**The Christian Union – Maseno University**

**Website**

1. **Goals and Objectives**

Attract new members, provide information about events, offer resources for spiritual growth such as books. Publicize the CU and its events, reduce paperwork, ease communication, facilitate collaboration and sense of community.

Target audience is the current students, new students and associates.

1. **Content**

About the Christian Union, ministries and EVE teams, upcoming events, bible studies, testimonies, events photos and videos, ongoing activities, FAQs, Blogs, Resource Library(books, media etc), Devotionals (daily, weekly) …

1. **Functionality**

Features such as online registration, discussion forum, voting platform, private messaging (connect and support) prayer request system, live chat, online giving, live event streaming, social media integration, alumni connection platform, job board, accessibility features

1. **Design and Branding**

Branding according to colors and fonts that represent the CU. Responsive layout, user friendly navigation, visually appealing designs, high quality visuals (engaging images and videos)