

VIP Day Intensive Questionnaire

Due date: December 18, 2024

COMPANY INFORMATION - Tell us about about your company and your services

Company Name

The Black History Foundation

Who are you? Tell us about your company & your services

The Black History Foundation is a public benefit nonprofit corporation dedicated to promoting and preserving the African narrative. Its services and activities focus on empowering the African diaspora, particularly the youth, by providing resources, education, and platforms to understand and celebrate African history, culture, and heritage.

Mission, Vision, and Core Services

The foundation's mission, as outlined in its strategic documents, is:

Mission: To empower the African diaspora to take control of their narrative by educating them about their history, culture, and heritage.

Vision: To inspire and innovate by bridging the past and present through education, preservation, and the integration of modern technology.

Key Focus Areas

Preservation of Historical Knowledge:

Restoration and repair of historically significant Black sites, landmarks, and artifacts.

Creating and maintaining a digital archive of African history.

Educational Initiatives:

Reform African history representation in academia.

Provide grants, scholarships, and support for research into overlooked aspects of African history.

Technology Integration:

Development of immersive experiences using current and future technologies like virtual and augmented reality.

Establishment of decentralized platforms (e.g., Decentralized Decision-Making Environments (DDME)) for free and open communication.

Fundraising and Resource Development:

Strategic plans to raise \$1 million through campaigns, corporate sponsorships, and donor programs.

Secure at least two grants totaling \$50,000 by the end of Q2 2025.

Community Engagement and Networking:

Facilitate open discussions with Subject Matter Experts (SMEs) and community-based participatory designs to shape the future of African historical narratives.

Grants and Scholarships:

The foundation supports educational projects, research grants, and student scholarships to further its mission.

Strategic Goals

The foundation has developed short-term goals to:

Implement a financial fundraising plan.

Develop a roadmap for direct services based on community needs.

Enhance administrative structures and efficiency.

Innovation: The Black History DAO

In addition to its non-traditional methods, the foundation integrates Web3 technologies through its Black History DAO, a decentralized platform focused on:

Preserving and sharing Black history using blockchain.

Crowdsourcing historical data verified by the community.

The Black History Foundation provides a holistic approach to historical preservation, education, and empowerment, ensuring that African narratives are authentically represented and celebrated globally.

What is the goal or purpose of the site?

The goal or purpose of the Black History Foundation site is to promote and preserve the African narrative by providing resources, education, and innovative platforms to empower the African diaspora, particularly youth. The site aims to:

Educate and Inspire:

Provide access to historical knowledge and educational resources about African history, culture, and heritage.

Serve as a platform to educate visitors on underrepresented aspects of Black history.

Preserve and Share History:

Digitally and physically preserve historical artifacts, sites, and records.

Create dynamic, technology-driven experiences, such as virtual reality exhibitions and blockchain archives, to ensure the longevity and accessibility of Black history.

Empower the African Diaspora:

Offer tools, grants, and support to individuals and organizations working to promote African history and culture.

Enable the community to take ownership of its narrative through open dialogue, participatory initiatives, and expert collaboration.

Engage the Community:

Facilitate networking opportunities with Subject Matter Experts (SMEs) and community stakeholders.

Create safe spaces for discussion and collaboration through decentralized platforms like DDME (Decentralized Decision-Making Environment).

Fundraise and Build Sustainability:

Support financial growth through donor programs, fundraising campaigns, and partnerships with corporate sponsors.

Use these resources to implement strategic initiatives such as educational grants, historical preservation, and community programs.

In summary, the site serves as a hub for education, preservation, empowerment, and innovation, fostering a global understanding and appreciation of the African diaspora's history and contributions.

Who is the target audience of the site? (age, local, worldwide)

The target audience of the Black History Foundation site includes a diverse range of individuals and groups, both locally and worldwide, with a focus on:

Primary Audience:

Youth (Ages 15-35):

The foundation aims to empower young people within the African diaspora by educating them about their history, culture, and heritage.

This group is encouraged to take ownership of their narrative and use modern tools like technology to bridge the past and present.

African Diaspora Communities (Worldwide):

The site targets individuals of African descent across the globe, offering tools, resources, and programs to connect, learn, and preserve their shared history and culture.

Educators and Students:

Teachers, researchers, and students looking for authentic, comprehensive resources on Black history can benefit from the foundation's educational materials, grants, and historical archives.

Community Leaders and Activists:

Individuals or groups working on historical preservation, social justice, and cultural education can collaborate with the foundation to implement impactful initiatives.

Secondary Audience:

Donors and Sponsors:

Corporate partners, philanthropists, and grant-making organizations interested in supporting initiatives that align with preserving and promoting African heritage.

