**Briefing Doc: Charitable organisation**

*Purpose: to provide information to the Charity or Church who is participating in the TechWays Website Building Project.*

Dear Sir/Madam,

Thank you so much for joining us in this journey, where hopefully you will have a stunning website built for you by a high school learner at the end of this project *for free!* By participating in this project you are helping a learner:

* Gain valuable technology skills and design thinking skills in developing a website for you
* Gain insight into customer service and how workplaces operate
* Gain confidence and motivation through exposure to real-world projects

In this memo we outline the following information for you:

1. What this Website Building Project is all about
2. The process
3. What are the expectations of you and of the learner
4. What we need from you
5. Contact details of TechWays and Community Hours
6. Application Form to fill out
7. **Website Building Project - what is it?**

Grade 10-12 learners are required to complete community service hours as part of their Life Orientation subject. TechWays and Community Hours are partnering to create a community service project where learners build a website for a partner charity. The project is also open to aspiring web developers who are in Grade 8-9.

Learners will be given access to the TechWays Wordpress Course, which will walk learners through how to create a website from scratch on the Wordpress platform.

1. **How the project will unfold**

IN SUMMARY:

* 12 May: Launch event providing info to learners on the project. They will formally apply to join the project after the event.
* 19 May: Learners receive an email matching them to a charity and giving access to the Wordpress course. Charity will receive learner’s contact details as well.
* 19 May - 19 June: Learners plan and design the website and develop a draft home page based on the Charity’s Application form (briefing doc)
* ~19 June: First feedback meeting with learner and charity - reviewing the draft home page
* 19 June - 18 July: Learners incorporate suggested changes from feedback meeting and complete the remaining website pages
* ~18 July: Second feedback meeting with learner and charity - reviewing the full website
* 18 July - 31 July: Learners incorporate suggested changes from feedback meeting and go live.

IN MORE DETAIL

On **12 May** (5:30-6:30pm) TechWays and Community Hours will host a joint virtual launch event to provide interested learners with more information on the #TechWaysWebProject and how to apply. We are hoping for ~20 learners to participate, but the number may be far greater.

Applicant learners will then apply to be **matched** to a participating charity. Depending on the ratio of learners to charities - there may be more than one learner allocated to a charity. No more than 3 learners will be allocated to 1 charity. Should there be too many learners, and too few charities participating, learners can either find their own charity to volunteer for or will unfortunately not be accepted for the project (on a first-come-first-served basis).

Once learner matched - by **19 May** - they will:

* Receive the attached Application Form with your website brief information
* Start the TechWays Wordpress Course - [see preview](https://techways.online/courses/wordpress-2/)
  + The course will walk them through the planning, design, building and custom styling process of building your website

There will be 3 points where learners request your **feedback** on what they’ve built.

1. The application form you fill out below. This document must include all the key information needed like brand identity, your website text/copy that describes your organisation and what you do.
2. They will build a draft home page. They will send this to you and it is key that you provide as much input and feedback here as possible, so that the learners can implement your suggestions across the other pages as well. *This should take place no later than* ***mid to late June.***
3. Once the other pages (About us, News/Events, Contact us) are built - you’ll have another chance to provide feedback and suggested changes. *This should take place no later than* ***mid July****.*

We request that you set up a virtual online meeting via Zoom, Microsoft Teams, Google Meets or whatsapp video for the #2 and #3 feedback sessions so that you can view the website together and be clear about your suggestions. If you could record this session and send minutes via email of the suggestions - that would be helpful to ensure nothing is missed.

The deadline for the final product is **31 July.** If you have more than 1 learner working for you, you’ll be given 1 week to select the ‘winning design’ (7 August). If you have only 1 learner working for you, then you’ll simply indicate whether you’ll be adopting the website or not.

We request that you please **provide final feedback** to learners on why their website was selected or why not.

1. **Expectations**
2. ***The Website they will create***

The Wordpress Course which learners will complete will give them step-by-step guidance on how to create a website that consists of the following four pages:

* Homepage: that summarises everything
* An about us page: that provides information on you and your team and services
* A news/events page: that provides an image or video gallery of events and news
* A contact us page: with your contact details and an online form that goes to your email.

The styling, colours and appearance of the site will be customised according to the website brief you provide the learner (see attached Application Form). However note - our learners are beginner web developers, so although they will be trying their best to create exactly what you want, you may need to compromise to make it feasible and more simple for them.

1. **Website hosting**

The website will be hosted **for free** on Wordpress.com with a URL that looks like: [*www.yoursitename.wordpress.com*](http://www.yoursitename.wordpress.com)

To have a custom domain name on WordPress.com your organisation will need to pay Wordpress.com a $15 per month subscription which is billed yearly.

Alternatively, you can hire a more senior developer to export your Wordpress.com site to Wordpress.org and host it with another hosting company. Here’s some more information on this below. It’s a fairly simple process that any wordpress developer can do.

