

Website Reboot Brief

Wisconsin Waterfowl Association

Company Name:

Wisconsin Waterfowl Association

Contact's Name:

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Contact's Position:

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<https://www.wisducks.org/>

1. Company Profile
 - a. <https://www.wisducks.org/who-is-wwa/>
 - i. [Mission](#)
 - ii. [Vision](#)
2. Problem Statement
 - a. What does WWA like about the existing site?
 - i. The current site is a great repository for historical information. It provides separations between user access (volunteers, staff, and board members). The current staff is familiar with the product.
 - b. What is WWA struggling with – what is the current site missing?
 - i. The current navigation is extremely outdated and cumbersome to guild through. The user experience does not welcome and help the user to get where they need to go.
 - c. What business drivers should be addressed?
 - i. Habitat restoration, education, and legislation & Regulation
 - ii. Supporting the business financial needs. The site needs to include easy to access sales process for donations, subscriptions, merchandise, and services.
 - iii. Provide a fresh, attractive, easy-to-navigate that engages the viewer.
 - iv. The site needs to be sustainable and extendable for additional program initiatives that WWA supports (WHEXPO, Waterfowl Academy – R3).

Business Driver:

Wisconsin Waterfowl Association (WWA) faces several critical business drivers that require strategic attention and initiative-taking measures:

1. **Habitat Restoration, Education, and Advocacy:** WWA's core mission revolves around the restoration and conservation of Wisconsin's waterfowl and wetland resources. To effectively address this driver, WWA must prioritize initiatives aimed at habitat restoration, environmental education, and advocacy for policies that protect these vital ecosystems.
2. **Financial Sustainability:** Ensuring the organization's financial stability is paramount to its long-term success. WWA relies on donations, subscriptions, merchandise sales, and service offerings to fund its operations and support its conservation efforts. Streamlining the sales process and enhancing user experience on the website are essential to maximizing revenue generation and sustaining WWA's mission-driven activities.
3. **Engagement and Outreach:** To fulfill its mission effectively, WWA must engage and inspire its audience to become active participants in conservation efforts. A fresh, attractive, and easy-to-navigate website will serve as a powerful tool for engaging

visitors, educating them about WWA's initiatives, and encouraging them to take action in support of waterfowl conservation.

By strategically addressing these business drivers, WWA can strengthen its impact, broaden its reach, and ensure the long-term sustainability of its conservation efforts.

4. **Program Expansion and Adaptation:** WWA continually evolves to address emerging challenges and opportunities in waterfowl conservation. The organization supports various programs such as WHEXPO and Waterfowl Academy – R3, which require a flexible and scalable website infrastructure to accommodate future program expansions and adaptations.

Wisconsin Waterfowl Association is primed for growth — With a focus on a local audience you're attracting some local traffic, and you're keeping your audience engaged with a monthly newsletter. But while growth is good, fundraising could be much better. Currently most of your fundraising efforts are through local chapter events, raffles, and expansion into WHEXPO but you'd like to attract additional business consumer direct events and providing wetland restoration services.

While you're getting the occasional inquiry, your current website is holding you back. The current design isn't mobile-friendly, and the content has been neglected. A lift in sign-ups of just 10% could bring Wisconsin Waterfowl Association an additional revenue per month or annually in revenue, attracting new partners and positioning your company as a thought leader in the tool industry.

Recommendation:

Based on the problem statement, Wisconsin Waterfowl Association needs to improve its fundraising efforts by attracting additional event driven activities and businesses providing wetland restoration services. However, the current website is holding the organization back as it is not mobile-friendly, and the content has been neglected.

To address this problem, Wisconsin Waterfowl Association could consider the following steps:

1. **Redesign the website:** Prioritize the redesign of the website to ensure it is user-friendly, visually appealing, and mobile-responsive. A modern and intuitive design will enhance user experience, encourage engagement, and facilitate easy navigation for visitors.
2. **Improve website content:** Conduct a comprehensive review and update of website content to ensure accuracy, relevance, and engagement. Highlighting the organization's mission, programs, events, and achievements will attract and retain visitors, fostering a deeper connection with WWA's objectives.
3. **Promote wetland restoration services:** Showcase WWA's wetland restoration services prominently on the website and in marketing materials. By highlighting the organization's

expertise and impact in this area, WWA can attract potential customers, partners, and supporters, thereby expanding its reach and revenue streams.

4. Utilize social media: Leverage social media platforms to amplify WWA's message, engage with the community, and promote events, initiatives, and success stories. Building a strong online presence through platforms like Facebook, and Instagram will broaden WWA's audience reach and foster meaningful interactions with stakeholders.

5. Expand Fundraising Efforts: Explore diverse fundraising opportunities, such as online memberships, crowdfunding campaigns, grant applications, and strategic partnerships. By diversifying its revenue streams and adopting innovative fundraising strategies, WWA can secure sustainable funding to support its mission and initiatives effectively.

Implementing these recommendations will position WWA for sustainable growth, increased visibility, and enhanced community impact, furthering its mission of conserving Wisconsin's waterfowl and wetland resources.

