

- Chef Ann Foundation

Website design, development, and digital optimization services

Prepared by Firefly Partners, with Percolator Consulting · August 2026



● Our vision

Chef Ann Foundation's online presence should work as hard as its mission. We'll build an interconnected system where a school nutrition director finds a recipe in seconds, a donor gives in a few clicks, and every form and gift flows straight into your systems. When the technology gets out of the way, more real food reaches more kids.

● The team

Firefly Partners



Jen Frazier, Founder & CEO

Decades across nonprofit fundraising, marketing, and technology. Leads strategic engagements and keeps the work grounded in your priorities.



Stephanie Burnett, Client Services Director

20+ years in fundraising technology and philanthropic impact. Keeps delivery on scope, on time, and on budget.

Hanna Reeves

SENIOR PROJECT MANAGER

8+ years in nonprofit fundraising, operations, and program development. Your primary day-to-day contact, embedded in your workflows from kickoff through post-launch.



Maiya Holliday

SENIOR TECH + WEB LEAD

15+ years in digital delivery. Provides technical direction and architecture oversight, and is your [primary technical point of contact](#).



Leslie Beck

SENIOR SOLUTIONS ENGINEER

20+ years in nonprofit technology. Expert in Engaging Networks and Salesforce integration, data architecture, and platform migrations.



Karen Niedzwiecki

SENIOR ART + UX DIRECTOR

Leads visual design and information architecture, so high-fidelity work carries beautifully across devices and contexts.



Chae Clark

SENIOR TECH STRATEGIST

Bridges strategy and development, so the technical architecture supports the client experience and keeps working as CAF grows.



Percolator Consulting

⚠ Pending from Jen: Percolator's team member(s), titles, and short bios. Placeholder: **[Name]**, Salesforce Solutions Architect · **[Name]**, Engaging Networks / Salesforce developer.

How we'll work together: regular working sessions (weekly or biweekly, your preference), a shared project plan and live status board, with Hanna as your day-to-day contact and Maiya for technical decisions.

About Firefly Partners & Percolator

● Who we are

Firefly

Firefly Partners is a **B Corp-certified, women-led digital agency** founded in 2007 on a simple belief: technology shouldn't be a barrier to change, it should be a catalyst for it.

We help nonprofits align strategy, systems, and performance so teams **spend less time managing marketing chaos and more time making an impact**. Our fully remote team brings together strategists, developers, and data experts. **Over 80% have direct nonprofit experience, and over 90% bring technical or analytics expertise.**



Percolator

⚠ Pending from Jen : Percolator's paragraph, what they do, who they serve, and their Salesforce and Engaging Networks depth.

Why Firefly & Percolator

We are a purpose-built team, **brought together because this RFP calls for a combination of capabilities no single agency delivers alone.**

Firefly brings deep nonprofit technical work: accessible WordPress development, complex data migrations, systems integration, and Engaging Networks experience, plus strategy, IA, and content. Percolator brings dedicated Salesforce and Engaging Networks engineering: eCRM configuration, donation and advocacy pipelines, and the bi-directional data sync at the core of this project. **Together we cover every dimension of this engagement, from data architecture to launch, as one team with no handoff gaps.**

Our approach

● Approach

Eight interconnected phases

Our approach is organized around interconnected phases, all building toward a connected platform that links donors to CAF's mission, puts school-nutrition resources within reach, and creates a single source of truth for data, fundraising, and content.

Interconnected phases:

- Phase 1: Discovery & technical config
- Phase 2: Content strategy, IA & archive taxonomy (AEO lens)
- Phase 3: Technical strategy & systems architecture (EN ↔ SF, DAM, Health-e Pro)
- Phase 4: Wireframing, UX & visual design
- Phase 5: Development & system integration
- Phase 6: Analytics, SEO/AEO
- Phase 7: Finalizing content & archive migration
- Phase 8: Testing, validation & launch

■ Phase 1 · Discovery & technical config

Discovery sets the foundation for everything that follows. We start by understanding CAF's mission, audiences, content, and current technical setup across both chefannfoundation.org and The Lunch Box, then align on what the connected ecosystem needs to accomplish and how its systems should link together. We'll ask your team to join discovery sessions, provide back-end access to current systems, and give timely feedback and approvals, so the plan is grounded in evidence.

