**NGO Portal  
Project Overview**

Website Title: NGO Central

This project is based on the triangle of User, NGO and Corporates. The primary focus is on the Users to begin with and the NGOs. It will a vibrant community of social activists, volunteers and NGOs to spread awareness and gain useful information.

The users will have access to our large data base of NGOs. They will be able to search specific NGOs based on location, causes they support, their fundings, and the user defined rating system which will be incorporated.

The NGOs will be able to register on the website and provide authentic information, create pages, upload pictures and interface with the online community directly. They will be able to promote their causes and the ongoing campaigns. They will be able to raise funds through our online ‘Donation’ system.

The primary aim of our website is to increase traffic by making a user friendly, searchable repository of reliable information for both the NGOs and the end users. At a later stage the focus will shift to corporates and the website can be a useful resource for handling the CSR activities.

The website can be monitised primarily through ads and also through our fund management system serving the NGOs. The registeration is open and free for all.

**Home Page**

The left pane will have a structured Seach Box wherein the user can enter the specific City/Cause/Rating level of an NGO and the system will generate the required results. There will be a universal search box for searching People/Causes/NGOs and Campaigns. Another feature will be ‘Trends’ which will include snippets of the latest blog enteries.

The home page will feature the prominent NGOs and their current activities. Below that will be a spread out browsing option for Campaigns and Causes and also some featured prominent registered users on our website.

The registeration mechanism will be based on filling up of a form requiring the details. It will be like creating a profile. Anybody can create a profile but the NGO specific people will need to get them verified by contacting us.

The top level menu will have options for Volunteering and Donations which will enable to users to chose specific NGOs. There will be dedicated blog which will have specialists and knowledgable people writing about the NGO world and there will be tagging based on topics and a commenting system. There will also be links to our facebook and twitter pages.

Overall the content on the home page will be self refreshing and renew itself multiple times in a day based on social activity, so that the page always remains fresh.

**NGO Search Results**

The structred seach done from the home page will generate the NGOs based on the criteria. There will be filtering mechanism and a display option for grid or list views. There will also be the ‘Map’ button used for location the NGOs geographically. The bread crumb will specify the exact location of the user and the NGO listing will provide links to go directly to the NGO Page.

**User Page**

The main user page will be the complete profile of the registered user. The main page will be the oerview and the various tabs on the left pane can direct the user to the specific details of the person. There will be option to add ‘Connections’ which will be like ‘friends’ along with the option to send personal message. This is only possible between registered users. There will be the profile pic uploaded by the user himself, a picture gallery, the user specific causes which are ‘Supported’, the ‘Volunteering’ done, and the NGOs ‘supported’.

There will also be a feature where in the users can endorse each other as well as NGOs. These will add to the credibility and improve the online presense of both the users and the NGOs. There will also be an activity list displaying the various actions done by the user. This can be open to public.

**NGO Page**

This will be the most comprehensive page of the website providing content rich material. The idea is to make this as the most trustworthy source of information on the net, thus the NGOs will want to be available on our website as well as providing the link to this profile on their own websites.

There will be comprehensive data about the NGO such as the address, contact details, the important people (preferable registered on our website). There will be picture gallery, the work being done by the NGO, the causes it supports. There will be other information like Financial Reports and Announcements. The two prominent actions the user can perform are ‘liking’ and ‘reviewing’, based on their experience. The users can ‘Volunteer’ and ‘Donate’ by clicking on the respective icons. They can also ‘Endorse’ and ‘Rate’ the NGO which will form a collective averaging in our system to generate an overall rating.

In addition, there is a ‘Discussions’ tab which will provide an option to ‘start a new topic’, or post on an existing thread. These discussions can be on varied topics. An option for displaying the ‘current campaigns’/ ‘events’ specific to the NGO can also be provided.

There can be filtering of information done based on the kind of user viewing the page, whether it is the ‘NGO Admin’, any ‘Registered User’, or ‘unregistered’ user. This will encourage more people to register themselves. There will be another option to ‘verify’ the page which will be done at our end.

**Causes**

The ‘Causes’ page will provide a comprehensive browsing page for the user to look for cause specific NGOs as well as get information based on that cause. It is another spoke in this model and a way to navigate information. There will be pictures for each cause selected from the tags, the no. of Vulunteers supporting that cause through various NGOs, the top 4-5 NGOs supporting that cause based on the ratings, and the ‘Supporters’ for each cause. For each cause main page, there will be an option to ‘Support’ that cause and also view Cause specific articles on our Blog. This will be linked through tagging on our blog. Note this will be different from ‘Volunteering’. Also, it will feature the no. of campaigns being run through the different NGOs for this cause. In a similar navigation, one can go into the details of each option.

**Campaigns**

In a similar vien, the Campaigns being another spoke, is a way to browse the website. They can be divided into categories such as fund raisers, awareness, drives and each can have their own ‘Key NGOs’ and knowledge sharing via Blogs. The idea is to make the website a central repository of the NGO domain.