Civics Learning Project

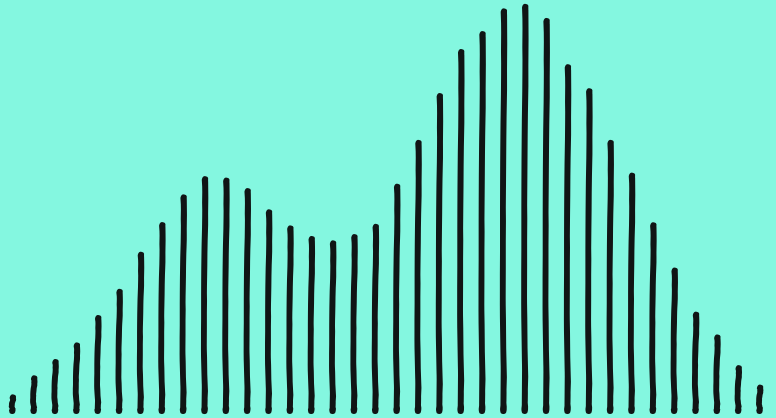
Project *proposal*

Website Design & Development V1.0 · November 2026

Mangrove

Our purpose

We create joyful, equitable, inclusive digital experiences that enable changemakers to do their best work.



We create inclusive websites and future-forward technologies

for organizations driving transformational change.

for nonprofits and foundations strengthening communities.

for educators making learning accessible to all.

for credit unions and community-first finance.

for organizations protecting people and planet.

for fellow B Corps and purpose-driven businesses.

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Executive summary

For 40 years, the Civics Learning Project has worked to prepare Oregon students for active, informed participation in democratic life. With civics now a graduation requirement across the state, the organization is focused on giving teachers the tools to teach it with confidence. The result is a site teachers across Oregon can rely on, and one that helps the Civics Learning Project reach them.

Founded in 2009, Mangrove brings years of research, thought leadership and best practices to digital design and development. We help mission-driven teams bring clarity to complex information, so their websites support focused growth and impact.

CIVICS LEARNING PROJECT

Challenges & opportunities

A searchable home for teaching resources

The Civics Learning Project has a valuable collection of civics resources, but they are hard to access, and the organization has no view of who's using them. A searchable library makes those resources easy to find and use, and opens the door to learning more about the teachers it reaches.

Programs and events, connected

Event registration currently runs on Google Sheets, and how it connects to the organization's CRM is still being worked out. A modular build leaves room for those decisions as they land, so the team can adapt registration, communications, and teaching resources without a rebuild.

A site a lean team can keep up with

The same team that runs the Civics Learning Project's programs is also the one keeping its website current. A flexible build with reusable content blocks lets them make everyday updates quickly, so the site stays current without pulling from the work that matters most.

Our approach

Our approach

Our approach to this project is structured in three phases, all building towards a site that makes the Civics Learning Project's teaching resources searchable and accessible, and gives the team a platform it can keep current on its own.

Discovery maps the current content, defines the teacher hub's structure, and settles how programs and events connect. The build is modular by design, so the site absorbs new programs, a refreshed brand direction, or additional tools as they arrive.

PROJECT PHASES

1. Kickoff, scoping & discovery
2. Design & content creation
3. Development, QA, training & launch

Project phases

1

Kickoff, scoping & discovery

Structured discovery with stakeholders to understand mission, goals, audiences, and challenges. We assess the current content and technical landscape and deliver a Creative Strategy presentation and Project Plan.

CLIENT ROLE

Participate in discovery, provide back-end access, and collaborate through timely feedback and approvals.

2

Design & content creation

Visual direction through moodboards and responsive mockups of key pages. A flexible system of custom content blocks and page templates, with content and messaging shaped alongside the design.

CLIENT ROLE

Provide sample content and collaborate through timely feedback, approvals, and asset procurement.

3

Development, QA, training & launch

A flexible, editable site built on the approved design system with custom blocks, integrations, and analytics. Training and documentation ahead of client QA, followed by launch and a post-launch warranty.

CLIENT ROLE

Provide finalized content, support launch readiness, and participate in QA through timely, consolidated feedback.

Thoughtful execution at every step

Working with Mangrove means a process that is structured, collaborative, and designed to support your team.

CLEAR TIMELINES AND ROLES

Defined responsibilities, regular check-ins, and steady facilitation keep the project moving forward with confidence — no guesswork or chasing updates.

STRATEGIC, NOT JUST TACTICAL

We don't just execute — we help guide decisions, prioritize what matters, and keep the project aligned with your goals.

