

PARA Website/Branding Proposal

Purpose: As technology platforms have changed, it's time for the PARA website and technology platform to take a step forward as well. The committee of Erik Backland, Rudi Riet, Carrie Scheetz and TJ Greenier met to discuss a structured approach to modernizing the PARA technology platform.

The group is proposing the following:

- **PARA needs an email platform and document storage solution.** Google Workspaces offers a free non-profit tier that provides email, document storage, as well as other Google services benefits. Additionally Google is a known and secure platform. The following link provides an overview of the benefits and we recommend the free tier for PARA: <https://www.google.com/nonprofits/workspace/compare/>
- **The website hosting platform needs an upgrade.** The team recommends migrating the website platform to a Wordpress based site, leveraging a reputable hosting platform such as GoDaddy or Dreamhost. The group requests a budget of: \$350 annually.
- **New logo and branding guide.** The group discussed refreshing the PARA logo to a modern design, one that incorporates the PA history and culture. We will work with a graphic designer or design platform to get a logo that is web and mobile friendly, and can be easily incorporated in PARA branded gear (i.e. state team sweatshirts, tshirts, series bibs, etc). The team recommends a one time budget of up to \$3000 for rebranding.

Key questions that came from our meeting and to support this initiative:

- Who currently manages the paracing.org domain? Is it godaddy?
- When does our current hosting agreement end?

Currently PARA is paying ~\$1000 annually to host the PARA website. Our team is suggesting a \$3350 budget to revamp the website, modernize our communication technology platform with Google and update our PARA logo and branding guide. While slightly higher than our current annual budget, this modernization will result in a reduced overall cost to the organization for future years.