



Give Back.
Build Community.





Our Team

The authors of this design brief and website worked together and collaborated on all aspects of the project. They were able to brainstorm as a team as well as edit every step of the way. Here are our creators and how they contributed most:

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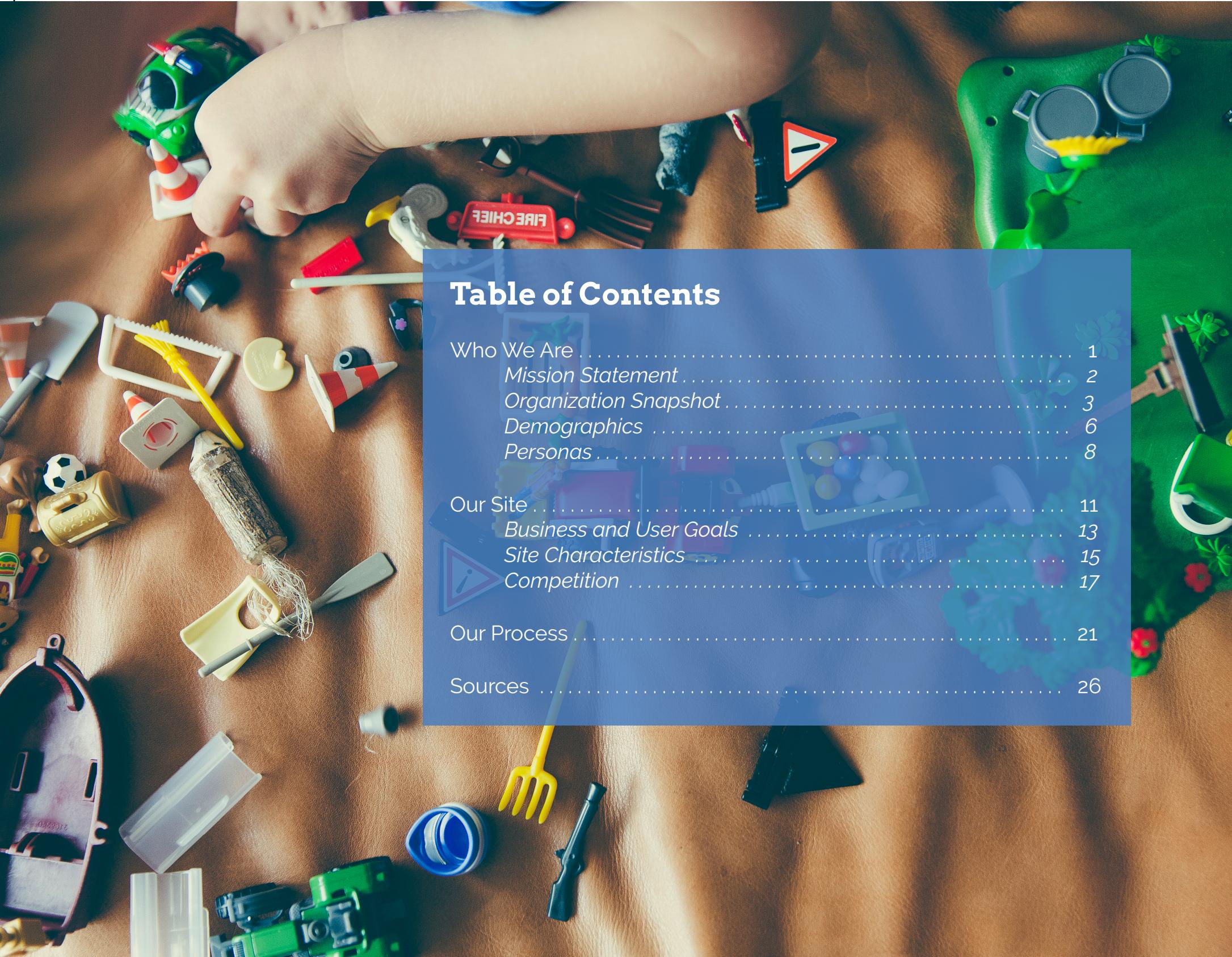
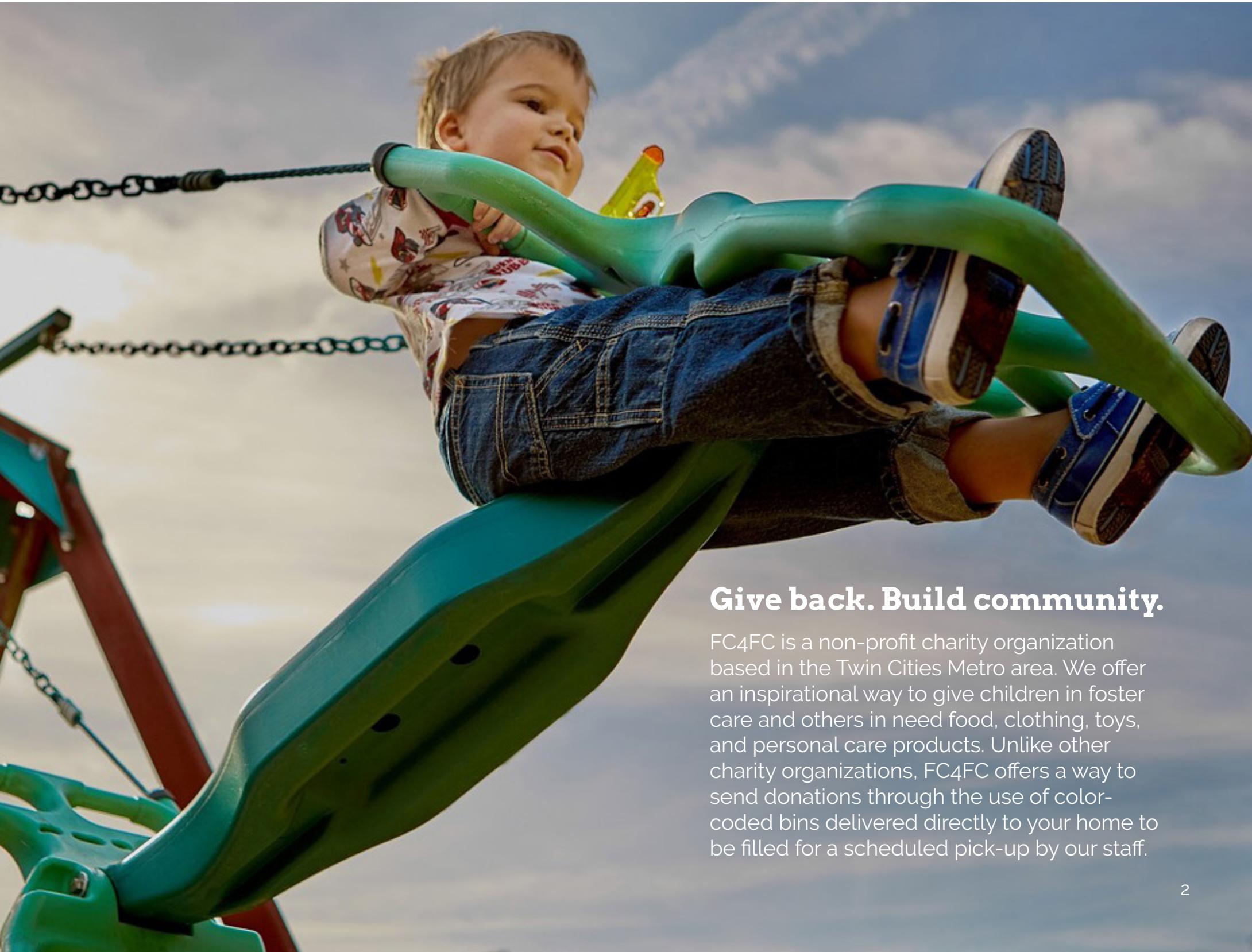