DESIGNED TO REDUCE YOUR LOAD

From working with content partners to managing feedback and approvals, we structure the work to make participation straightforward and efficient for your team.

PROACTIVE AND RESPONSIVE

We anticipate needs, surface risks early, and stay responsive so nothing stalls or gets stuck.

A partner you can count on

Our team brings deep, focused expertise in their craft, and the experience to know how the pieces fit together.

DISCOVERY, FIRST

We take the time to understand your audiences, content, and how your site works, so we have a clear foundation for everything that follows.

DESIGN WITH DEPTH

Our designers are visual problem-solvers who translate your brand into a flexible digital system that feels intuitive to use and holds up over time.

CONTENT THAT CONNECTS

The storytellers we partner with craft messaging that resonates with real people and works with the ways they find and engage with your site.

TECHNOLOGY, PURPOSEFULLY APPLIED

Our developers are as fluent in strategy as they are in code, so every technical decision serves your goals, not just the build.

A result that performs and evolves

A BACKEND BUILT FOR YOU



Your website backend is intuitive and designed around how you actually work, so updating content is straightforward, not technical.

CUSTOM AND CURATED



Every component is thoughtfully designed to reflect your organization's voice and goals — a cohesive experience that supports your story.

MODULAR FLEXIBILITY THAT LASTS



Reuse, adapt, and expand components over time without starting from scratch — your site grows with you.

SCALABLE, RELIABLE TECHNOLOGY



Modern tools keep your site secure, stable, and ready for what's next — whatever that looks like for your organization.

Project details

Investment options

Tier 1 · Foundation

A complete website built on a discovery and strategic audit, with accessibility and AEO/SEO best practices. Includes content outlines for 6–9 pages and full content integration. Basic password protected teacher area.

$40,000–$45,000

Tier 2 · Extended

Everything in Tier 1, with additional custom post types and content blocks. Includes WCAG Level A at launch and a Base metrics dashboard. Multilingual setup.

$60,000–$70,000

Tier 3 · Robust

Everything in Tier 2, with additional custom post types and content blocks. Includes WCAG Level AA at launch, persistent teacher accounts and a full GEO Audit. Multilingual setup.

$80,000–$85,000

Investment options

	Tier 1 · Foundation	Tier 2 · Extended	Tier 3 · Robust
Timeline	5–7 months	6–8 months	6–8 months
Research and discovery	Discovery and strategic audit	Discovery and strategic audit	Discovery and strategic audit
IA and content	Sitemap and wireframes · Content outlines for 6–9 pages*	Sitemap and wireframes · Content outlines for **9–12 pages***	Sitemap and wireframes · Content outlines for **12–15 pages***
Design and development	4–5 custom post types (CPTs)* and 12–15 content blocks · Full content integration · Site design uses the brand partner's strategy and design direction as a foundation	**6–7 custom post types (CPTs)* and 17–20 content blocks** · Full content integration · **Multilingual setup**	**7–8 custom post types (CPTs)* and 22–25 content blocks** · Full content integration · **Multilingual setup**
Teacher membership	Password protected pages or magic link, no member accounts	Password protected pages or magic link, no member accounts	**Persistent teacher accounts**
Accessibility	Best Practices	**WCAG Level A** at launch	**WCAG Level AA** at launch
SEO, CRO, Analytics	AEO/SEO best practices · GA4 and GTM	AEO/SEO best practices · GA4, GTM, and Base metrics dashboard	AEO/SEO best practices · **Full GEO Audit** · GA4, GTM, and Base metrics dashboard
Training & handoff	User manual & training · 30-day warranty	User manual & training · 30-day warranty	User manual & training · 30-day warranty
Investment	**$40,000–$45,000**	**$60,000–$70,000**	**$80,000–$85,000**

*Final counts confirmed during the technical strategy phase. Copywriting is available as an optional add-on.
Ongoing maintenance is not included. See Ongoing partnership & support; our partner organizations can provide light website maintenance in the $200–$250 per month range.

Project timeline

We estimate approximately 5 to 8 months, depending on the tier, from start to finish. Our estimated timelines are honest and are based on decades of experience: they account for holidays, realistic client preparation and content-creation time, a 2–3 day turnaround for client feedback, and our own working weeks. **If this feels long, let's talk.** We are open to discussing a V1/V2 launch or other creative solutions to uplevel your existing digital presence sooner.

