WEDE

Dignity4Girls

Rosebank College

Proposal

# 1. Organisation Overview

Name: Dignity4Girls

Founded: 2018

Description: 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, Dis-Chem, Pick n Pay, and other sponsors 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.

Target Audience: Schoolgirls in disadvantaged communities, potential donors, sponsors, and volunteers.

1. **Website Goals and Objectives**

Goals

Raise awareness of period poverty.

Increase donations and sponsorships.

Recruit volunteers.

Provide educational resources on menstrual health.

Showcase campaigns, events, and impact stories.

KPIs

Monthly increase in website traffic by 15%.

At least 20 online donations per month.

50+ new volunteer sign-ups annually.

Growth in social shares and awareness campaigns.

1. **Current Website Analysis**

Currently, Dignity4Girls does not have a dedicated website and relies heavily on social media campaigns. This limits:

Credibility with potential donors.

Visibility of sponsorship opportunities.

Volunteer reach beyond local communities.

A professional website will act as a central hub for campaigns, donations, and educational resources.

1. **Proposed Website Features and Functionality**

Homepage: Hero slideshow with branding (dark pink + dignity heart-hand logo), impact highlights, sponsor logos.

About Us page: History, mission, vision, team.

Campaigns & Events page: Donation drives, marathons, community clean-ups, career expos, volunteer programs.

Gallery section: Horizontal event images with captions.

Volunteer/Donation Enquiry Form: With required fields (*name, surname, email, subject, message*).

Contact page: Google Maps integration, organisation details, and event sign-up button linked to form.

Impact Section: “Our Impact So Far” statistics (number of pads donated, girls reached, schools supported).

1. **Design and User Experience**

Colour Scheme: Dark Pink (#C71585), White, Teal – representing care, dignity, and trust.

Typography: Sans-serif fonts (Poppins / Roboto) for readability.

Layout and Design:

Clean, modern, and mobile-friendly.

Slideshow branding with heart-hand logo + “Dignity for Girls” text.

Sponsors displayed in horizontal rows (4 per row, resized logos).

Event gallery with horizontal images and captions.

Navigation: Simple navigation bar, donation button visible on all pages.

Sections: Engage With Us, Impact, Sponsors, Events, Contact.

1. **Technical Requirements**

Hosting: Afrihost / GoDaddy.

Domain: dignity4girls.org.za.

Tech Stack: HTML5, CSS3, JavaScript.

Responsive Design: Works on desktops, tablets, and smartphones.

Integrations: Google Maps for office location, contact form submissions via email.

1. **Timeline and Milestones**

Week 1-2: Planning, research, and content gathering (mission, sponsors, event photos).

Week 3-4: HTML structure development (slideshow, impact, sponsors, events).

Week 5: Responsive CSS implementation (horizontal sponsor logos, event gallery).

Week 6: Functionality development (contact form, links to “Join Events”).

Week 7: Testing across devices, optimisation, accessibility improvements.

Week 8: Final review, bug fixes, and launch.

1. **Budget**

Domain & Hosting: ± R1,000/year.

Maintenance: ± R400/month.

Marketing Budget: R2,000 for launch promotions (social media ads, flyers, school outreach).

1. **References**