Discovery work includes:

- Structured discovery sessions with your team and stakeholders to align on goals, audiences, and priorities.
- An assessment of your content and technical setup across both properties, plus a full URL audit to seed the 301 redirect plan.
- A Technical Requirements Document (TRD): database schemas, Engaging Networks configuration map, API logic, and integration architecture.
- A Creative Strategy presentation and Project Plan, with a Creative & Technical Brief, refined scope, timeline, and early site structure.

■ Phase 2 · Content strategy & information architecture

Bringing two established properties together is a chance to give visitors a clear, connected experience across CAF and The Lunch Box. Before design begins, we map what content exists, how it should be structured, and how people move between the two. All IA and navigation deliverables are reviewed and approved before wireframing begins.

This phase includes:

- A full content audit: what exists, what's current, what needs rewriting, and what's missing.
- The minimum viable content set for an MVP launch, plus the "build later" list.
- Sitemap and page-hierarchy development.
- Navigation strategy across primary, utility, footer, and mobile.
- Cross-linking strategy for how users move between the CAF and Lunch Box properties, and with what intent.
- Content taxonomy and template planning, with wayfinding so tools and recipes stay reachable in three clicks or less.

■ Phase 3 · Technical strategy & systems architecture

We recommend keeping CAF and The Lunch Box in one connected system, most likely as linked subdomains so cross-site search and navigation feel like one experience. We confirm the exact structure in discovery, weighing SEO, how much content the two sites share, and how your team maintains both. This phase produces the Technical Requirements Document (TRD).

This phase includes:

- Engaging Networks configuration: form types, donation pipelines, advocacy actions, email workflows, and the EN ↔ Salesforce two-way sync so records stay accurate in both systems.
- Central data hub: one source of truth for recipes, content, and CRM data that every system pulls from through its own API connection, so it does far more than store assets. It keeps your data in your hands and lets you swap tools later without a painful migration.
- Health-e Pro API: audit existing endpoints, then design the modernized two-way connection for real-time recipe scaling and exports.
- Archive migration plan: TLB content inventory, new taxonomy, URL structure, and a validation framework for zero data loss.
- 301 redirect strategy and AI/AEO readiness: structured-data schemas so resources are discoverable by AI models and traditional search.
- Room to grow: an architecture ready for natural-language search and a future recipe assistant when you want them, with nothing extra to pay for now.

■ Phase 4 · Wireframing, UX & visual design

Wireframes define layout, content hierarchy, navigation, and functionality before any visual design begins. We produce them in Figma for collaborative review, covering key page templates and conversion paths for desktop and mobile, and they're approved before visual design starts. Visual design then builds high-fidelity, responsive pages rooted in CAF's finalized brand guide, extended into a bespoke web design system with a custom UI component library.

Our approach prioritizes:

- **Visual direction through moodboards**, then responsive mockups of key pages to define look and feel.
- A flexible system of **custom content blocks and page templates** for consistent page-building.
- **Trust and credibility** for major-gift prospects and recurring donors, and **emotional connection** through impact storytelling and photography.
- **Aligned branding** across CAF and The Lunch Box.
- **Accessibility** from the start: contrast, typography, interactive elements, and focus states to WCAG 2.1/2.2 AA.
- **Conversion**: clear pathways from awareness to action, at every entry point.

■ Phase 5 · Development & system integration

Development is where the architecture becomes a working system. We build the CMS, wire the integrations, and stand up the data pipelines that keep web, Engaging Networks, and Salesforce in sync, then connect the data hub, the Health-e Pro API, and practical AI. WordPress is our recommendation for the CMS: real ownership, a large plugin ecosystem, and editing your communications team can do without a developer for every change. Because the data hub holds the source of truth, the CMS stays swappable if your needs shift.

Development scope includes:

- CMS setup with reusable templates and a flexible, editable block library.
- Custom post types for news, recipes, and resources that populate across the site automatically.
- Integration build-out: Engaging Networks to Salesforce bi-directional sync (Percolator), DAM, two-way Health-e Pro API, and programmatic Lunch Box archive migration.
- Practical AI: semantic site search and AI-assisted CMS metadata tagging.
- Performance tuning, secure architecture, and clear documentation, with training delivered ahead of QA.

■ Phase 6 · Analytics, SEO & AEO

⚠ Pending: Jen to review this section before it's finalized.