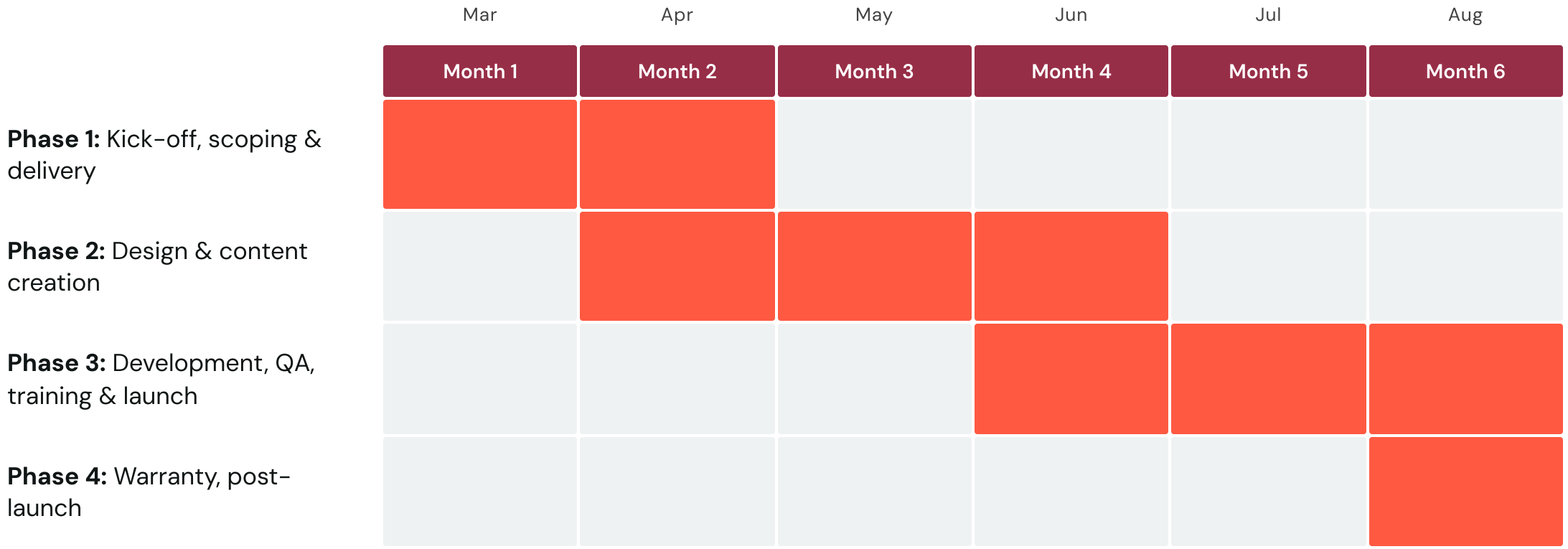
We are currently scheduling new projects in December 2026. We schedule projects on a first-come, first-served basis.

WHEN CAN WE START?

Once your project is fully confirmed, we'll schedule a start date and outline what comes next. We'll continue to refine the timeline together during Phase 1.

The timeline may shift if signing or start is delayed, or if our capacity changes after this proposal.

Sample project timeline



Choosing a tier

How do I choose a tier? Is Tier 1 enough?

We only put forth options that will satisfy the project requirements. Tier 1 is a complete, launch-ready website.

Higher tiers tend to add design depth, a higher accessibility standard and additional features or search scopes. Additional blocks and features can always be added in the future.

If you are unsure which tier fits, let's talk it through.

Are the blocks and content types in each tier enough?

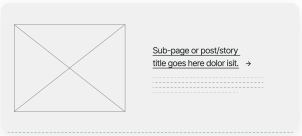
Yes. We size the blocks and content types to the site's content and functionality, so every section has a home. We never put forward a set that would leave the site incomplete.

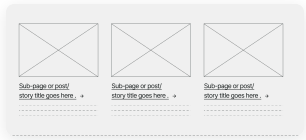
With a smaller set of blocks and post types, some pages or sections will reuse an existing layout vs expanding the design to include new elements. Regardless, the site will absolutely feel like a clear design and infrastructure upgrade.

