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| **Organisation** | **Liberia Renaissance Foundation**  The LRF is a Swiss registered non-profit. Their sole project is running a high quality educational facility in Liberia (formally known as the *Liberia Renaissance Education Complex*, but for our international audience *Our School Liberia*), offering classes from Kindergarten to 10th Grade to over 250 children, tuition-free. |
| **Existing website** | [http://www.our-school-liberia.com](http://www.our-school-liberia.com/) |
| **Issues** | No logo, poor copy, unappealing fonts, centred site layout, excessive menu items |
| **General purpose:** | * Keep existing donors updated with news and photos * Facilitate donations * Showcase achievements |
| **Audience** | **Donors – Switzerland/Europe**  Actual present audience is mostly older, Swiss high-net-worth individuals. Ideally we would keep it clean and simple to avoid scaring off our older HNWIs, but also bring in something that appeal to a younger generation of donors.  **General public – Worldwide**  Includes: school parents (Liberia), prospective volunteers (Europe), other NGOs (Liberia/Worldwide), Liberian Govt staff |
| **Users** | Administrator – Nicola Sutton, high level user (some coding ability)  Content editors – LRF/Liberian local staff, low-mid level users |
| **Special requirements** | Needs to be in both English and German. |
| **Links to** | * facebook (<https://www.facebook.com/OurSchoolLiberia>) * youtube (<https://www.youtube.com/channel/UCZdZYnDYG2GbVsqGaq27dFQ>) * vimeo (<https://vimeo.com/ourschoolliberia>) * linkedin (<https://www.linkedin.com/grp/home?gid=4863619>) |
| **Functionality** | * Needs to have a simple interface for uploading news and photos so that our Liberian staff can manage these aspects. * Reasonable level of control over updating/editing all content. * Mobile friendly version * Capacity to accept online donations redirecting via Paypal (account set-up in process) * Donate option clearly visible * Simple sign-up form for newsletter, including option to choose language. |
| **Compulsory content** | Our School Liberia logo (though open to adaptation of design) |
| **Ideals to include** | * Simple site map in footer * Headers and footers that stretch the whole width of the page |
| **Content** | Site map below  Predominantly text and images, some embedded videos (YouTube) |
| **Want to avoid** | * Moving graphics and too many embedded videos (for our Liberian audience, internet speeds are slow) * Too much information into any one page (e.g. homepage for http://www.charitywater.org/) * Side-bars * Scroll-over photos which stay in place while other content moves (<http://www.onegirl.org.au/>) |
| **Sites I like** | I started playing with this template as a concept: <https://nicola-sutton-39tj.squarespace.com/>  I like that it’s simple and clean, provided great photos, but obviously an out-of-the-box website is not ideal. |

**Site map:**

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| --- | --- |
| Level 1 | Level 2 |
| Home |  |
| About | Our project (mission statement, story, Liberia)  Staff (photos and brief bios)  Board (photos and brief bios)  Our students (selection of photos and brief bios; data and basic charts on enrolment/gender etc)  Supporters (partner logos and list of individual names)  Financials (annual reports in pdf) |
| Donate (international bank transfer details, link to paypal with options for both one-off and monthly donations) |  |
| Get involved | Sign-up (simple e-newsletter subscription form)  Events (text and photo)  Fundraise (text and photo)  Volunteer (text and photo) |
| News (single photo and text uploads for each news item, with ability to link to a photo grid) |  |
| Contact (text and map) |  |