

## **About [Your Organization]**

Start with a brief paragraph about your organization that includes the date you were founded, mission statement, and a brief synopsis of major programs. Remember that the audience of this summary are potential web designers.

## **Project Overview and Goals**

Here you set the vision for the website itself: what does success look like? Identify 1-3 goals and the same number of indicators of long-term strategic success for this project. Don't forget to include a link to your current website.

## **Target Audiences/Use cases**

Identify the typical website user(s) and their key demographics and motivations. Are they working in a certain field or are they located in a certain region? Why are they coming to your site and what are they looking for? On what page do they enter the site and what pages do they visit?

## **Pain points**

What's not working well now? What problems should be addressed in this new website for it to be considered a success?

- **Front end:**
  - Include bullet points from the users' point of view
- **Back end:**
  - Include bullet points from the administrators' point of view and be sure to include input from anyone who updates the content on your site

## **Must Have Functionality**

This section will include the basic must-haves of the new website. Include everything you can think of, but remember that this is an outline and not a contract. You can add and change in partnership with your designer. Some of the functionality might include:

- Must be a Wordpress site
- Single sign-on ability with donor database
- Integration with payment system XXX
- Advanced search features (by author, order by date published)
- Well-functioning events calendar (that can link to each event's page)
- Site should be responsive (friendly for mobile and tablet)

## **Nice to Have**

This section will include your wish list of optional functionality, if applicable.

## **Details**

This section should include, at a minimum, the ballpark budget and timeline. Be sure to let them know that you are interested in seeing the total cost, including the additional functionality/wish list items even if it is over that target amount. The timeline should include when you will make a decision and when you will begin work.