Using blocks to build pages

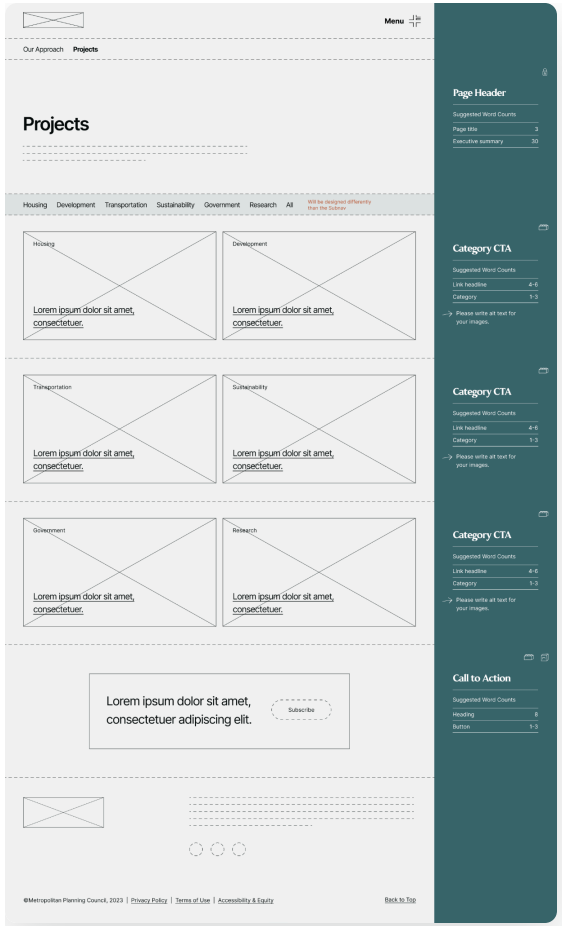
As part of the site architecture deliverables, we recommend block types based on what best fits the site's content and functionality needs. These flexible blocks can be chosen and reordered for any given page.

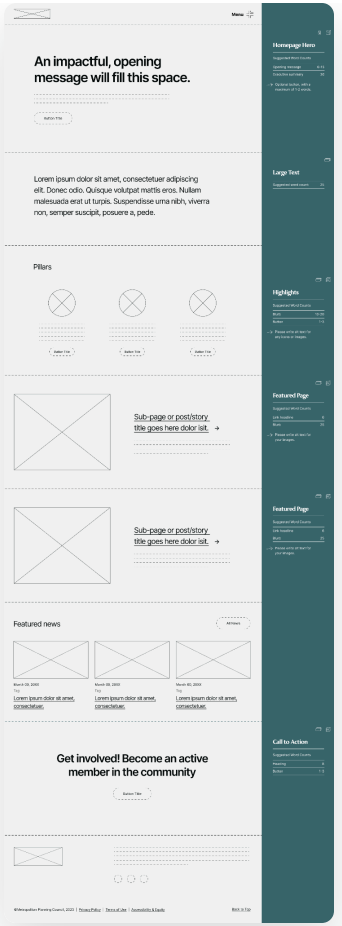
















Pricing option clarification

CONTENT TYPES (CPTS)

Content types, also called custom post types or CPTs, are templates for content that repeats, such as news posts, events, case studies or team members.

Content types typically share a template and a set of custom fields. They can be categorized, tagged, and filtered, and are often displayed across a site as a list, grid, or featured section, each with its own index page as well.

BLOCKS (SECTION LAYOUTS)

Blocks are the page layouts we design once and reuse across the site. Pages are built by stacking blocks, and your team can add new pages the same way.

The number of blocks sets how many distinct layout styles we design, not how many pages the site can hold.

DESIGN REVISIONS

We gather feedback early, at the mood board stage. We then build a homepage mockup from that feedback and refine it through revisions.

Proofs and revision rounds for each tier are listed in the investment options table. The design system and the blocks are built out from the approved homepage.

Pricing option clarification (cont.)

CONTENT MIGRATION

Content volume and migration needs are confirmed during the technical strategy phase, and scope can be adjusted then. We are continually developing new ways to migrate content more effectively.

If additional migration support is needed beyond what's outlined, it can be scoped as an add-on. Our training also supports your team in taking a more hands-on approach, if preferred.

ACCESSIBILITY LEVELS

Every site is built with accessibility best practices. Where WCAG Level A or AA is included, we test and remediate to that level before launch, using a combination of digital tools and optional manual testing.

Post-launch, we offer accessibility compliance monitoring as part of our digital partnerships.

AEO/SEO AUDIT AND IMPLEMENTATION

A comprehensive search audit covering technical structure, content, and AI discoverability. Findings become directives we implement as part of the build.

These audits also include clear direction on what content to create, informed by current search research and your competitive landscape.

For this proposal, a Full GEO Audit is scoped in the investment options and delivered with partner support.

Built into every site

ACCESSIBILITY

We consider accessibility throughout design and development to build best practices into every site.

