**1. Organisation Overview:**

* Name: Dignity4Girls
* Founded in 2018, Dignity4Girls is a South African NGO dedicated to supporting underprivileged girls by providing sanitary pads, hygiene products, and educational workshops. The organisation collaborates with schools, communities, and retailers such as Clicks and Dis-Chem to ensure access to essential menstrual health resources.
* **Mission:** To restore dignity and empower girls by eliminating period poverty.  
  **Vision:** A future where no girl misses school due to lack of menstrual health products.
* Schoolgirls in disadvantaged communities, potential donors, sponsors, and volunteers.

**2. Website Goals and Objectives:**

* **Goals:**
* Raise awareness of period poverty.
* Increase donations and sponsorships.
* Recruit volunteers.
* Provide educational resources on menstrual health.
* **KPIs:**
* Monthly increase in website traffic by 15%.
* At least 20 online donations per month.
* 50+ new volunteer sign-ups annually.

**3. Current Website Analysis (if applicable):**

* Currently, Dignity4Girls does not have a dedicated website. The organisation relies heavily on social media campaigns. This limits credibility, donor trust, and volunteer reach.

**4. Proposed Website Features and Functionality:**

* About Us page (history, mission, vision, team).
* Campaigns & Events page.
* Volunteer/Donation Enquiry Form.
* Contact page with Google Maps integration.

**5. Design and User Experience:**

* Discuss the overall design aesthetic and branding, highlighting the following:
* Colour Scheme: Pink, white, and teal (representing care, dignity, and trust).
* Typography: Sans-serif fonts (Poppins/Roboto) for readability.
* Layout and Design: Clean, modern, mobile-friendly.
* Simple navigation, donation button on all pages.
* **Wireframes:** Homepage → Campaigns → Enquiry → Contact.

**6. Technical Requirements:**

* Hosting: Afrihost / GoDaddy.
* Domain: dignity4girls.org.za.
* Tech Stack: HTML5, CSS3, JavaScript.

**7. Timeline and Milestones:**

* **Week 1-2:** Planning and content gathering  
  **Week 3-4:** HTML structure development and basic styling  
  **Week 5:** Responsive design implementation  
  **Week 6:** Functionality development (forms, interactions)  
  **Week 7:** Testing, optimization, and content population  
  **Week 8:** Final review, bug fixes, and launch

**8. Budget:**

* Domain & hosting: R1,000/year.
* Maintenance: R400/month.
* Marketing budget: R2,000 for launch promotions.

**9. References:**

* References listed here are unique to the chosen organisation and the researched documentation of the Website Project Proposal. The references listed in this document and the general references used to complete Part 1 will be compiled in the READMEmd document in the repository for the entire PoE.