3. Project Goals

- a. Position WWA is the primary destination for Wisconsin waterfowlers information needs.
- b. Achieve a modern website design with a focus on user experience and accessibility.
- c. Implement seamless e-commerce functionality for event tickets, donations, and memberships.
- d. Ensure the website series as a searchable repository for historical data.
- e. Enable multi-tier membership access control and robust analytics.
- f. Improve navigation for desktop and mobile devices.
- g. Enable the integration of third-party website analytics -Google analytics.
- h. Ability to incorporate new / existing offerings (EXPO, Waterfowlers Academy...)

4. Project Overview

- a. Expected delivery includes interactive and responsive website design, mobile optimization, e-commerce integration, SEO configuration, and basic training.
- b. Assumptions include responsibility for additional costs from third-party plugins and hosting services.
- c. Project assumptions
 - i. Any additional costs from 3rd party plugins and hosting services would be the responsibility of WWA.
 - ii. The creator will import and update forward production content and work with WWA on content creation and editing.

5. Design Requirements

- a. Utilize WordPress as a web building platform to ensure sustainability and 3rd party integration.
- b. eCommerce – WooCommerce as a eCommerce shopping platform.
- c. Utilize 3rd party plugins as the web builder and WooCommerce for e-commerce functionality.
- d. Implement plug-ins for all existing and new 3rd party integrations.
 - i. Example: Newsletter – Constant Contact.
- e. Incorporating robust analytics, including Google Analytics.
- f. User experience (UX)
 - i. Prioritize scalability and usability for mobile user experience.
 - ii. Optimized search results.

6. Hosting and Maintenance

- a. Hosting Infrastructure:
 - i. For the Wisconsin Waterfowl Association's new website, we propose a robust hosting infrastructure tailored to meet the demands of modern web technologies and anticipated traffic. Our hosting solution will be scalable, secure, and optimized for performance, ensuring seamless user experience and reliability.
- b. Features of the Hosting Solution:
 - i. Scalability: hosting infrastructure will be designed to scale effortlessly as your website grows, accommodating increases in traffic, content, and functionality without compromising performance.
 - ii. Security: We prioritize the security of your website and data. Our hosting environment will include robust security measures such as regular security updates, SSL encryption, firewall protection, and DDoS mitigation to safeguard against potential threats.
 - iii. Performance Optimization: We will implement performance optimization techniques including caching mechanisms, content delivery networks (CDNs), and server-side optimizations to ensure fast page load times and optimal website performance across devices and platforms.
 - iv. Redundancy and Backup: To minimize downtime and data loss, we will implement redundancy measures and automated backups. In the event of hardware failures or unforeseen issues, redundant systems will seamlessly take over, and regular backups will ensure that your data is always safe and recoverable.
- c. Our Support and Maintenance Services Include:
 - i. Technical Support: We provide dedicated technical support to address your queries, troubleshoot issues, and provide guidance on website management and functionality.
 - ii. Regular Updates and Maintenance: We will perform regular updates to the website's core software, plugins, and themes to ensure compatibility,

security, and optimal performance. Our team will also conduct routine maintenance tasks such as database optimization, code audits, and performance tuning.

- iii. **Emergency Support:** In the event of critical issues or emergencies, our team is available to provide immediate assistance and resolution, minimizing downtime and disruptions to your website's operations.
- iv. **Training and Documentation:** We offer training sessions and comprehensive documentation to empower your team to manage and update the website effectively, ensuring that you have full control over your online presence.

7. Project Deliverables and estimated duration

Please note that dates are estimated and dependent upon us receiving all needed materials for each component.

Detailed breakdown of project deliverables and estimated timeline provided.

Timeline structured around discovery, design, content development, review, build-out, training and launch phases.

| Deliverable | Number of days |
|---|-----------------------|
| Discovery and strategy | 2 Days |
| Wireframe design | 2 days |
| Content development for landing page and 6 main level pages | 5 days |
| Content development for 15 child-level level pages | 5 days |
| Review and approval of 15 child-level level pages content by client | 1 days |
| Website build out and testing | 5 days |
| Revisions after client review | 5 days |

Client site training

1 day

Site launch

1 day

8. Outline of the current user persona:

Draft outline of user personas provided, including external visitors, members, potential volunteers, shoppers, donors, projects, education seekers and advocates.