Historians and Researchers:

Scholars and experts looking to contribute to or access curated, verified historical data can use the site as a platform for collaboration and knowledge-sharing.

Global Audience:

The site is open to anyone worldwide interested in learning about Black history, African cultural preservation, and initiatives that celebrate the African diaspora.

Geographic Reach:

Worldwide Focus:

While the organization is based in the United States, the site caters to a global audience, especially the African diaspora spread across various continents.

Summary of Audience:

Age: Primarily youth (15-35) but inclusive of educators, students, and professionals of all ages.

Location: Global reach, with a specific focus on the African diaspora and individuals interested in Black history.

Interest: Cultural preservation, education, historical research, social justice, and innovation through technology.

The foundation's broad and inclusive approach ensures it connects with diverse stakeholders passionate about preserving and celebrating African history and culture.

Do you have anything specific you want or do not want on your site?

Thank you for clarifying! Based on your updated input, the purpose of the Black History Foundation site can be summarized as:

Purpose of the Site

The purpose of the site is to take visitors on a journey through the foundation's mission, services, and goals—showing them what the organization aims to accomplish and the impact of their work. By sharing this vision, the site inspires visitors to take action and support the foundation through clear calls-to-action.

Primary Goals of the Site:

Educate and Inspire:

Help visitors understand the foundation's purpose and vision to preserve and promote Black history.

Showcase the impact of your services—such as historical preservation, educational initiatives, and community engagement projects.

Encourage Action:

Provide clear and compelling calls-to-action that allow visitors to contribute to your mission by:

Donating:

Money (traditional payments and cryptocurrency).

Time (volunteering opportunities).

Resources (partnerships, artifacts, or other in-kind contributions).
Participating in programs, events, and initiatives to drive your goals forward.
Build Engagement and Trust:

Share stories, successes, and milestones to connect emotionally with visitors.
Highlight transparency in how donations (money or resources) are used to achieve tangible results.

WEBSITE INFORMATION

Do you need a brand new website or a re-design?

I need a brand new website.

Domain & Hosting

Do you have a domain name registered?

yes

What domain name(s) have you registered?

theblackhistoryfoundation.org, Blackhistorygpt.org, tbhfdn.org, theblackhistory.org

Do you have a hosting account?

Yes, I already have a hosting account.

Who is your hosting provider?

Bluehost

Website Structure

Please select the website product(s) you are interested in.

Landing / Sales Page

E-Commerce Website

Membership Website

Course Management Website

Do you have an existing e-commerce website or store?

no

Do you have an existing merchant account or online payment gateway?

yes

Vendor Name(s)

Paypal for non profit, engiven for crypto donation, givebutter

Is the purpose of the website e-commerce only or will there be additional pages supporting other aspects of the business (i.e., about us, contact, services, etc)

The purpose of the website for The Black History Foundation appears to be more than just e-commerce. While fundraising through campaigns and other financial strategies is a significant focus, the foundation's goals include multiple non-commercial elements such as: Educational Outreach: Promoting African history and preserving cultural knowledge. Providing tools and resources to empower the African diaspora, particularly the youth, through education and technology. Community Engagement: Supporting community networking, discussions, and inclusive spaces. Building partnerships with other organizations for mutual support and resource sharing. Grant and Scholarship Programs: Offering financial grants to researchers, students, and educational initiatives. Preservation and Technology-Driven Initiatives: Developing virtual exhibitions, archives, and interactive educational tools. Leveraging technology like blockchain for historical preservation efforts. Information and Transparency: Establishing a clear roadmap

for their activities, services, and measurable outcomes. Supporting Website Pages Considering these goals, the website will likely need supporting pages for: About Us: Highlighting the foundation's purpose, mission, and values. Contact: Allowing stakeholders, donors, and the community to connect. Programs and Services: Outlining initiatives such as education, grants, and preservation efforts. Events and Campaigns: Showcasing fundraising efforts, galas, and awareness campaigns. Donations/Support Us: Facilitating financial contributions and donor recognition. Educational Resources: Featuring tools, articles, and virtual exhibitions. Thus, the site will serve as both an informational hub and a fundraising platform, supporting e-commerce alongside other organizational functions.

What will you be selling online?

The Black History Foundation's online platform is likely to focus on fundraising and educational tools rather than traditional e-commerce. Based on the organization's purpose and goals, here are the potential offerings for online "sales":

1. Donations and Fundraising Campaigns

Monthly Donor Program: Offering subscription-based recurring donations, encouraging supporters to contribute monthly.