The site has to perform in organic search. We build search performance into the architecture from day one. Search visibility takes time, so we set realistic expectations for launch versus three, six, and twelve months, and track progress across the engagement.

Analytics, SEO & AEO includes:

- GA4 and Google Tag Manager setup, conversion tracking for donations and forms, and event tracking for key donor actions.
- On-page and technical SEO across all templates: page speed, mobile, and crawlability.
- Unique meta titles, descriptions, and social sharing metadata for core pages.
- A keyword and measurement plan spanning branded fundraising terms, priority giving phrases, and school-nutrition and recipe search.
- Content and schema structured so AI engines (ChatGPT, Gemini, Google AI Overviews) can crawl and cite CAF's resources.

■ Phase 7 · Finalizing content

Content development begins once IA is final and runs parallel to design and development, so the site is never waiting on content at launch. By the time development wraps, content has moved through writing, editing, asset sourcing, and review. This phase brings it together for integration, QA, and launch readiness.

Content & PM support includes:

- Content migration from approved sources, content modeling, and template setup.
- Writing and editing with CAF's Communications Manager.
- Sourcing and managing visual assets, including stock, archival, and new photo and video.
- Content workflow (reviews, revisions, approvals, QA) and SEO-informed implementation with the development and analytics teams.

■ Phase 8 · Testing, validation & launch

We don't launch until the site is ready. Every element goes through rigorous QA before going live: functionality, performance, accessibility, and SEO. We coordinate closely on launch sequencing so the Engaging Networks and Salesforce integrations, redirects, and indexing all align for a clean transition.

Post-launch. Launch is where the real work of adoption begins. We include 8 weeks of post-launch support: change management and training, user adoption support, parking-lot issue resolution, and content support, plus a Documentation & Handoff Kit (CMS user guides, video training, and a disaster recovery plan). This period meets and extends the RFP's 30-day support requirement. After that, ongoing maintenance retainers are available.

Testing and launch work includes:

- Functional, performance, and accessibility QA (WCAG 2.1/2.2 AA).
- SEO QA confirming meta tags, structured data, and redirects are in place.
- Cross-browser and device testing, plus review and revision cycles.
- Coordinated launch planning: re-indexing, redirect management, and 404 remediation.
- End-to-end data-pipeline validation protecting live donation processing (zero downtime).

● Key deliverables

- Technical Requirements Document (TRD)
- Migration & Redirect Map
- UX/UI Component Library
- Accessibility & Schema Log (WCAG 2.1/2.2 AA + AI-readability)
- Documentation & Handoff Kit (CMS guides, video training, disaster-recovery plan)

Client success stories

● Relevant experience



FIREFLY · ENGAGING NETWORKS Huntsman Cancer Foundation

End-of-year campaign personalization (2024).

Firefly built and ran a personalization and segmentation strategy in Engaging Networks for the 2024 end-of-year campaign. By tailoring messaging to specific donor segments, HCF saw a meaningful lift.



10x

increase in email revenue



3.53%

click rate



\$139

revenue per 1k emails



\$252

average gift



.05%

conversion rate

The screenshot shows a three-step donation process: 1. Amount, 2. Details, and 3. Payment. In the 'Amount' step, there are two buttons: 'ONE-TIME' (highlighted in green) and 'MONTHLY'. Below these is a message box that says: 'Please consider joining the Leadership Circle with a monthly gift. Your ongoing support will provide a reliable stream of resources to support our ongoing efforts working towards global population stabilization.' Below the message box are five buttons for donation amounts: '\$35', '\$50' (highlighted in green), '\$100', '\$500', and '\$ 0.00'. At the bottom, there are three buttons for payment methods: 'Pay with Card', 'Pay with Bank Account', and 'PayPal'.

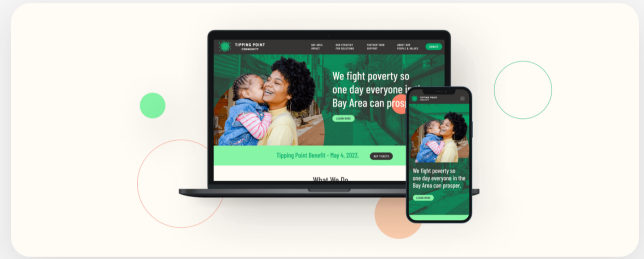
FIREFLY · MIGRATION & TECHNICAL SEO Population Connection

Top-of-funnel rebuild and organic growth (2023–2025).