* <https://bloggingwizard.com/migrate-wordpress-com-to-wordpress-org/>
* <https://www.wpbeginner.com/wp-tutorials/how-to-properly-move-your-blog-from-wordpress-com-to-wordpress-org/>
* <https://winningwp.com/how-to-move-from-wordpress-com-to-wordpress-org/>

1. ***Interaction and feedback meetings***

As discussed in the Process section above, there are 2 meeting points where learners will be receiving input and feedback from you to ensure that the website they create is in line with your expectations.

Please note, these are youth with very limited work experience. They are likely very sensitive to overly critical feedback, so **please be gentle** ;-).

From your side, we expect that **you take the lead on setting up these meetings**, you will need to:

* Set the date with them
* Provide them with the virtual meeting information (Google/Microsoft Teams/Zoom)
* Send them a reminder a day before, as they are not as accustomed to calendars and scheduling as adults are
* Email the meeting minutes to the learners and (if possible) record the meeting for the learners to refer to

1. ***Questions***

From time to time, learners may have questions and want to clarify things. We suggest that you be available to answer these via whatsapp as much as possible. The more they get your input, the more likely the site will be what you want.

Learners will send screenshots of their questions via whatsapp so that you can easily refer to the section the website their question relates to. We suggest that any feedback you give them via whatsapp, you also send using screenshots or even video screenshots, so that the feedback is clear.

Here are some resources on how to take screenshots or video screenshots:

* How to take a screenshot: <https://www.youtube.com/watch?v=VT9JKRzGEtA>
* How to video screen record: [https://www.youtube.com/watch?v=pRSLYvqU-™](https://www.youtube.com/watch?v=pRSLYvqU-%E2%84%A2)
* How to video screen record (Mac too): <https://www.digitaltrends.com/computing/how-to-record-your-computer-screen/>

**4. In summary - what we need from you:**

1. Application form attached - website briefing doc
2. Set up 2 feedback meetings with your learner (or learners if more than 1 learner allocated)
3. Be gentle with your feedback. But still be clear what you want.
4. Be available for questions via whatsapp
5. Provide final feedback to learners on why their website was selected or not

**5. Contact details of hosts**

**TechWays Team Community Hours Team**

Email: info@techways.online Email: sarah@communityhours.org.za

[www.techways.online](http://www.techways.online) [www.communityhours.org.za](http://www.communityhours.org.za)

1. **Application form: Website Brief**

Please fill out each bullet point below with the required information. The more complete this information, the less learners will need to bother you for information along the way ;-).

Once completed - please fill out the [online application form](https://techways.online/ngo-website-application) and attach this document.

***Organisation Details:***

* *Name*
* *Vision*
* *Mission*
* *Values*
* *TagLine (1 sentence that you use to describe what you do)*
* *What makes you special (1 sentence that differentiates you from others)*
* *Who are your beneficiaries or target market?*
* *Your statistics, these could include:* 
  + *Number of beneficiaries supported*
  + *Number of indirect organisations/persons supported*
  + *Number of services completed etc…*

*Attach your logo and any other brand images*

*Attach 4-5 images that support the above information (i.e., a drought stricken landscape if you’re an environmental NGO). Learners will use this to source images that “speak to you” and your services.*

***Products and Services***

* *Product or Service Summary (describe in 3 lines or less)*
* *Product or Service Detail (describe fully)*
* *Testimonials: provide 1-3 testimonials from beneficiaries (1-3 lines or less)*

*Attach 3 or more images that support your products and services*

*Attach images to support your testimonials (photo of the beneficiary or logo of donor)*

***About us:***

* *Team members names and titles (only the team members you wish to profile)*
* *Provide a short profile of each team member (~3 lines)*
* *Describe the history of your organisation in no more than 10 lines.*
* *Provide a list of any partners/donors you would like to acknowledge*

*Attach photos of each team member profiled*

*Attach logos of each partner/donor*

***News/Events:***

* *Provide a list of past and upcoming events you would like to profile:*
  + *Name of event*
  + *Date of event*
  + *Short description (no more than 3 lines)*
  + *Relevant image of the event (either a photo, or a stock image that ties to the event)*
  + *URL Link to the Youtube video or Online video of the event (if relevant)*
* *If you would like an image gallery, provide:* 
  + *The images you’d like to profile (max 15)*
  + *With short 3-5 word description of the image*

***Contact us:***

* *Provide the contact details of your organisation:*
  + *Email*
  + *Tel number*
  + *Whatsapp number (if relevant)*
  + *Facebook / Instagram / Twitter etc handles (whatever you have)*

***List of websites you like***

*Please provide a list of 3-5 websites that you like, which learners will use as reference points.*

***Anything else?***

*Provide anything else you would like to see on your website.*

***TO SUBMIT***

Once your Website Briefing Document above is completed - please SAVE IT.

Then please fill out the [TechWays NGO application form](https://techways.online/ngo-website-application) and attach the Website Briefing Document you have saved.