Good accessibility and good search start in the same place. The clean, well-structured markup that serves a screen reader is the same foundation that search engines and AI answer tools rely on.

GTM/GA + AEO/SEO READINESS

Google Analytics and Google Tag Manager installed and configured to a standard baseline. Custom tracking plans and deeper analytics configuration are available as an added service. We also install and configure an SEO plugin or equivalent tooling.

Our sites are built with clean schema, semantic structure, and search best practices, giving the site a clean technical baseline that any additional search work can build on. At launch we re-index the site and manage redirects and 404s to protect existing rankings.

SECURITY & PRIVACY

Our baseline security protocols meet current ISO 27001 A.9, A.12.4, A.13.1, and GDPR compliance. Our digital partnership tiers add user authentication, firewall & malware protection, activity logging, and SSL.

We make data-privacy recommendations based on your project's requirements (e.g. GDPR and CCPA), including third-party services where appropriate.

WordPress CMS & hosting

WHY WORDPRESS?

A WordPress site is 100% owned and managed by the client, not locked to a proprietary platform. It is open source and highly customizable, with full support for complex content types, API integrations, and tailored editing experiences.

Accessibility can be built directly into the user experience, and conformance to WCAG guidelines can be better controlled.

WEBSITE HOSTING

WordPress is free, but maintaining a site involves hosting, ongoing maintenance, and potential plugin fees.

We typically build on our WPEngine hosting account. We recommend WPEngine and a small handful of other WP-specific hosts for their attention to performance, security and scalability.

Ongoing partnership & support

Mangrove offers ongoing digital partnerships **that help organizations maintain, improve, and evolve their websites over time.** We provide security updates, performance monitoring, and strategic enhancements that compound quarterly.

Through strategic planning, we help you focus on what matters next and deliver meaningful improvements throughout each quarter. **Your website grows stronger and more capable, adapting to your organization's changing needs.** Explore our digital partnership tiers.

THE BENEFIT

Each partnership tier includes proactive stewardship and strategic guidance to optimize performance and support long-term progress.

Your website becomes a dependable asset that evolves alongside your impact.

If none of our partnership tiers suit your needs, our partner organizations offer smaller website management options.

Case studies

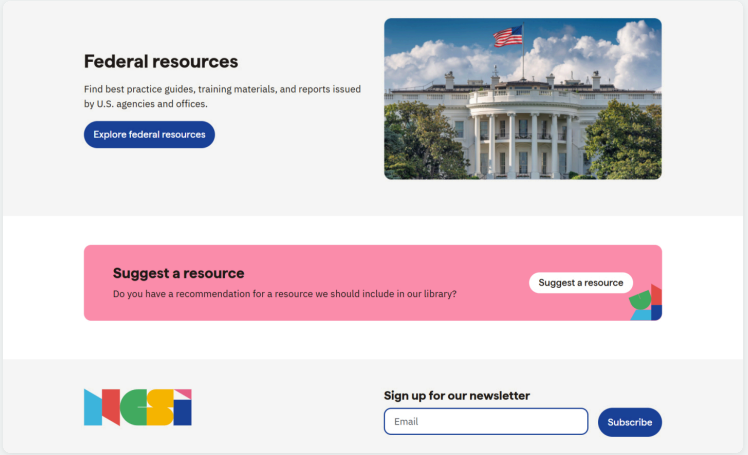
IDENTITY + WEBSITE

Helping every child access a great school

The National Center on School Infrastructure (NCSI), is a federally funded technical assistance center supporting the improvement of U.S. public school facilities. As a new organization, NCSI needed a clear visual identity and a digital platform to share resources, tools, and data with education leaders nationwide. We built an accessible WordPress site with a custom Airtable integration and intuitive Resource Library, giving NCSI a solid digital foundation to share knowledge and strengthen school communities nationwide.

- Custom WordPress Development
- Identity/Branding + Website Design





WEBSITE

Inspiring a city to care for wildlife

The San Francisco Zoo & Gardens is home to more than 2,000 animals across 100 acres of oceanfront gardens, where the public comes to connect with and learn about animals. Having outgrown a site more than a decade old, the Zoo wanted a platform worthy of the keepers, veterinarians and staff who care for them every day. We rebuilt it in WordPress. Cut-out animal photography and custom animation carry the joy and wonder of a day at the Zoo. A wide variety of blocks and content types gives the team an accessible site it can manage with ease.

