Team Meeting Notes Summary
February 4th, 2025

Purpose and Direction of the Project

• The discussion centers around whether the new project is an add-on or a replacement for an existing website.

• The goal is to simplify and improve the organization of information, particularly regarding resources for charities.

• The new project will eliminate redundancy and possibly remove the existing resources page.

• The project aims to be an informational hub rather than an interactive event-hosting platform.

Target Audience and Donations

• The primary audience for donations (cash, services, commodities) is individuals aged 40-60.

• Clients can sponsor events, donate money or services, and create grants/foundations.

• Charities typically do not have excess funds to organize events independently.

• Donations can be facilitated through a partnership, where funds are channeled via an intermediary.

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Website Analytics and User Tracking

• The organization uses a plugin to track user activity, including session duration and referral sources.

• There was interest in accessing these analytics to assess user engagement and website effectiveness.

• A concern was raised about data potentially being skewed due to increased event-driven traffic.

Website Functionality and User Requests

• The team wants a streamlined request system to categorize inquiries (e.g., funding, donations, partnerships).

• A plugin is already in place for form submissions, and a responsible team member filters incoming requests.

• The team is considering a submission process for businesses to be added to the directory.

Training Materials and Accessibility

• Preferred formats for training and informational content include PDFs and external links.

• Videos were considered but not prioritized at this stage.

• Users have found it difficult to navigate the current website's resources.

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Design and User Experience Considerations

• The new layout is designed with an older audience in mind, focusing on easy navigation.

• The homepage will be structured to minimize text-heavy sections.

• The navigation will emphasize clear categories for different user needs (e.g., donors, funding seekers).

• The new project will not require major technological changes but will enhance accessibility and structure.

Clarifications on Existing Content

• The "About Us" section will remain on the main website.

• The resources page will be removed and replaced with the new system.

• The project should not slow down the website and should link smoothly to necessary sections.