

WEB ONLY

Starter site, hosting and care

What's included, what costs extra, and what happens if you ever leave.

Hosting and care options can be confusing.

Low first-year prices, renewals nobody mentions, email that turns out to be extra: it's a lot to sort through, and most of it isn't explained well. We're not trying to hide anything. This is the full scope of a starter site, the three ways you can host it, and what care covers, with every price in one place. If something here doesn't answer your question, ask us and we'll tell you straight.

The starter site

\$1,800 to \$2,500, fixed

A real site for an organization that needs its front door fixed. Where yours lands in that range depends mostly on page count. You'll get one fixed number in your proposal before we start, and it doesn't change unless the scope does.

- **Up to 8 to 10 pages**, with your branding built in from the start, not swapped into a template
- **WordPress with Kadence**, built to WCAG accessibility standards by default and working on phones
- **A contact form**, built in WPForms
- **A newsletter signup** using Mailchimp's own signup form, connected to your Mailchimp account
- **A donate page** that sends people to your existing PayPal or Stripe donation link

What costs extra

Add-on	List	Nonprofit	What it covers
Additional form	\$150	\$120	Each one, about an hour of work: volunteer interest, a sign-up, a request form.
Mailchimp setup	\$190	\$150	If you don't have Mailchimp yet, we set up the account, your audience and the signup on your site. Mailchimp bills you directly for your plan. Its free tier stops at 250 contacts, so most organizations need a paid plan.
Hostinger setup	\$150	\$120	Free with any site we build. On its own: we open your Hostinger account through our referral link, pick the right plan, and set up your domain, security certificate and email.
Moving an existing site	\$280	\$225	For a typical small WordPress site coming from another host: the move, switching your domain over, your email, and checking that forms and donations still work afterward. Large, broken or non-WordPress sites are quoted.
Bigger features	Quoted	Quoted	Payment forms built into the site, connections to Little Green Light or Bloomerang, event registration, member logins or an online store. These move you into a custom build or project work.

Three ways to host it

Every site we build can live in any of these places. The site and its content are yours either way.

	Host with us	Hostinger, set up by us	Wherever you are now
Who holds the hosting account	We do	You do	You do
What you pay	\$60/mo (\$48 nonprofit) or prepay a year: \$600 (\$480 nonprofit), two months free	Hostinger's price, paid to Hostinger, plus care if you want it. Setup is free with a site build.	Whatever you pay now, plus care if you want it

	Host with us	Hostinger, set up by us	Wherever you are now
Email	Three branded mailboxes included, like the director, one staff member and a general inbox. More are \$24 a year each (\$2 a month).	Your choice. We'll set it up if you need us to.	Your choice. We'll set it up if you need us to.
Forms license	Included through our account	You buy WPForms Basic, about \$99 a year (\$49.50 the first year)	You buy WPForms Basic, about \$99 a year (\$49.50 the first year)
Care	Included	\$45/mo (\$35 nonprofit)	\$45/mo (\$35 nonprofit). Work beyond routine care on a host we don't know is billed hourly.
Good fit for	Small teams who want one bill and one person to call	Organizations that want to hold the keys at a good price	Organizations already happy where they are

About the Hostinger option: VCA is a Hostinger partner. If you sign up through our link, you get 20% off. Hostinger pays us 20% of your first purchase and 10% when you renew, upgrade or add a service. Signing up directly at hostinger.com is fine too. Whichever way you go, look at the renewal price, not just the first-year price. Hostinger also offers a free migration tool, and we use it. What our moving fee pays for is everything around it: the domain switch, your email, and making sure nothing broke on the way.

What care covers

Care is the part that keeps a site from breaking quietly.

- WordPress, theme and plugin updates, done for you
- Backups, so a bad update can be rolled back
- Keeping an eye on the site so we hear about problems before your donors do
- Fixing whatever an update breaks

Care doesn't cover new pages, rewritten content, redesigns or new forms. Those are billed at our hourly rate, \$150 an hour or \$120 for nonprofits, and we'll tell you the estimate before we start.

If you ever leave

You shouldn't need our permission to leave, and you won't.

- **Your site and content are yours.** If you host with us and move on, we hand over the files and help with the move.
- **Your domain should be registered in your organization's name**, not ours. If it isn't right now, we'll help you fix that.
- **Email moves with you.** We'll help you export your mailboxes or point them at your new email host.
- **The forms license stays with us** if you hosted with us. You'd buy your own WPForms Basic license, about \$99 a year.

Every price on one page

	List	Nonprofit
Starter site	\$1,800 to \$2,500, fixed	\$1,800 to \$2,500, fixed
Host with us, monthly	\$60/mo	\$48/mo
Host with us, prepaid a year	\$600	\$480
Extra mailbox (host with us)	\$24/yr	\$24/yr
Care only (you host)	\$45/mo	\$35/mo
Additional form	\$150	\$120
Mailchimp setup	\$190	\$150
Hostinger setup (free with a build)	\$150	\$120
Moving an existing site	\$280	\$225
Hourly rate, all work	\$150/hr	\$120/hr

The nonprofit rate is our list rate minus 20%. It's stated, not negotiated. Grant-funded work is billed at list.

Paid to others, not to us: your domain registration, your Mailchimp plan, PayPal or Stripe processing fees, and, if you host it yourself, your hosting and your WPForms license. We'll set these up for you, but the accounts and the bills are yours.

Ready to scope a site? Start at violetcrownanalytics.com/contact.