

Proposal and Statement of Work (SOW)

Date

Client

Job Name

Requested by

From Madeleine Burton

Summary

[Project, individual, or organization], supported by [individual or organization], is seeking to create a website that [goals for the project].

Project scope

[Organization or individual] is seeking to create a Wordpress website divided into [x] sections. [Details about the contents of the website]. The deliverables involved in this project include:

[Project] Visual Identity

- Visual design of elements that inform a front-end design system
- Accessibility testing of color palette and accessible font choices

Custom Wordpress Theme

- A custom wordpress theme that utilizes Advanced Custom Fields to create a modular site that can be expanded with additional content for the [Organization or Individual] to easily administer following the completion of development
- Features such as accessibility considerations, responsiveness to different sized devices, [other requested features] will be incorporated into the site to best serve the intended audience's needs

The website's scope will be based on requirements gathered. The living document below will capture and maintain project management tools for the project as a whole as well as features and priorities for the website in the database titled [database title]:

[\[link to shared project management dashboard\]](#)

Schedule

Milestone

Date

Effective Date/Kickoff

Site Draft

Final Draft

Launch

Pricing

All costs are based on the scope and assumptions included in this Statement of Work.

Item

Price

Visual Identity and Custom Wordpress Theme

TOTAL

Payment schedule

Date

Amount

[Project Launch Date]

[Project Completion Date]

Key assumptions

This agreement is based on the following assumptions.

Pause clause

If any deliverable including assets, turnarounds, approvals, payments, or sign-off is more than [five] business days late, I'll put the project on hold and restart it as soon as the deliverable is received— based on my schedule and availability.

Mystery voices

All stakeholders who want to have a say in project direction need to be disclosed from the beginning of the project. If any new voices are added to the project, I'll re-evaluate the scope and provide an estimate for any additional time and budget required. This is to protect the project from the impact of additional voices that increase scope and to ensure all stakeholders are aligned on project goals.

Mimic clause

If any deliverable including assets, turnarounds, approvals or sign-off is delayed, all future agreed upon deliverable dates will be extended by the same length (e.g., design approval is delayed by two days beyond the expected timeline, the project launch date will be extended by two days)If the project launch date is non-negotiable, an increased fee will apply in order to meet the timeline.

Acceptance

The client verifies that the terms of this Statement of Work are acceptable. The parties hereto are each acting with proper authority by their respective companies.

[Organization or Individual]

Client

Full name

Full name

Title

Designated signature

Designated signature

Date

Date