Targeted Campaign Contributions: Allowing donors to contribute directly to specific projects, such as educational initiatives, cultural preservation efforts, or technology-driven exhibitions.

2. Educational and Cultural Products

Digital Educational Materials: Selling or offering access to curated educational resources, such as:

Lesson plans or curricula focusing on African history.

Research materials or e-books highlighting overlooked aspects of Black history.

Interactive Virtual Experiences: Paid access to virtual reality (VR) or blockchain-based exhibitions and museums that preserve and showcase African artifacts and cultural history.

3. Commemorative Items and Merchandise

Branded Merchandise: Selling foundation-branded items, such as T-shirts, mugs, or posters, to raise funds and increase visibility.

Special Edition Collectibles: Offering limited edition prints, artwork, or digital assets related to African history and culture.

4. NFTs and Blockchain-Based Products

Leveraging blockchain technology to sell digital collectibles or NFTs featuring African history artifacts, artwork, or cultural representations. This aligns with the organization's emphasis on technology-enhanced preservation and decentralized access.

5. Event Tickets and Sponsorship Packages

Tickets for Fundraising Events: Selling tickets to annual galas, workshops, and other awareness or donor recognition events.

Corporate Sponsorship Packages: Offering tiered sponsorship opportunities for businesses looking to support the foundation's mission.

Purpose of Sales

All these offerings are consistent with The Black History Foundation's overarching mission to:

Promote and preserve African history.

Use technology for cultural preservation.

Fund educational and community initiatives.

This approach ensures that the website's "sales" not only generate revenue but also directly align with the foundation's charitable goals.

Roughly, how many products or services will you be selling online?

20 products, 4 services

Do you have existing photography for your products/services?

no

Would you like to learn more about The ROSE Brand's product photography services?

yes

Will you be shipping product?

no

Do you sell products or services that require regular recurring billing?

yes

Do you need to be able to accept multiple currencies?

yes

Do you have an existing membership platform?

no

Do you have an existing merchant account or online payment gateway?

no

Does your site need to be multilingual?

yes

What features do you want the site to have?

Call to Action Header / Button

Slider

Photo Gallery

Videos

Testimonials / Reviews

Social Media buttons

Social Media Share buttons

Online chat feature

Contact form

FAQs

Blog

Online forms

Mailing list sign-up

Client Logos

Stats

Shopping Cart (ThriveCart, CartFlows etc)

Integration with an order fulfillment service (Amazon, Printful, etc)

The ability to download content (paid/free)

Event Calendar

Event Registration
Google Analytics
Integration with an external CRM platform (17Hats, Dubsado, etc)
Integration with an email management platform (MailChimp, ConvertKit, Constant Contact, ActiveCampaign etc)
Integration with a course management platform (Kajabi, Teachable, MemberVault, etc)
Social Media integration
Are there any other features you would like on your site that weren't listed above?
We will need to integrate this services in our website:

1. Givebutter – Fiat Donations

We need to integrate Givebutter into the donation landing page to allow visitors to make fiat donations (credit/debit cards, bank transfers). The Givebutter platform offers a seamless way to collect donations and can include options like ACH payments and automated payouts.

2. Engiven – Cryptocurrency and Stock Donations

We are approved to receive cryptocurrency and stock donations through Engiven. Please ensure this is added to the donation section of the site with clear instructions for donors on how to use it.

3. PayPal – Donations

PayPal is another key donation method. We need to add PayPal donation buttons prominently on the site to enable easy contributions from our supporters.

4. Candid (GuideStar) – Nonprofit Profile

We have obtained the Bronze Seal of Transparency with Candid, and as we continue progressing toward Silver and Gold Seals, we want to feature this prominently on our website to build donor trust. Please ensure there is a section that highlights our Candid profile and Seal of Transparency.

5. VolunteerMatch – Volunteer Recruitment

We are actively using VolunteerMatch to recruit for key positions, including a fundraising consultant and branding experts. We need to link the volunteer opportunities from our VolunteerMatch account to our website, with clear calls to action for visitors interested in volunteering with us.

6. Benevity – Corporate Giving

Once our Benevity application is fully approved, we'll need to integrate Benevity's corporate giving options on the site to encourage donation matching and volunteer grants from corporations.

7. Paypal donation need to be integrate,

8. monday.com integration to management volunteer

9. Black History Gpt integration

10. Decentralized decision making integration

11. Make.com integration

Website Content

Do you have a logo?

No, I don't have a logo and would like The ROSE Brand to create one .

Do you have website copy or text already written?

Yes

Do you have existing images for your website?

No, I would like to learn more about getting stock photos from The ROSE Brand.

