

01 / THE NEXT CHAPTER

A bigger stage. A clearer story.

A website that makes Masterwork's programs easier to discover, its impact easier to support, and everyday publishing manageable for two part-time staff.



FJK Dance / Unforbidden Colors

Programs

Help artists compare awards, understand eligibility, and find the next step.

Giving

Put people and impact before the donation request, then connect to the approved giving service.

Publishing

Give staff guided fields, previews, and reusable templates instead of layout work.

\$5,000 fixed fee · Six weeks · Up to 10 core pages/templates

30-day defect support after launch. Third-party and recurring fees excluded.

02 / WHAT MASTERWORK RECEIVES

One scope. A complete handoff.

Fixed-fee production scope, subject to the approved sitemap and integration configuration.

Strategy & design

Audience journeys, sitemap, content model, responsive visual system, and two consolidated visual revision rounds.

Ten core page patterns

Home; About; Awards overview; Award detail; A Life in the Arts; Interview detail; News & stories; Story detail; Support; Protected board landing. Shared award templates serve Premier, Community Arts, and Emerging Artist awards. Final sitemap agreed in week one.

Publishing & connections

Payload CMS editing; one Aplos-connected giving path; one Mailchimp form replacing Wix signup; YouTube embeds; approved Facebook and Instagram feed connections; protected board access linked to existing Google Drive permissions.

Priority migration

Up to 15 priority Blogger posts, source attribution, URL mapping, and redirects where the source platform permits. Remaining archive migration is documented for staff or separately scoped. Masterwork helps prioritize and supply content.

Quality, training & ownership

Responsive device checks, WCAG 2.2 AA target, performance and link review, staff training, administrator documentation, and 30 days of defect support. Masterwork controls its accounts and content; approved custom deliverables transfer after final payment.

03 / RECOMMENDED APPROACH

A custom website. A familiar editorial routine.

Recommendation

We recommend a custom React website paired with Payload CMS. Structured forms give staff control of content while reusable templates protect Masterwork's design. This is the proposed production architecture; the public concept is not a deployed CMS.

Why this fits a small staff

Awards, interviews, stories, and announcements have different publishing needs. A structured CMS makes those needs explicit, supports drafts and previews, and avoids asking two part-time staff to design pages every time they publish.

Hosting and long-term care

Masterwork owns the hosting and administrator accounts. We configure a compatible Node hosting environment, database, media storage, backups, and role-based access. Hosting and third-party service costs are reviewed and approved before commitment; recurring maintenance beyond the 30-day defect period is not included.

Prove independence before handoff

Before handoff, staff will update an award deadline, publish a story, change a homepage feature, and expire an announcement using the editor. We provide training and a concise administrator guide.

Concept versus production

The working public concept demonstrates art direction, navigation, program storytelling, and responsive interactions. It does not claim connected donation processing, a live CMS, subscriber collection, social feeds, or a secured board portal. Those are production deliverables, tested before launch.

EXPLORE THE WORKING EXPERIENCES

[Compare awards](#)

[Watch an interview](#)

[Try a staff update](#)

[Explore giving](#)

04 / RFP RESPONSE

Public experience @ publishing

All 12 technical requirements are mapped. "Included" describes proposed production scope, not completed live functionality.

01 Responsive experience / Visible now

Mobile-first page patterns with fluid type, art-directed media, and touch-safe controls.

02 Intuitive content management / Included

Payload CMS with guided fields for pages, awards, news, interviews, announcements, and calls to action.

03 Flexible homepage feature area / Visible now

A lead story plus two supporting initiatives visible at the same time, with independently editable content.

04 Expanded A Life in the Arts / Visible now

A dedicated editorial collection with interview pages, video, guest context, and related conversations. Approved transcripts can be added during production.

05 Protected board access / After access

A password-protected board landing page with a controlled handoff to the existing Google Drive repository.

Needs: Approved access model and Google Drive permissions.

06 Lightbox and announcement banners / Included

A top-of-page announcement banner and dismissible lightbox, with production controls for dates and frequency.

05 / RFP RESPONSE

Giving, connections & continuity

All 12 technical requirements are mapped. "Included" describes proposed production scope, not completed live functionality.

07 Aplos giving & required payments / Confirm provider

An Aplos-connected giving path with major credit cards, Apple Pay, Google Pay, and Venmo on the acceptance checklist.

OPEN DEPENDENCY: Wallet and Venmo support is not yet verified against Masterwork's account. Confirm provider support and any compatible service/cost in writing before finalizing implementation. No silent substitution.

08 Blogger migration or integration / Included

Migrate up to 15 priority posts, preserve source attribution, and document the path for remaining archives.

09 YouTube and social media / After access

Visual YouTube embeds plus Facebook and Instagram feed connections—not social icons alone—with a graceful fallback if a provider is unavailable.