- Custom WordPress development
- Accessibility (WCAG AA)
- Custom animations and photography treatment





TESTIMONIAL

"Working with Mangrove on our website redesign and launch was effortless. Their up-front research on our organization and competitive set led to a strategy that was data driven yet artful in design. They owned the process from inception to activation, educating our team along the way so we felt confident with every decision.

Communication was frequent and professional, as if they were fully integrated into our team. It was an A+ experience."

Paulo Vergara
Executive Vice President of Marketing and Visitor Experience
San Francisco Zoo & Gardens



WEBSITE

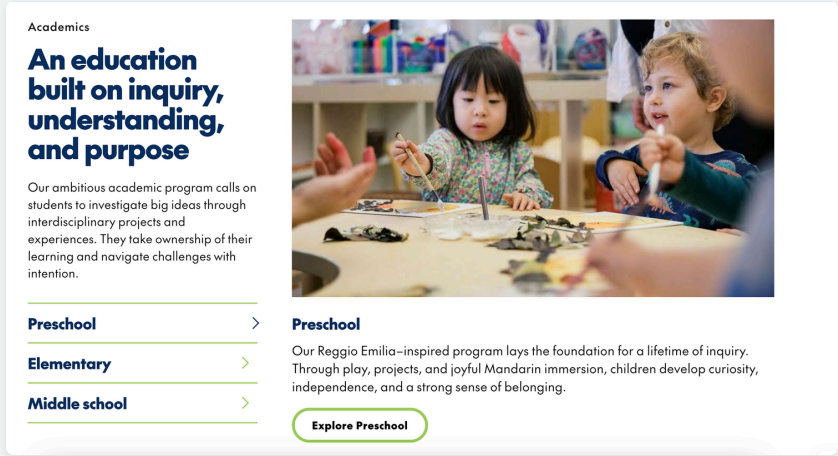
PRESIDIO KNOLLS SCHOOL 普利西学校

Turning deep, joyful learning into intellectual, emotional, and cultural fluency

Presidio Knolls School is a K–8 school in San Francisco built around progressive education and deep Mandarin immersion. We moved their site from Squarespace to custom WordPress, rebuilt the navigation so families can find the Curriculum Guide, Admissions Brochure, and School Calendar, and built custom blocks that support their bilingual content. We also adapted PKS's brand colors, especially their green, to meet WCAG Level A accessibility standards. The site gives PKS a modern, welcoming home that reflects its mission and ethos.

- Custom WordPress development
- Website design
- Content strategy
- Accessibility (WCAG Level A)