Website Design: Look & Feel Examples

Please list examples of websites you like

<https://www.aspca.org/>

<https://www.mercycorps.org/>

<https://naacp.org/>

<https://unconf.org/>

<https://vidaafrolatina.org/>

What did you like about these websites?

Key Features to Incorporate:

Clear donation pathways with multiple giving options

Impact meters showing fundraising progress

Mobile-friendly, accessible design

Compelling storytelling through multimedia

Prominent calls-to-action

Please list examples of websites you do not like

<https://afrotech.com/>

<https://atlantablackstar.com/>

What didn't you like about the websites

Too busy

types of Images are not warm , not attractive and inviting

Like newspaper website

What is the overall feeling your website should convey?

Minimal / Simple / Clean

Creative / Design

Event / Conference

Social Media Pages

Do you have a social media profile for yourself or your company?

no

Search Engine Optimization / Maintenance & Security

Do you need Search Engine Optimization (SEO)?

Yes, I need SEO

Website Maintenance

Our site will be maintained internally.

Security & Protection

All websites designed by The ROSE Brand include security + protection plugins and the basic level of website security. The basic level of security within the website includes malware detection, spam detection + blocker. Please note your hosting provider also provides some level of security and protection but varies depending on your provider.

However, if you need ADDITIONAL security and protection protocols in place, please indicate that below.

Security & Protection

Yes, I need additional security + protection protocols enabled.

All websites designed by The ROSE Brand will have a basic SSL License added. If you need ADDITIONAL SSL licenses or an advanced SSL (i.e., a Wildcard SSL), please indicate that below.

SSL License (<https://>) - website browser protection

Yes, I need an advanced SSL license.

Communication

How would you like us to communicate with you throughout the VIP Day Intensive?

Email

Who will be my contact for this project?

Theresa, 609-335-8594, theresa.kennedy@theblackhistoryfoundation.org

Who will be maintaining and updating the site?

Jeff St-Louis, 514-969-3780, jeff.st-louis@theblackhistoryfoundation.org

Additional Comments

Deborah Sieh will help maintain the website. Email:

deborah.sieh@theblackhistoryfoundation.org and phone : 954-594-5903

Core Website Features with Make.com AI Integration

1. SEO and Content Management

Blog Management:

Host, schedule, and optimize blogs (16–32/month) with Make.com automation for publishing workflows.

AI tools for content generation, metadata management, and keyword optimization.

SEO Tools:

Integration with Matomo for advanced analytics and performance tracking.

Competitive research and audience insights automated through Make.com.

2. Social Media Automation

Multi-Platform Management:

Automate social media posting and scheduling across Meta, Pinterest, and other platforms via Make.com.

AI-generated content and analytics for improved engagement.

Pinterest Optimization:

Streamlined SEO-focused content creation and management through automation.

3. AI Automation and Web3 Integration

Make.com AI Assistants:

Automate email responses, blog content generation, and content scheduling.

Personalized communication workflows for donors, volunteers, and audiences.

Web3 Features:

Web3 domain activation and decentralized tools integration.

4. Analytics and Reporting

Performance Dashboard:

Automated reporting for blogs, social media, and ad campaigns.

Real-time insights powered by Make.com workflows.

5. Nonprofit Features

Donation Tools:

Custom donation forms, tracking, and automated follow-up emails.

Make.com workflows for recurring donation reminders and thank-you messages.

AI-Powered Workflows:

Automate volunteer management, event registrations, and reporting processes.

6. User-Friendly Website Development

Mobile-Optimized Design:

Fully responsive layout for a seamless user experience.

Custom WordPress Development:

Flexible backend with Make.com integrations for automated content updates and workflows.

7. Advertising and Monetization

Ad Management:

Automated ad placements for digital billboards, app store campaigns, and news articles.

Track ad ROI through integrated Make.com workflows.

E-Commerce Capability:

Sell merchandise, event tickets, and premium content with automated order confirmations and updates.

8. Email Marketing

Automated Email Campaigns:

Weekly email scheduling, segmentation, and follow-ups via Make.com.

Custom Templates:

Pre-built templates for newsletters, appeals, and donor updates with AI-powered personalization.

Focus Areas

Make.com Automation: AI-driven workflows for content, email, and social media automation.

SEO Optimization: Blogs, analytics, and AI tools for content generation.

Social Media: Multi-platform posting with automated scheduling.

Nonprofit Tools: Donation management and automated workflows for operations.

Modern Integration: Web3 readiness and AI-enhanced processes for user efficiency.

User Experience: Mobile-friendly, responsive, and easy-to-manage WordPress design.

Use this space to provide any additional information needed to build your website.