Website Development Proposal

Project Title: Revitalizing Impilo's Digital Presence

Submitted by: Bradley

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1. Organization Overview

Impilo Child Protection & Adoption Services is a Johannesburg-based non-profit organization dedicated to the care, protection, and placement of vulnerable children. Through foster care, adoption services, and therapeutic support, Impilo works in partnership with government departments and child welfare networks to provide holistic, long-term solutions for children in need.

2. Website Goals and Objectives

The primary goal of this project is to redesign Impilo's website to better reflect its mission and improve user engagement. Specific objectives include:

- Enhancing visibility and accessibility of services

- Encouraging online donations and volunteer participation

- Simplifying navigation and access to adoption resources

- Sharing impact stories and updates through dynamic content

- Ensuring mobile responsiveness and inclusive design

3. Current Website Analysis

Impilo's existing website (impilo.org.za) contains valuable information but presents several challenges:

- Outdated visual design and limited branding consistency

- Unclear navigation and lack of prominent calls to action

- Static content with minimal interactivity

- Poor mobile responsiveness and accessibility limitations

- Limited storytelling and emotional engagement

4. Proposed Website Features and Functionality

The redesigned website will include:

- A modern homepage with mission statement and action buttons

- Interactive volunteer and donation forms

- Carousel-style gallery for success stories

- Child protection resources

- Blog/news section for updates and events

- Embedded contact form with Google Maps and social media links

5. Design and User Experience

The design will emphasize warmth, clarity, and trust:

- Soft, welcoming color palette aligned with Impilo's values

- Clean typography for readability and professionalism

- Responsive layout for desktop, tablet, and mobile devices

- Accessibility features including alt text and ARIA labels

- Consistent branding elements (logo, favicon, animations)

6. Technical Requirements

The website will be developed using:

- Frontend Languages: HTML5, CSS3, JavaScript

- Frameworks: Bootstrap for layout and responsiveness

- Hosting: Compatible with existing or modern platforms

- Integrations: SEO tools, Google Analytics (optional)

- Scalability: Designed for future content expansion

7. Timeline and Milestones

Week	Milestone
1	Kick-off meeting and requirements gathering
2–3	Wireframe development and content planning
4–5	Site structure creation and feature implementation
6	Design refinements and mobile testing
7	Stakeholder feedback and optimization
8	Final delivery and walkthrough session

8. Budget

This project is offered as a pro bono initiative, with no financial cost to Impilo. Optional future services may include:

- Content updates

- Hosting upgrades

- Technical support and training

These can be discussed post-launch based on Impilo's evolving needs.

9. References

- Impilo Child Protection & Adoption Services – https://impilo.org.za

- Web Accessibility Initiative – https://www.w3.org/WAI

- Bootstrap Documentation – https://getbootstrap.com/docs/5.3

- Pexels & Unsplash – Royalty-free imagery for nonprofit use

- South African Government Child Welfare Guidelines

10. Closing Statement

Thank you for considering this proposal. I am passionate about supporting Impilo's mission and committed to delivering a website that reflects your values, engages your

community, and empowers your outreach. I look forward to the opportunity to collaborate and bring this vision to life.

IMPILO'S WEBSITE STRUCTURE

Home Page

To introduce Impilo's mission, highlight key actions and create emotional connection with vsitors

Services Page

To privide detailed information about Impilo's program and child welfare.

About Page

To share impilos'history, values and team, building trust and transparency

Enquiry Page

To allow users to submit questions or to express interestin services, volunteering, orr donations

Contact Page

To provide direct contact information and encourage outreach