Needs: Account permissions, media rights, and approval of any provider subscription or API restrictions.

10 Mailchimp forms / After access

Replace the legacy Wix signup with one directly connected Mailchimp form, including accessible validation, confirmation, and consent language.

Needs: Masterwork-owned account access and final consent copy.

11 Current brand with future flexibility / Visible now

Retain Masterwork's identity while introducing durable typography, spacing, photography, and component rules.

12 Four-discipline color hierarchy / Visible now

Use music, dance, theatre, and visual-art colors as wayfinding signals, not competing page themes.

06 / THE DESIGN FACTORY

Senior people. Relevant experience.

An independent, family-led creative agency with 30 years of brand, public-information, and digital experience. Masterwork works directly with the team responsible for delivery.

DFW Urban League / 2026 website release · Community nonprofit

Website, program pathways, mobile participant forms, and staff workflows. For Masterwork: make complex opportunities easier to find and act on, with practical tools behind the scenes. Ongoing support is separate from the released website.

<https://dfwul.org>

St. Luke Community UMC / 2026 website release · Community institution

Website redesign, mobile navigation, calendar and archive pathways, and a staff content editor. For Masterwork: connect a rich institutional story to current activity and routine publishing. Ongoing support continues after release.

<https://slcumc.org>

Additional campaign experience

The broader WeConsiderWA campaign received PRWeek US Awards 2023 Best in Public Sector recognition. TDF led subcontracted creative and digital work; the award is not presented as a sole-agency achievement or a recent website release.

Sederrick Raphiel / Founder & Creative Director

Executive alignment, creative oversight, and final quality accountability.

Ari Raphiel / Lead Designer & Project Director

Principal contact for strategy, audience journeys, content direction, design, and approvals.

Armon Raphiel / Technical Director

Architecture, integrations, accessibility, performance, security, and launch.

07 / DELIVERY & INVESTMENT

Six weeks. Five approval gates.

One delivery plan from the agreed kickoff—not from the proposal submission date.

Week 1 / Confirm the foundation

Kickoff, content inventory, audience priorities, hosting review, measurement baseline, and decision ownership. Approval: Goals, sitemap, content owners, technology direction, and migration priorities.

Week 2 / Set the story system

Information architecture, page briefs, content types, award logic, giving journey, and board-access flow. Approval: Navigation, page responsibilities, content model, and functional requirements.

Week 3 / Design the experience

Responsive visual system, representative pages, editorial patterns, motion rules, and accessibility review. Approval: Visual direction, key templates, components, and content presentation.

Weeks 4–5 / Build and connect

Custom page patterns, guided content tools, approved integrations, priority migration, metadata, and redirects. Approval: Workflows, populated content, integrations, and administrative behavior.

Week 6 / Prove and launch

Device QA, accessibility, performance, link testing, privacy review, training, documentation, and launch. Approval: Production readiness, account ownership, and final handoff.

FIXED PROFESSIONAL FEE / \$5,000

Strategy and information architecture	\$600
Responsive visual system and key-page design	\$1,150
Custom build and guided content tools	\$1,550
Approved integrations and priority migration	\$950
QA, training, launch, and 30-day defect support	\$750

Milestone billing: 40% (\$2,000) at kickoff; 40% (\$2,000) at design-system approval; 20% (\$1,000) at launch approval and handoff.

Access, approved content, one decision lead, and consolidated feedback are needed to keep the six-week plan on track. Delays move dependent dates. Final kickoff and launch dates are agreed after selection.

08 / CLEAR TERMS & NEXT STEPS

Confidence comes from clarity.

Scope and cost boundaries

Hosting, domain, premium platform subscriptions, payment-processing fees, extensive copywriting, new photography or video production, migration above the stated volume, custom application development, travel, and material scope changes are excluded unless approved in writing.

Change control

We confirm requests against the written scope before work begins. If a request changes content volume, integrations, templates, or functionality, we document the effect on fee and schedule and proceed only after written approval.

Ownership and support

Masterwork should own or control its domain, hosting, content administration, Aplos, Mailchimp, Google Drive, analytics, content, and media. After final payment, Masterwork receives the approved custom deliverables and documentation. Third-party software remains subject to its own license. The 30-day period covers defects in the agreed scope; ongoing maintenance and new features are separately agreed.

Before implementation

Confirm all required donation methods and any provider costs. Approve the fixed scope and hosting approach. Name one decision lead. Release approved content and account access, then agree kickoff dates.

RFP dates

Proposal deadline: September 21, 2026. Anticipated selection: October 5, 2026. The deadline is not a website launch date. Final commercial terms are governed by the agreement.

Your direct contact

Ari Raphiel / Lead Designer & Project Director
ari@thedesignfactory.com
<https://masterwork.thedesignfactory.com/proposal>

Official RFP: masterworkarts.blogspot.com / August 17, 2026