# Non-Profit Organization Proposal

Non-Profit Organisation Proposal: "Green Earth Initiative"

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Non-Profit Organisation Proposal: Green Earth Initiative

1.1 Organisation Overview

Name: Green Earth Initiative

History: Founded in 2010, Green Earth Initiative is a local environmental charity dedicated to promoting sustainability through community education and action programs.

Mission: "To empower communities to live sustainably and protect our planet for future generations."

Vision: "A world where humans live in harmony with nature."

Target Audience: Environmentally conscious individuals (ages 18-45), local businesses seeking CSR partnerships, and school groups.

1.2 Website Goals and Objectives

Primary Goal: Increase volunteer sign-ups by 40% and donation conversions by 30% within 6 months

KPIs:

Monthly unique visitors (target: 5,000)

Volunteer form submissions (target: 200/month)

Online donation conversions (target: 100/month)

Average session duration (target: 3 minutes)

1.3 Current Website Analysis

No existing website - this will be their first online presence

1.4 Proposed Website Features and Functionality

Core Pages:

Homepage with mission statement and call-to-action

About Us (history, team bios)

Programs/Initiatives

Volunteer Opportunities

Donation Portal

Blog/News

Contact Us

Special Features:

Event calendar

Volunteer registration form

Recurring donation options

Impact metrics dashboard

1.5 Design and User Experience

Color Scheme: Earth tones (forest green #228B22, earth brown #8B4513, sky blue #87CEEB)

Typography:

Headings: Montserrat Bold

Body text: Open Sans Regular

Layout: Clean, image-heavy with ample white space

UX Considerations:

Clear navigation with prominent donation button

Mobile-responsive design

Accessible color contrast

1.6 Technical Requirements

Hosting: Shared hosting (SiteGround)

Domain: greeneartinitiative.org

Tech Stack: HTML5, CSS3, JavaScript, WordPress CMS

Plugins: GiveWP (donations), Events Calendar, Formidable Forms

1.7 Timeline and Milestones

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| --- | --- |
| Week | Milestone |
| 1 | Content Strategy & Wireframes |
| 2-3 | Design Approval |
| 4-5 | Development |
| 6 | Testing & Content Population |
| 7 | Launch |

1.8 Budget

Domain & Hosting (1 year): R150

WordPress Theme: R60

Development Hours (20hrs @ R50/hr): R1,000

Total: R1,210

1.9 References

WebAIM accessibility guidelines

Nonprofit Tech for Good donor trends report

WordPress.org documentation