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Who We Are



Give back. Build community.

FC4FC is a non-profit charity organization based in the Twin Cities Metro area. We offer an inspirational way to give children in foster care and others in need food, clothing, toys, and personal care products. Unlike other charity organizations, FC4FC offers a way to send donations through the use of color-coded bins delivered directly to your home to be filled for a scheduled pick-up by our staff.

Services

Nonprofit that provides donations to children in need.

Donations are received through the convenience of donation bins provided by the organization.

Bins are available in three sizes and will be scheduled for a drop-off and pick up.

Donations include: Clothing, Food and Toys.

- Clothing and toys must be in new or gently used condition.
- Food must be non-perishable items.
- Gift Cards for Grocery Stores
- Monetary Donations are welcome

Scheduling times will be listed in the system for our donators to choose a time we have available.

Bins are donated through our sponsor, The Container Store.

Funds are acquired by the following:

- Individual donations and major gifts
- Online via our website
- Corporate and business contributions
- Volunteers giving time to keep our organization going
- Fiscal Sponsorship Opportunities
- Special Events
- Special Marketing Promotions

Promotion

Brochures

Direct mailers sent to homes

Email distribution to people who opt in for our quarterly newsletter

Website

Community Events and Public Relations - bring awareness of the organization and the good it does in the community

Volunteer Appreciation Party - giving back to the volunteers to invest their time in our mission to help children in need in our community

These events raise money for funding as well as bring awareness to the community:

- Annual 5K for Foster Children
- Annual Picnic for Kids
- Holiday Drive for Kids In Need

Sponsors:

- Container Store sponsors our donation bins
- X company sponsors our quarterly mailers
- Fiscal Sponsors
- Big Brother/Big Sister
- Boys & Girls Club of America

As an up and coming non-profit, we need to align our company with charitable organizations who also value children in the community.

These fiscal sponsorship opportunities are a limited time commitment:

- Annual Picnic for Kids: Big Brother/Big Sister
- Holiday Kids Drive: Boys and Girls Club of America

Cost

Gasoline needed to transport vehicles
Warehouse to store items
Transportation Vehicles
4 Vehicles on Hand
Annual maintenance of vehicles
Time needed to sort and drop-off donations
Drop off of donations to children in need
Funds for community events
Direct quarterly mailers and other stationary marketing collateral
Logistics
Community Events
Special Events

Location

Distribution Facility
Located in the Twin Cities. We assist youth in our community
Volunteers that pick-up and drop off-donations
Logistics of sorting and documenting the donations
Logistics of distribution of items to children in need
Volunteer Logistics
Logistics of Annual Community events

Competition

Goodwill
Epilepsy Foundation
Drop off sites
Savers

Demographics

Age	Marital Status
Under 18	0%
18-24	10%
25-34	30%
35-49	30%
50-64	25%
Over 65	5%
Income	Sex
Under 20k	5%
20-49k	10%
50-74k	20%
75-100k	20%
100-150k	25%
Over 150k	20%
Education	
Some High School	5%
High School Grad	10%
Some College	25%
College	30%
Post Grad	30%

