

# FEE FOR SERVICE - WEBSITE REDESIGN

A strong website is essential for engaging donors, partners, and the community. United Way of Pennsylvania offers website redesign services to refresh your site's look, messaging, and functionality, ensuring it aligns with the latest United Way brand standards while enhancing the user experience.

## ➤ Full Redesign

Transform your website into a modern, user-friendly hub that reflects the new United Way brand. We'll update layout, visuals, and messaging—and coordinate with your web provider to implement changes smoothly.

**Starting at: \$1,000 | UWP Member Rate \$1,500 | Non-Member Rate**

**Includes (typical scope):** Strategy meeting, full layout + content update, coordination with provider, 2 revision rounds. (Up to 10 hours) Additional hours or revisions available at \$100/hour.

## ➤ Visual Redesign

Refresh the look and feel of your site while keeping your existing structure. We'll coordinate with your web provider to update fonts, colors, navigation, and imagery to align with United Way brand standards and improve user experience.

**Starting at: \$800 | UWP Member Rate \$1,000 | Non-Member Rate**

**Includes (typical scope):** Strategy meeting, visual updates (fonts, colors, layouts), coordination with provider, 2 revision rounds. (Up to 8 hours) Additional hours or revisions available at \$100/hour.

## ➤ Messaging Redesign

Refine your website's content to align with the new United Way brand voice. We'll coordinate with your web provider to update key messaging, calls to action, and page content to improve clarity, engagement, and impact, making it easier for visitors to connect with your mission.

**Starting at: \$800 | UWP Member Rate \$1,000 | Non-Member Rate**

**Includes (typical scope):** Strategy meeting, website audit, custom recommendation plan, coordination with provider, 2 revision rounds. (Up to 8 hours). Additional hours or revisions available at \$100/hour.

## ➤ Customer Experience Review

Get expert feedback on how visitors experience your site. We'll review layout, accessibility, and usability—then deliver clear recommendations to improve engagement, navigation, and content effectiveness.

**Starting at: \$700 | UWP Member Rate \$900 | Non-Member Rate**

**Includes (typical scope):** Strategy meeting, website audit, custom recommendation plan.

*\*\*Pricing: Listed rates reflect typical starting points for United Way of Pennsylvania members. Because we know every United Way has unique needs and capacity, we offer flexible pricing and tailored scopes of work. If you're interested in a service, let's connect to explore a custom solution that fits your goals and budget. [Complete the interest form for more information.](#)*