

# Charity Fundraising Website

## Introduction

### Purpose

The purpose of this project is to design and develop a dog charity fundraising website aimed at increasing awareness about stray dogs, enabling donations, and connecting donors with local dog shelters or rescue organizations. The project is assigned to help students understand web development, charity campaign strategies, and user engagement.

### Background

Stray and abandoned dogs are a growing concern worldwide. Many shelters and NGOs lack the necessary funding to provide proper care for these animals. A dedicated online platform can bridge the gap by connecting donors to causes in need.

### Scope

The project will focus on:

- Designing an engaging and user-friendly interface.
- Providing secure and easy donation mechanisms.
- Showcasing success stories and profiles of dogs in need.
- Integrating social sharing features to amplify the reach of campaigns.

## Problem Statement:

### The Problem

Shelters and NGOs working for stray and abandoned dogs often struggle with insufficient funding and lack visibility to potential donors.

### Why It's Important

By addressing this issue, the project can:

1. Improve funding for shelters and NGOs.
2. Enhance the quality of life for stray dogs through better care and adoption opportunities.
3. Create a community of dog lovers willing to contribute to the cause.

## Objectives

1. Develop a website that provides information about dog shelters, their needs, and ongoing campaigns.
2. Implement a secure payment system to facilitate online donations.
3. Create features for donors to track the impact of their contributions.
4. Design the site to be mobile-friendly and accessible to a wide audience.
5. Integrate social media sharing options to maximize campaign visibility.

## Methodology

### Step 1: Data Collection

- Gather information about local dog shelters, their funding requirements, and success stories.
- Research user preferences for donation platforms and charity websites.

### Step 2: Tools/Technologies

- Frontend: HTML, CSS, JavaScript (or a framework like React).
- Backend: PHP, Node.js, or Python (Django/Flask).
- Database: MySQL, MongoDB, or Firebase.
- Payment Integration: PayPal, Stripe, or Razorpay.

## Experimentation/Implementation

1. **Planning:**
  - Define website features and functionality.
  - Design wireframes for the website layout.
2. **Development:**
  - Build frontend and backend components.
  - Integrate a secure payment gateway.
  - Add dynamic content like success stories and campaign updates.
3. **Testing:**
  - Ensure the website is responsive across devices.
  - Test all functionalities, including payments and navigation.
4. **Deployment:**
  - Host the website on platforms like GitHub Pages, AWS, or Heroku.

- Monitor website performance and gather feedback.

## Project Plan

### Timeline

- **Phase 1: Planning (Week 1)**
  - Conduct initial research on dog shelters and charity platforms.
  - Identify the target audience and their needs.
  - Create a detailed project outline and wireframes.
- **Phase 2: Design and Development (Weeks 2-4)**
  - **Week 2:** Design the website layout and UI/UX.
  - **Week 3:** Develop the frontend and backend components.
  - **Week 4:** Integrate the payment gateway and other functionalities.
- **Phase 3: Testing and Debugging (Week 5)**
  - Test the website for bugs, responsiveness, and usability.
  - Conduct a peer review and gather feedback for improvement.
- **Phase 4: Deployment and Finalization (Week 6)**
  - Deploy the website on a hosting platform.
  - Finalize the presentation and project documentation.

### Milestones

1. Project outline and wireframe approval (End of Week 1).
2. Completion of frontend and backend development (End of Week 3).
3. Functional website with testing completed (End of Week 5).
4. Final submission of the website and documentation (End of Week 6).

## Expected Deliverables

1. **Code:**
  - Full source code for the website, including frontend, backend, and database configuration.
2. **Website:**
  - A fully functional and live website hosted on a server or cloud platform.
3. **Project Report:**

- A detailed report covering objectives, methodology, challenges, and results.

#### 4. **Presentation:**

- A visually engaging presentation summarizing the project, including screenshots of the website and key statistics.

#### 5. **Testing Document:**

- A document detailing the testing process, test cases, and results.

## Evaluation Criteria

The project will be graded based on the following criteria:

Criteria	Weightage
Quality of research and literature survey	15%
Website functionality and user experience	30%
Innovation and creativity in design and features	20%
Quality of report and documentation	15%
Presentation skills	10%
Adherence to timeline and milestones	10%

## Submission Guidelines

### Format of Submissions

- PDF format.
- a standard structure: Title Page, Abstract, Introduction, Objectives, Methodology, Results, Discussion, Conclusion, and References.
- PPT format.
- slides are visually appealing, concise, and include key highlights of the project (use charts, screenshots, and minimal text).

#### 2. **Code and Website:**

- source code as a ZIP file.
- a **README file** with setup instructions and project description.
- Provide the link to the hosted website.

### 3. Testing Documentation:

- in PDF format, covering test cases, results, and feedback incorporated.

#### Mode of Submission

- Upload all deliverables to the designated online portal (e.g., Google Classroom, college portal).
- Alternatively, email submissions with the subject: "Dog Charity Website Project Submission".

## References

Doe, J. (2020). *Effective Web Design for Nonprofits*. Web Publishing Co.

Smith, A. (2022). *Donation Mechanisms and Their Impact on User Engagement*. Charity Tech

Websites:

- "Stray Dog Welfare Initiatives" (<https://straydogwelfare.org>)
- "Best Practices for Online Donations" (<https://charityfunding.com/blog>)