

StudioGood

We are embarking on an exciting upgrade for the Foundation. I have recently partnered us up with StudioGood to help in the following areas:

Phase 1 :: Branding: Develop a new logo & brand style guide.

Phase 2 :: Website Redesign: Design and develop a responsive website with updated creative design on the WordPress platform.

Phase 3 :: Social Media Strategy: Create a social media strategy with posting guidelines and best practices.

We will be needed for consulting at times as you have experienced already. More items to come will be:

StudioGood and AHVMF will collaborate on an outline of site requirements.

StudioGood and AHVMF will review the content inventory to ensure alignment.

StudioGood will collaborate with AHVMF to identify highest-value digital content and recommend strategies to leverage content to effectively drive online participation.

The timeline for this project that has already started as of the end of February is 12 weeks and looks like this:

- . Phase I: Scoping, Discovery and Planning  
Estimated duration 2-3 weeks: (Complete)
- Phase II: Creative Design

Estimated duration 4 weeks: (Current phase)

Phase III: Production

Estimated duration 4 - 6 weeks:

Phase IV: Testing, Quality Assurance and Launch

Estimated duration 2 weeks:

The next step is to review their concept/design presentation that is scheduled to be completed by 3/23. I am currently scheduling that phone conversation for review.

Thank you for your feedback as we go. This will be so important to our outreach. I have been working with Nancy to ensure that we are satisfied with the process and changes to come.