**Website Proposal Document**

**The Anchor Collective  
*Prepared: August 2025***

**1. Organisation Overview**

**Name: The Anchor Collective**

**Brief History:**The Anchor Collective was founded in 2020 in the heart of Cape Town’s Southern Suburbs by a group of young Christian creatives, teachers, and community builders. The idea was born after a community youth camp revealed the deep need for year-round mentorship, faith-based community, and spaces to create and belong. What started as Friday night poetry jams and soccer matches at a local church hall has grown into a vibrant collective that offers creative workshops, mental health check-ins, tutoring sessions, and sports mentorships — all rooted in love, faith, and community.

**Mission Statement:**To nurture and uplift Cape Town’s youth through faith, creativity, and close-knit community support that reflects Christ’s love in action.

**Vision Statement:**A generation of spiritually grounded, creative, and community-minded young leaders empowered to inspire, serve, and transform their world.

**Target Audience:**Teenagers and young adults aged 13–23 in Cape Town; local churches, schools, aspiring artists, writers, and athletes; mentors, parents, and youth workers.

**2. Website Goals and Objectives**

**Goals:**

* Provide easy access to programme schedules and sign-ups
* Attract volunteers, mentors, and sponsors
* Highlight youth-created content (poems, art, articles)
* Share testimonies and community impact stories

**Key Performance Indicators (KPIs):**

* 100+ monthly site visitors in the first 3 months
* 50 youth registrations per term for workshops or events
* 20 new volunteers/mentors by end of the year
* 10 user-submitted poems or blog entries monthly

**3. Current Website Analysis**

**Status:**This will be the organisation’s first website**.**

**Challenges Without a Website:**

* Reliance on word-of-mouth and WhatsApp groups
* Difficult for newcomers or sponsors to learn about the group
* Hard to track engagement and programme interest

**Areas of Opportunity:**

* Establishing a digital presence
* Enhancing credibility to attract funding
* Providing online accessibility to programme info

**4. Proposed Website Features and Functionality**

* Homepage with upcoming event highlights
* About Us page with team, vision, and community impact
* Programmes page with registration forms
* Blog/Stories page featuring youth voices
* Events Calendar featuring Faith Nights, open mic sessions, tournaments
* Volunteer & Donate pages
* Photo & Video Gallery
* Contact page with map and contact form

**5. Design and User Experience**

**Colour Scheme:**

* Primary: Neon Blue (#2AAFFF)
* Secondary: Bright Yellow (#FFDD00)
* Accent: Deep Purple (#512DA8), White

**Typography:**

* Headings: Playfair Display Bold (classic, poetic feel)
* Body: Lato Regular (clean and readable)

**Layout and Design:**

* Youth-friendly, energetic aesthetic
* Responsive for mobile and tablet
* Icon-based navigation for visual learners
* Visual storytelling through imagery and quotes

**User Experience Considerations:**

* Intuitive navigation
* Clear call-to-actions (e.g., "Join a Workshop", "Submit a Poem", "Become a Mentor")
* Encourages interaction and sharing

**Wireframe Preview:  
(To be added separately)**

**6. Technical Requirements**

* **Languages: HTML5, CSS3, JavaScript**

**7. Timeline and Milestones**

| **Task** | **Date** |
| --- | --- |
| **Client Meeting & Planning** | **13 – 28 Aug 2025** |
| **Wireframe Design** | **13 – 28 Aug 2025** |
| **Content Sourcing** | **13 – 28 Aug 2025** |
| **Development** | **13 Aug–19 Sept 2025** |
| **Testing & Feedback** | **20–22 Sept 2025** |
| **Final Review & Submission** | **23–25 Sept 2025** |

**8. Budget**

| **Item** | **Cost (ZAR)** |
| --- | --- |
| **Domain & Hosting** | **R950/year** |
| **Website Design** | **R7,000** |
| **Content Creation** | **R1,000** |
| **Plugins & Licences** | **R400** |

**9. References**

* **Research on South African youth initiatives  
  https://sayouth.mobi/Home/Index/EN**
* **Canva for colour palette ideas  
  https://coolors.co/**
* **Freepik & Pexels for imagery : https://www.pexels.com/search/videos/behind%20the%20scenes/**

**Appendix: Rejected Proposal**

**❌ Proposal 2: Small Electrician Business (REJECTED)**

**Name: ZapWorx Electricians**

**Brief History:**Launched in 2022 in Benoni by brothers Themba and Jabu Mthembu, ZapWorx offers affordable and fast-response electrical repair services, especially for township homes and small shops. Known for their "no call-out fee" weekend service, ZapWorx has built a small but loyal customer base through word-of-mouth and WhatsApp groups.

**Mission Statement:**To light up homes and businesses with safe, honest, and expert electrical service.

**Vision Statement:**To be the friendliest and fastest electrician team in Ekurhuleni.

**Target Audience:**Township households, hair salons, spaza shop owners, and landlords.

**Website Goals and Objectives**

**Goals:**

* Make it easier for customers to request quotes or book appointments
* Showcase range of services (installations, DB board upgrades)
* Build a professional brand identity online

**KPIs:**

* 15 quote requests per month
* 20% increase in traffic within 2 months
* 5 customer reviews submitted monthly

**Current Website Analysis**

* No official website. Business relies on WhatsApp and Facebook Marketplace.

**Weaknesses:**

* Low online visibility
* No way to gather reviews or feedback
* No formal presentation of services

**Proposed Website Features and Functionality**

* Homepage with intro and call-to-action
* Services page with pricing
* "Book a Visit" form
* Customer reviews section
* Contact form with clickable phone number

**Design and User Experience**

**Colour Scheme:**

* **Electric Yellow (#FFD700), Black, Light Grey (#E0E0E0)**

**Typography:**

* **Headings: Oswald**
* **Body: Roboto**

**Layout:**

* **Clean and professional**
* **Prioritises mobile usability (WhatsApp integration)**
* **High-contrast buttons**

**Wireframe Preview:  
(To be provided)**

**Technical Requirements**

* **Languages: HTML, CSS, minimal JS**

**Timeline and Milestones**

| **Task** | **Date** |
| --- | --- |
| **Research & Planning** | **2–4 Sept 2025** |
| **Design Mockups** | **5–7 Sept 2025** |
| **Development** | **8–15 Sept 2025** |
| **Testing** | **16–17 Sept 2025** |
| **Presentation** | **20 Sept 2025** |

**Budget**

| **Item** | **Cost (ZAR)** |
| --- | --- |
| **Domain & Hosting** | **R850** |
| **Website Dev** | **R5,000** |
| **Maintenance** | **R500/year** |