| Who | What | Why |
|-------------------------------------|---|--|
| External - Visitors | To understand who we are, what we do; What's happening that they may engage in; | What is WWA about, contact with interests (including volunteer); become members, purchase merch, enter raffles, go to event |
| External - Members | Latest information on WWA; event information; get involved; extend their membership; | |
| External – potential Volunteers | Types of volunteer activities; How to get involved; recognizing current vol activity; information needed to hold event; help from WWA | See their efforts recognized; get involved; scope other vol's efforts; Find relevant info to make their vol efforts easier or more productive; |
| External – Shoppers (Merch, Events) | Purchase raffle tix; Event tix; merchandise | Support WWA; Win merchandise thru raffles; nut WWA-logo's merch |
| External - Donors | Value proposition: ways to donate; personal contact; financial / 990; annual reports; Strategic view; how to donate | They want to decide if WWA is sufficiently worthwhile investment to explore reaching out to leadership |
| External – Projects | Project information, how to get involved; project application; contact information | Want to undertake a project on their property |
| External – Education | Latest news; educational opportunities; get involved as vol | Have interest, opportunity, resources to help with education |

| | | |
|---------------------|---|--|
| External – Advocacy | Latest news; get involved as vol | |
| Internal – staff | Information or documents i.e., might need to regularly access (i.e., manual) | Policy information, i.e., practices; file system(?) |
| Internal – Board | Relevant board information – upcoming board meetings, information that has some longevity (policies; budgets; letterhead, etc.) | One-stop shop for informing board activities |
| Internal - Chapters | Forms for holding/closing out event; resources for activities | See their efforts recognized; get involved; scope other vol’s efforts; Find relevant info to make their vol efforts easier or more productive; |

9. Actions prior to creating design and navigation:

Proposed actions include a comprehensive evaluation of the current site’s performance, user behavior analysis, and prioritization of site elements based on importance and user needs.

a. Current sites evaluation

- i. What are people looking at?
- ii. How long are they on the site?
- iii. How long are they on specific sections?
- iv. Who is looking at your site?
- v. What demographics and geographics are using it?
- vi. Does this meet your social media audience as well as your volunteers?
- vii. Of your membership mix does your site address them?
- viii. How do the current users get to the website?

b. Prioritize Site

- i. What are the most important things WWA wants to communicate?
 - Brand Awareness -who we are and what we do.
 - Education, habitat, sponsors....
 - This will drive the layout and navigation.
- ii. Lower-level items will list low.
- iii. Name what drops off!

10. Terms

- a. Payment structure: 50% upfront, 50% after the final round of debugging and tweaking.

- b. Resources needed for the design, such as fonts, stock photos, and icons, are not included in the prices above. Those will be paid for by the client, and the right to use them shall be theirs.
 - c. Additional work for components that appear in the scope of work will be charged per hour (e.g., beyond the number of revisions described).
 - d. New components that are not described in the scope of work will be assessed in a new estimate.
 - e. Usage rights: After the work is completed and payment has been received, the client will own the rights to the design.
 - f. In the case of project cancellation after the work has started, the client will pay for the relative part of the work.
11. Maintenance - support fees
- a. Support is based on an hourly rate of \$85.00 An annual budget of 10 hours of work would ensure the site is kept up to date for software, plugins, and minor site updates.
12. Quote for work:
- a. The above work is estimated at \$8,500 for the proposed project, intended for Wisconsin Waterfowl Association.
13. Team and Qualifications
- a. [Shawn Gibbons and Connie Markham](#), co-owners of [Swift Waters Marketing Agency](#), have a combined 8 years of experience in digital marketing and website creation. Shawn spent 30 years in Fortune 500 companies (G.E., Philips, Agfa, etc.), spearheading new business global projects. Connie spent 15 years in outdoor industry retail (Gander Mountain). Both being outdoor enthusiasts, they created Swift Waters Marketing Agency to make a direct positive impact on small businesses in the outdoor industry.
 - b. [JJ Page](#) – Technical guru. JJ has been building websites for over 22 years and has been working with Swift Waters since the start of its digital marketing journey 8 years ago. JJ is the owner of Atomic Coffee Media and has a very deep customer base.
14. Contact points:
- a. The following are current sites that Swift Waters has built and implemented. All of which are in the waterfowl industry:
 - i. Swift Waters project / partners list
 - [Full project list](#)
 - [The REAL DeCOY](#) – Web site, social media, Paid ad placement, newsletters and eCommerce site
 - a. Steve Strum - steve@foldemgear.com
 - [CamoSystems](#) – eCommerce and social media, Paid ad placement
 - Eric Christman - echristman@camounlimited.com
 - [Waterfowl Hunters EXPO](#) – Website, social media, newsletters, print ad,
 - a. Bruce Ross - bross@wisducks.org
 - ii. Atomic Coffee project / partners list
 - [Full project list](#)

We are thrilled to present this comprehensive proposal for the redevelopment of the Wisconsin Waterfowl Association's website. Our team is committed to delivering a modern, visually appealing, and highly functional website that aligns with your organization's goals and aspirations.

With our expertise in web design, development, and digital strategy, we are confident in our ability to create a dynamic online platform that not only showcases the Wisconsin Waterfowl Association's mission, programs, and initiatives but also engages and inspires your audience to support your cause.

From the initial discovery phase to the final launch and beyond, we are dedicated to partnering with you every step of the way, ensuring that your vision is realized. With our collaborative approach, transparent communication, and unwavering commitment to excellence, we aim to establish a long-term partnership built on trust, integrity, and mutual success.

Thank you for considering our proposal. We are excited about the opportunity to work together and make a meaningful impact in advancing the Wisconsin Waterfowl Association's mission in the digital space.

We look forward to the possibility of collaborating with you and bringing your vision to life.