

The Douglas and Joanne Chapman Animal Trust Website

Outline

The Douglas and Joanne Chapman Animal Trust is a charity which grants funds to promote the welfare of small animals in Norfolk. CD2 will create a website on behalf of the charity to increase awareness of their grants, provide information to potential recipients and aid in the grant funding process.

Features

The website will have an original, bespoke design to reflect the Charity with a content management system allowing users to update the content through easy to use tools. It shall be responsive for all modern devices and tested on all popular browsers.

Grant application information

The site shall provide all the necessary information and resources for acquiring a grant. This will include downloadable application forms, explanations of the criteria for receiving a grant, and advice / help for potential recipients. Guidance of board meetings to indicate deadlines and expected timescales will also be available.

Partners / Links

Pages highlighting local partners with links will help build relationships with organisations which can benefit the charity.

Case Studies / Recipient Stories

Case study pages will be designed to show the journey past recipients have taken, from applying for a grant all the way to receiving a plaque signifying their success. The pages will have galleries showcasing how the organisations benefited and a standard Q&A style summary to tell the story.

Logo & Branding

We will have a logo created alongside some simple branding and layouts to be used for the future in keeping with the existing imagery being used. The logos, branding and layouts will be designed to represent the charity in different mediums including:

- Plaques for successful grant applications
- Headed paper and stationary
- On the website itself
- Documents

Overview

- Home pages
- About the Charity
 - History of the trust
 - The sort of organisations helped by the grants
- Apply for a grant
 - How to apply?
 - FAQs
 - Page will also include information on times of Trustee meetings and provides guidance on the length of time to receive help.
 - Emergency Grants
- Case Studies
 - Highlighting successful past applicants through images and questions
- Make a Donation
 - Provides information for individuals wanting to donate to the charity
- Useful links
 - Connects the trust with local partner organisations such as vets.
- Contact Us
- Miscellaneous Pages
 - Privacy
 - Terms of Use
 - Meeting information
 - Any other legal / background pages necessary

Workflow

The work will be carried out in four stages with reviews between each.

1. Logo and Branding Design
2. Site Design Work & Structure planning
3. Site Development & Content Importing
4. Testing and Review

Each stage will take around 1 week to complete with an additional week's development between stages 2 & 3 to build the site framework. After the final testing is complete, the site will be ready for launch as soon as the client is ready.

Hosting and Support Options

When the development process is complete. CD2 can provide full hosting facilities for the website.

Technology platform and website hosting.

CD2's hosting offering exceed industry standards for reliability and performance, designed to meet the needs of organisations that cannot tolerate downtime with uptimes exceeding 99.99%. Our hosting services are also flexible and allows us to scale instantly, meaning if a client requires extra capacity at very short notice, we can allocate more resources straight away to handle the extra load. We offer daily backups as standard at no additional cost.

Support and Maintenance

Although the website is designed to allow the client to operate and maintain it, CD2 do offer a comprehensive Service Level Agreement which includes support, ongoing training, design and feature refreshes. The SLA features:

- All inclusive flat-fee service
- Complete warranty for all issues encountered within the platform.
- Includes ongoing feature development with continual security updates.
- Ongoing training.

In the first three months, we offer this service free of charge.

Fee Summary

Logo and Branding Design	£550 + VAT
Website Design and Development	£1200 + VAT
Website Hosting	£120 + VAT / year