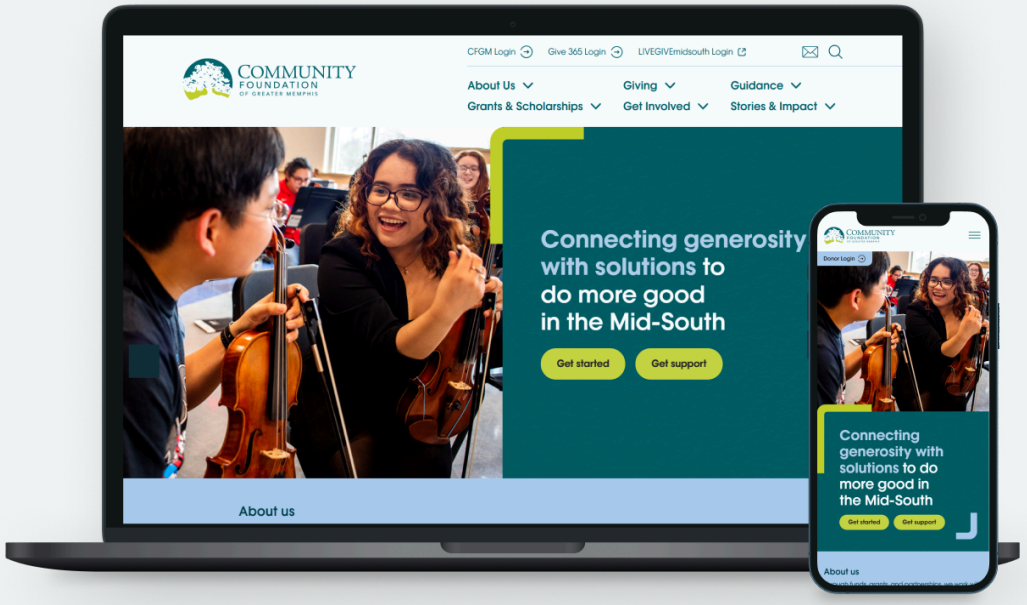


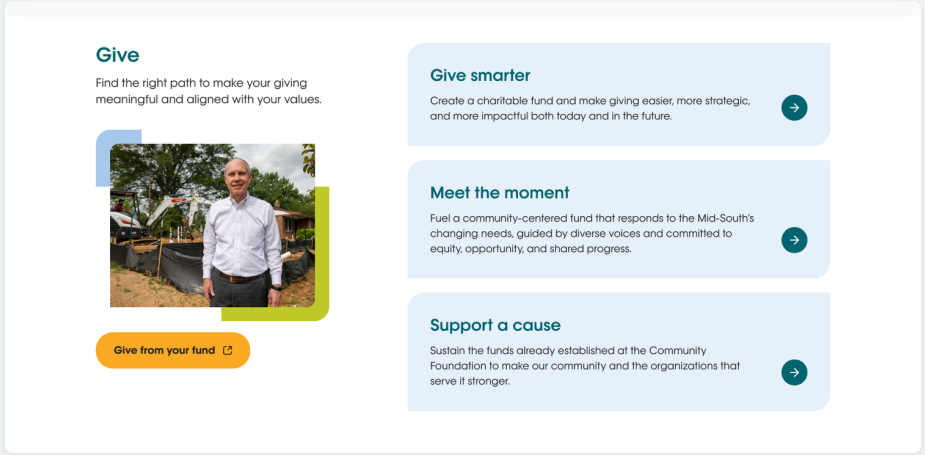
WEBSITE

Uniting a community of givers across the Mid-South

The Community Foundation of Greater Memphis, a philanthropic hub connecting donors, nonprofits, and community partners across three states, needed a cohesive digital home to match the breadth of their work. With content scattered across three separate sites, they wanted a unified platform that could serve distinct audiences while making it easy for everyone to find what they needed. We rebuilt their site on WordPress, consolidating three sites into one, and developed a custom nonprofit directory, connected grants database, and purpose-built member portal — all designed and built to WCAG Level AA standards.

- Custom WordPress development
- Website design
- Accessibility (WCAG AA)
- Content strategy





TESTIMONIAL

"It was such a pleasure working with the Mangrove team to bring our new website to life. They embraced our vision — and the need to inform and inspire diverse audiences — and offered creative, solutions-oriented ideas for our stakeholders and community.

Simple to manage yet incredibly robust, the site is full of tools and resources for donors and grantseekers alike. I truly believe its content and ease of use will drive increased philanthropy in our community."

Julia McDonald
VP of Marketing & Communications
Community Foundation of Greater Memphis



References

Paulo Vergara, Exec. VP of Marketing and Development, SF Zoo
Project type: Website / Email: PauloV@sfzoo.org · 415.753.7286

Wil Kristin, Senior Director, Strategic Communications, Beneficial State Foundation
Project type: Website / Email: wkristin@beneficialstate.org · 857.919.9855

Jill Hollosi, Marketing Programs and Brand Manager, Assiniboine Credit Union
Project type: Website / Email: JHollosi@acu.ca

Ericka Taylor, Co-Executive Director, Americans for Financial Reform
Project type: Website / Email: ericka@ourfinancialsecurity.org

Mary DeNardo, Director of Communications, Prospect Sierra
Project type: Website / Email: mdenardo@prospectsierra.org

Conor Curtis, Head of Communications, Sierra Club Canada
Project type: Website / Email: conorc@sierraclub.ca

WANT A CLOSER LOOK?

Visit our website to explore more of our work, expertise, and approach to building websites that last.

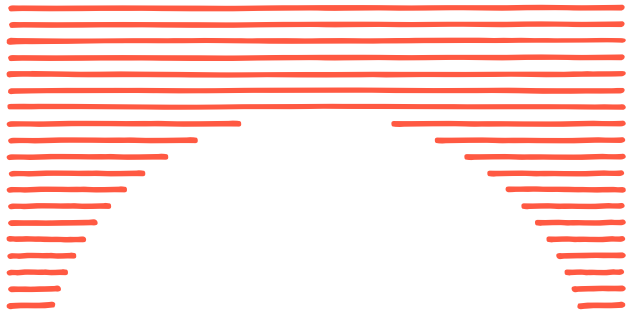
About Mangrove

Mangrove is a woman-owned website design and development company with a diverse and talented team distributed around the globe. We are headquartered in California with team members in Canada, Europe and South America.

As a Certified B Corp, we are committed to meeting the highest standards of social and environmental impact. We are also a certified Women's Business Enterprise (WBENC), a Woman-Owned Small Business (WOSB) and a 1% for the Planet Member.

