full redesign. Michelle Bisbing, PMEDC's President, presented the new site to more than 60 local leaders at their annual meeting as a centerpiece of the organization's impact that year.

Career Ready Monroe

careerreadymonroe.org

Career Ready Monroe is the online home of the Monroe Career Pathways Coalition, a collaborative network of school districts, employers, community organizations, workforce development partners, and higher education institutions working together to prepare Monroe County students and residents for careers and post-secondary success.

The site serves four very different audiences: students exploring career options, parents trying to help their kids, educators looking for resources and tools, and employers who want to connect with the future workforce. Each group arrives with a different question and a different level of familiarity with the coalition.

I built a content hub with a shared news and resource library, audience-specific entry points, and a career exploration section designed to grow over time without becoming disorganized. The challenge of making a complex, multi-stakeholder organization feel clear and welcoming to any visitor is exactly the challenge I'll bring to Community Giving Foundation.

Pocono Services for Families and Children

psfc.org

PSFC has been serving Monroe County since 1965. What started as an eight-week summer Head Start pilot for 12 children is now a year-round operation serving more than 300 children and families, with programs spanning Head Start, infant and toddler care, youth empowerment, parenting education, health literacy, and emergency assistance.

Their tagline is Hope. Within Reach. That's not marketing language. It's a commitment. The website needed to honor that voice while making a wide range of services navigable for families who may be coming to the site during a hard moment.

Clarity, warmth, and intuitive navigation were the design priorities. The site needed to work for a first-time visitor who doesn't know what PSFC offers, a returning family looking for a specific program, and a donor or volunteer deciding where to put their time and money. That same tension exists at Community Giving Foundation, just with a different set of audiences.

Monroe County CareerLink

monroecountycareerlink.org

PA CareerLink Monroe County provides employment and training services for both job seekers and employers in the Pocono region, from resume workshops and career counseling to on-the-job training reimbursement and employer recruitment support, all at no cost.

This is a dual-audience site serving two groups with almost nothing in common except their location. Job seekers need a clear, fast path to the right service. Employers arrive with a completely different set of questions. Clean navigation and direct, honest content were the priorities. No clutter, no jargon, no unnecessary detours.

Hebron Church of Pittsburgh

hebronchurchpittsburgh.org

Hebron is a multi-service faith community in Penn Hills, Pennsylvania, ten miles east of Pittsburgh. They run two Sunday services, multiple ministry groups, children's programming, and an active community engagement calendar.

This project is here because the communication challenges are close to what Community Giving Foundation has described. The site needed to serve both longtime congregants who know exactly what they're looking for and first-time visitors who need to understand what Hebron is before they decide whether to walk through the door. I built newsletter integration, a livestream and sermon archive, a ministry directory the internal team can manage themselves, and a Plan Your Visit flow designed to lower the friction of showing up for the first time.

The newsletter signup, social integration, multi-audience navigation, and self-managed content updates you've described in your RFP are all things I've solved here.

SECTION 8

Investment

Project Components

Component	Description	Investment
Custom Website Design and Development	Full custom build including information architecture, visual design, content tagging system, dynamic homepage sections, restructured navigation with persistent "My Fund" header login and Donate CTA, social and newsletter integration, on-page SEO, Google Search Console setup, accessibility to WCAG 2.1 AA throughout, QA and cross-device testing, CMS training, and a plain-language site guide for your team	\$10,500
Content and Copywriting	Full website copy written in your brand voice, SEO optimized, covering all core pages. Estimated at 20 or more pages including framework pages, program and affiliate pages, about, history, grant and scholarship landing pages, and initial story and news templates. You retain full editorial authority and final approval on everything.	\$3,000
SEO Foundation	Keyword research aligned to your audience segments and mission, meta data implementation across all pages, internal linking structure, and a 30-day post-launch Search Console monitoring report	\$1,200
Photography and Video Direction	Guidance on authentic imagery priorities, creative direction notes for any photo or video sessions, and sourcing of up to five vetted local creative professionals through portfolio review and direct outreach	\$1,500

Totals Summary

Design and Development Only	\$10,500
With Content and Copywriting	\$13,500
With SEO Foundation	\$14,700
Full Package	\$16,200

Hosting and Maintenance

Service	Description	Monthly
Managed Hosting and Maintenance	Your site on a HoneyQuill-managed server, limited to 12 clients per server, with plugin updates, security monitoring, backups, and uptime monitoring included	\$199

Optional Ongoing Support

Plan	What's Included	Monthly
Essential	Hosting and maintenance, up to 2 hours of content updates, one SEO-optimized article written and published, and monthly reporting	\$499
Growth	Everything in Essential plus 4 hours of content updates, 2 SEO articles, social media support, and email campaign management	\$899

Optional Digital Presence

Service	Description	Monthly
Google Business Profile Management	Weekly posts, review replies, monthly reporting, and ongoing profile optimization	\$349
Reputation Management	Automated review collection, branded review landing page, website widgets, and reply assistance	\$199

SECTION 9

References

Dr. Bryan K. Williams

Founder, B. Williams Enterprise, LLC

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Dr. Bryan K. Williams is a keynote speaker, consultant, and six-time published author recognized internationally as an authority on service excellence and organizational leadership. His client work spans more than 20 industries on every continent, including healthcare systems, luxury hotel brands, and global corporations. He is a former Global Corporate Director of Training and Organizational Effectiveness at The Ritz-Carlton Hotel Company and the founder of the BW Leadership Academy, the STRONG Leader Institute, and the Manager Skills Workshop.

Bryan has been a client since 2008, first through Mediastead and continuing through the launch of HoneyQuill in 2013. He can speak to the quality of the work, what it looks like to work with me over a long engagement, and what it means to trust someone with the digital face of a personal brand that carries real weight in his field.

Michelle Bisbing

President, Pocono Mountains Economic Development Corporation

mbisbing@pmedc.com · (570) 839-1992

Michelle leads PMEDC, a county-wide nonprofit driving economic development in Monroe County since the 1950s. She has been a client since 2018, a relationship that has grown to include the Career Ready Monroe site and a full redesign of pmedc.com completed in 2025. At PMEDC's 2025 annual meeting, Michelle presented the new site to more than 60 local leaders as a centerpiece of the organization's impact that year.

Michelle can speak to what it's like to work with me on a complex, multi-audience nonprofit site across multiple projects and several years. Given that PMEDC's profile is the closest analog in my portfolio to Community Giving Foundation, she is well-positioned to answer the questions that matter most to you.

SECTION 10

Closing

Community Giving Foundation has spent 25 years building something real in the Central Susquehanna region. From a single-purpose health conversion foundation to a \$100 million endowment. From one county to five and a half. From Berwick Health and Wellness Foundation to a name that captures what you've actually become: a foundation built on community giving, in every direction that phrase can point.

That story deserves a website worthy of it.

What I'm offering is not a vendor relationship. It's a working partnership with someone who will learn your organization the way a good writer learns their subject: with patience, with questions, and with the intention of getting it right. Someone who thinks first about story, then builds the design, the architecture, and the content systems to carry that story to every person who finds you online.

If that sounds like what you're looking for, I'd love to be a part of this next chapter.

Michael Rapino

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