

WEBSITE REFRESH PROPOSAL

# Cool Kids Campaign

A modern home for the coolest kids fighting cancer.

[coolkidscampaign.org](http://coolkidscampaign.org)

PREPARED FOR  
Cool Kids Campaign Foundation

PREPARED BY  
Studio Proposal

DATE  
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01 / EXECUTIVE  
SUMMARY

# A website worthy of your mission.

Since 2006, Cool Kids Campaign has improved the quality of life for over 9,300 pediatric oncology patients, survivors and their families. The current site does important work, but its 2022-era design, modal-first homepage, and fragmented navigation make it harder than it should be for families to find help and for donors to give.

This proposal outlines a focused refresh — not a rebuild — that modernizes the visual identity, simplifies the family and donor journeys, and gives your team the tools to keep the site fresh long after launch.

**9,360+**CHILDREN SUPPORTED  
SINCE 2006**216+**FAMILIES HOSTED AT  
FREE VACATION CONDOS**2,160**TUTORING HOURS  
DELIVERED SINCE 2019

## The opportunity

A clearer story, a faster site, and a donation flow that meets people where they are — on a phone, in a hospital waiting room, the moment they decide to help.

02 / WHAT WE  
OBSERVED

# Audit of the current site

We reviewed coolkidscampaign.org across desktop and mobile, against the goals of pediatric oncology nonprofits in the same peer set. The themes below show up consistently.

## Strengths to preserve

- **A powerful mission** told in a single, memorable sentence.
- **Authentic photography** of real Cool Kids and families that should be elevated, not hidden.
- **Clear regional structure** — Maryland, North Carolina, and Tennessee clubhouses, each with its own story.
- **Strong proof points** (9,360 children, 216 families, 2,160 hours) that today are buried below the fold.

## Areas to improve

- **Modal-first homepage:** a CFC pop-up greets every visitor and obscures the hero.
- **Visual identity drift:** two different logos render in the header, button styles vary page-to-page.
- **Navigation overload:** top-level items mix audiences (families, donors, volunteers) without grouping.
- **Donation friction:** the CTA leads to a secondary page rather than an inline, mobile-first flow.
- **Mobile performance:** large unoptimized hero images and WordPress plugin overhead slow first paint.
- **Outdated copyright (©2022) and dated theme** signal to first-time visitors that the org may be inactive.
- **Accessibility gaps:** low-contrast white-on-cream text, missing alt text on hero imagery, small tap targets.
- **SEO basics missing:** generic page titles, no structured data for a 501(c)(3) nonprofit.

### Bottom line

The content is there. The mission is unmistakable. What's missing is a contemporary design system, a clear information architecture, and a donation experience built for 2026.

## 03 / GOALS

# What success looks like

## Help families faster

Any family touched by a pediatric cancer diagnosis can find their nearest Clubhouse and the right program in under 30 seconds.

## Convert more first-time donors

A mobile donation flow that completes in under 60 seconds, with one-tap recurring giving and Apple/Google Pay.

## Tell the stories better

Move from a wall of links to a magazine-style home with featured kids, family testimonials, and clubhouse highlights.

## Empower the team

A modern CMS so staff can publish events, blog posts, and clubhouse updates without developer help.

## Earn trust at a glance

A polished, accessible, fast site that signals the same care your programs deliver in person.

04 / SCOPE

# What we'll deliver

Workstream	Included
Brand & Design System	Refreshed color palette, typography scale, button & form components, photo treatment, iconography.
Information Architecture	Sitemap, navigation model, audience-based entry points (Families, Donors, Volunteers, Press), URL &...
Page Templates (≈ 12)	Home, Mission/About, each Clubhouse (3), Programs, Become a Cool Kids Family, Donate, Events, N...
Donation Experience	Embedded donation flow with one-time and recurring options, Apple Pay / Google Pay, tribute gifts, an...
CMS Build	Modern headless CMS (Sanity or WordPress with a refreshed block editor) with role-based access for...
Content Migration	Migration of existing pages, blog posts, and media library; image re-cropping and alt-text pass.
Accessibility & SEO	WCAG 2.2 AA conformance, page-level metadata, OpenGraph images, JSON-LD for nonprofit + even...
Analytics	GA4 setup, donation-funnel events, Meta Pixel, dashboard for monthly review.
QA, Launch & Training	Cross-browser/device QA, staging review cycles, DNS cutover, two 90-min training sessions, 30-day p...

## Out of scope (this engagement)

Custom video production, paid media buying, donor CRM migration, and event ticketing platform selection. We're happy to scope these as follow-on phases.

## 05 / EXPERIENCE

# Two journeys, designed end-to-end

## A family looking for help

- Lands on a hero that names the moment: *Just diagnosed? Start here.*
- One click to their state — Maryland, North Carolina, or Tennessee Clubhouse.
- Sees a real family from that clubhouse, programs available, and a 2-tap intake form.
- Receives an automated welcome email with their clubhouse coordinator's name and number.

## A first-time donor

- Lands on a story-led homepage that proves impact in under 5 seconds.
- Sees a sticky **Donate** CTA that opens an inline modal — never a new tab, never a new page.
- Picks \$25 / \$50 / \$100 / custom, toggles monthly, pays with Apple Pay in two taps.
- Receives a thank-you screen with the option to dedicate the gift in honor of a Cool Kid.
- Federal employees see CFC code **84611** contextually, without a homepage pop-up blocking everyone else.

### Design principles

Warm, not clinical. Optimistic, not saccharine. Photography of real kids, generous whitespace, purple-and-green identity carried with intent — not by accident.

## 06 / TIMELINE

# 10-week plan

Phase	Weeks	Key deliverables
Discovery & IA	1 – 2	Stakeholder interviews, content audit, sitemap, audience flows.
Design system & key pages	3 – 5	Brand refresh, Home + Donate + Clubhouse templates in Figma.
Build & CMS	5 – 8	Component library, all templates implemented, CMS configured.
Content & QA	8 – 9	Migration, accessibility audit, performance tuning, staging review.
Launch & training	10	DNS cutover, team training, 30-day support window begins.

# Investment

Item	Investment
Discovery, design, build, launch (fixed fee)	<b>\$48,000</b>
CMS license & hosting (annual, est.)	<b>\$1,800 / year</b>
Optional: monthly care plan (updates, security, analytics review)	<b>\$950 / month</b>

We offer a 15% nonprofit discount on the fixed-fee build, already reflected above. 50% due at kickoff, 25% at design approval, 25% at launch.

## 07 / NEXT STEPS

# Let's give the Cool Kids a site as remarkable as they are.

If this direction resonates, the next step is a 45-minute working session with the Cool Kids leadership team to confirm priorities, content owners, and target launch window. From there, we can countersign and start Discovery within two weeks.

1. Review this proposal internally and flag anything you'd like adjusted in scope, timeline, or budget.
2. Schedule the 45-minute kickoff call (we'll send three options).
3. Sign the statement of work; we begin Discovery the following Monday.

**Ready when you are.**

hello@studio.example  
+1 (555) 010-2026