Our philosophy

We are technologists and designers, who see the world from both perspectives.



Our work bridges human-centered UX with deep technical expertise to create intuitive, robust digital experiences. We bring a values-driven perspective to building thoughtful, inclusive technology.

This approach allows us to create **sustainable design systems, websites, and technology that last**.

What guides our work



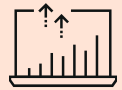
CLARITY FIRST

We believe good digital work starts with getting clear. When information is organized and grounded in real thinking, teams can make better decisions and focus on what matters.



DESIGNED WITH CARE

We approach our work with intention, creating experiences that are accessible, inclusive, and grounded in the values our clients bring to their work.



BUILT TO GROW

We take a long-term view. The systems we build are flexible, maintainable, and designed to evolve, so your site continues to support you over time.

A few clients

Winnipeg Foundation

San Francisco Zoo & Gardens

Wikimedia Foundation

National Center on School Infrastructure

(RED)

mighty

Tipping Point Community

Sierra Club Canada

Money doing more. Assiniboine Credit Union

shcla

//Adjuvant Capital

La fondation McConnell Foundation

CAL FIRE

GiftPact Foundation

University of Manitoba

blend

Elemental Impact

Biomimicry Institute

RWB Canada's Royal Winnipeg Ballet

beneficial state foundation

Our team



Maiya Holliday

Founder & CEO

Maiya is a creative leader focused on digital solutions that drive organizational impact. She founded Mangrove in 2009 to empower changemakers to do their best work. With over 15 years solving complex technology challenges for mission-driven organizations, she pairs deep technical expertise with strategic vision to build platforms that amplify reach and engagement.



Chae Clark

Dev Enablement + Sr. Tech Strategist



Chloe Ross-Rogerson

Sr. Account Manager



Ada Marcelino

Account Manager

Our team (continued)



Andrew Boardman
Design Advisor



Senka Ibrahimpašić
Sr. Developer



Aykan Burçak
Sr. Developer



Jonathan Denni
Dev Ops Manager



Cristina Mayol
Developer



Shelby Neville
Designer



Dan Acuña Moreno
Developer



Lindsay Moore
Marketing + BusDev Coordinator

Our practice

DIVERSITY IS OUR STRENGTH

Given the tech industry's well-known diversity gap, we are passionate about widening career opportunities for people who identify as Black, Indigenous, non-Black people of color, women, non-binary, LGBTQIA+, disabled, or any other underrepresented group.

We are committed to working with designers and developers from diverse backgrounds, bringing broader perspectives, deeper empathy, and more innovative solutions to every project.

DESIGN FOR EQUALITY

We utilize best practices in design based on many years of UX research and web development practice.

Our design team works with universal design principles in mind to ensure that our products can be perceived and operated by most people, including those with diverse and divergent backgrounds and abilities. The web is made for everyone. Our mandate is to help bring that to fruition.

Our practice

OUR USE OF AI

Mangrove uses AI thoughtfully to support our team's creativity and effectiveness. Our approach is guided by principles of intentional use, client benefit, transparency, human oversight, and responsible data practices.

We use AI for tasks like transcription, research, and development, always with a human in the loop. We do not use client data to train AI models and aim for transparency around AI use where appropriate.

WE BUILD FOR THE LONG-TERM

A core objective for every client engagement is to create a website that lasts. A sustainable and durable website requires long-term thinking and planning, which is done up front and before we ever touch design or code.

For us, extensibility is non-negotiable. Modular components, smart infrastructure and backend usability are fixtures in our practice. We want every client to see deep, lasting value in their digital investments.

Next steps

Thank you

We would love to work collaboratively with you to build an impactful site that will catalyze your growth and success. Thank you for your consideration.

If the outlined scope and budget look good to you and you're interested in moving ahead, just let us know as soon as possible so we can lock in the timeline and budget.

If you'd prefer to chat further before moving forward, we are more than happy to do so! Schedule a time to chat.

Next steps

Moving forward, our next steps would be:

1

SCOPE OF WORK

Create a detailed SOW to confirm scope, project timing, and budget.

2

AGREEMENT

Prepare your contract and deposit invoice to send with the finalized SOW.

3

KICKOFF

Schedule an official kickoff call with key stakeholders to align on goals and next steps.

4

SCHEDULING

Confirm your ideal meeting schedule and communication rhythm for the project.

Give us a shout.

Maiya Holliday

maiya@mangrove-web.com

mangrove-web.com

Mangrove

Certified B Corporation