Firefly rebuilt site architecture and navigation around organic and AI search, handled technical SEO, and managed donation forms through a Luminate-to-EveryAction migration. Over two years, organic clicks tripled, new subscribers tripled, and donation-form conversion doubled to 44% against a 14% benchmark. Directly relevant to CAF's platform migration and system consolidation.

Tipping Point Community

Fundraising-focused nonprofit website. A customized website helped Tipping Point Community communicate a contemporary, compelling message about their work breaking the cycle of poverty in the Bay Area. The site brings their vision to life, a community where everyone prospers, documenting impact through yearly online Impact Reports. Scope included custom WordPress development and microsites for multiple annual reports.



Project estimate & timeline

- Project estimate & timeline

⚠ Draft budget. The ranges and the not-to-exceed are estimates for Jen and Stephanie to confirm. CAF staff hours get set with your team during scoping.

Everything here is a range, and that's on purpose. The biggest calls on this project get made in discovery: the data architecture, the DAM approach, and how the two sites connect. We'd rather scope those with you than name a precise figure now and be wrong. The estimate below covers the RFP scope as written, and we set a not-to-exceed so there's room to build the connected data hub as we learn, without a change order every time we do. You'll always know where hours and budget stand.

One-time implementation

Phase / milestone	Timing	CAF staff hrs	Est. cost
Discovery & technical config	Months 1–2	[hrs]	\$20,000
Content strategy & IA	Month 2	[hrs]	\$15,000
Technical strategy & systems architecture	Months 2–3	[hrs]	\$22,000
Wireframing & UX	Month 3	[hrs]	\$17,500
Visual design	Months 3–4	[hrs]	\$14,000
Development & system integration	Months 4–6	[hrs]	\$61,000–\$64,000
<i>CMS, block library, templates & CPTs (both sites), practical AI, security</i>			\$20,000
<i>Central data hub: database, API connector layer, sync pipelines</i>			\$18,000
<i>EN ↔ Salesforce connector (Percolator)</i>			\$15,000–\$18,000
<i>Health-e Pro two-way API + Lunch Box archive migration</i>			\$8,000

Phase / milestone	Timing	CAF staff hrs	Est. cost
Analytics & SEO/AEO	Months 5–6	[hrs]	\$15,000
Content	Months 3–6	[hrs]	\$17,500
Testing & launch (WCAG 2.1/2.2 AA)	Months 7–8	[hrs]	\$16,000
Post-launch support (8 weeks)	Months 9–10	[hrs]	\$6,500
Working estimate, RFP scope as written	~8–10 months	[sum]	\$205,000–\$208,000
Not-to-exceed, data hub & integrations scoped in discovery			\$250,000

Ongoing & training (separate scope)

Item	Cadence	Est. cost
Hosting & security monitoring	Monthly / annual	[\$]
Licensing (Engaging Networks, DAM, plugins)	Annual	[\$]
Maintenance & support retainer	Monthly	[\$]
Staff training beyond launch	As needed	[\$]

Scoped separately in discovery: a QuickBooks / general-ledger sync. Engaging Networks routes financials through Salesforce, so Percolator would quote this after a short discovery. It isn't in the estimate above.

● Why us. Why now.

Chef Ann Foundation has reached more than 19,000 schools and 5.9 million kids across all 50 states. You've grown from 2 people to 80, and a \$1M budget to \$18M, on tools sized for a smaller organization. The job now is to bring it into one connected system your team controls.

The website matters, and we'll build you a great one. The bigger opportunity sits underneath it: **a connected data hub you own**, where your recipes, content, and supporter data live in one place and feed every tool. You stop getting locked into platforms you've outgrown, and you can swap pieces as better ones come along. This is what we kept coming back to on our call, and it's how we already work with organizations in your exact spot.

We're not going to pretend we have every answer today. A lot of this gets decided in discovery and testing, and we'll give you the honest tradeoffs as we go. You'll have a full team behind it: developers, strategists, and data people who've run migrations like this. We use AI to move faster, and experienced people to make the calls that matter.

Thank You!

We'd welcome the chance to build this with you.

Firefly Partners × Percolator Consulting · Jen Frazier, Founder & CEO · [\[contact details\]](#)