Webographics

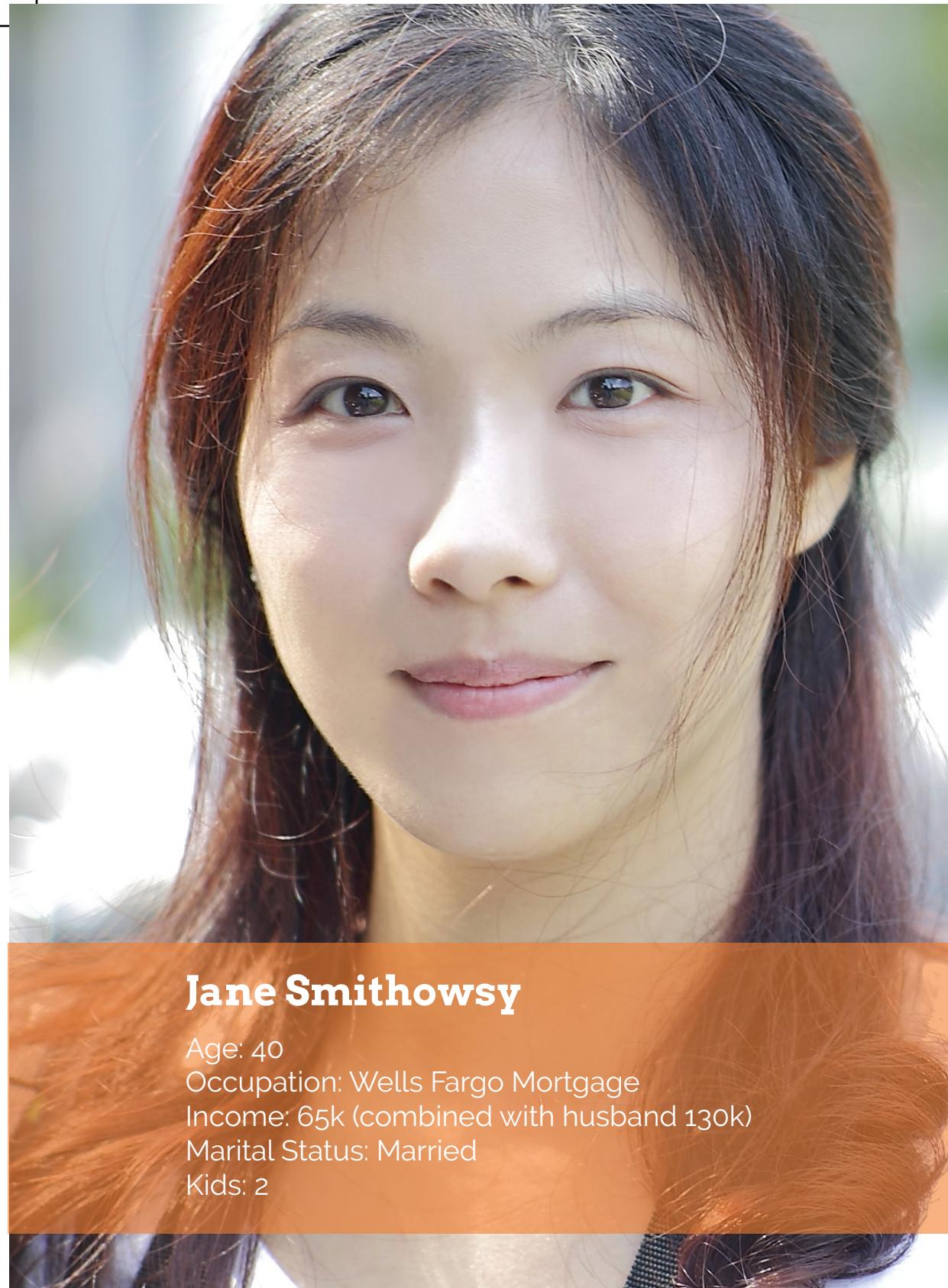
Access Point	Frequency	
Home	50%	4 - 10 Hours
School	10%	10+ Hours
Work	40%	
Access Speed	Years Online	
Cable	Over 5 Years	
Time of Use	Frequency	
Morning	35%	4 - 10 Hours
Afternoon	30%	10+ Hours
Evening	30%	
Late Night	5%	

Activities:

Working, Shopping, Referencing/Search Engine Queries, Blogging, Social Media, Email, Volunteering

Geared Towards:

First-time Users and returning visitors familiar with the organization



Jane Smithowsy

Age: 40
Occupation: Wells Fargo Mortgage
Income: 65k (combined with husband 130k)
Marital Status: Married
Kids: 2

Jane is married and has two children. Her first child is in high school and her second child is just ending preschool and will soon be going into kindergarten. Jane has been working for Wells Fargo for 18 years and is a homeowner. She and her husband are selling their home soon and plan on moving to a suburb that is in a school district they want their youngest son to be in. They have accumulated a lot of toys and clothing that their children have grown out of.

Jane would like to donate her items instead of selling them to a for-profit business or throwing them away. Jane is also a very busy mother looking for the convenience of FC4FC. Her mother is a social worker and recommended the FC4FC site. Jane plans on scheduling a bin drop-off after she discusses a good time with her husband when they get home from work this evening.

Linda Lee

Age: 64

Occupation: Child Protection Supervisor

Income: 90k

Marital Status: Married

Kids: 3

Linda Lee is close to retirement from a career in child protection. Her children are all grown and live on their own. Her husband, an educator, is retired. Linda recommends the FC4FC site to a lot of people. Although she does not have any physical items to donate, she likes to attend functions, events, and holiday parties and contributes financially at these events (she particularly enjoys the silent auction at some fundraisers). She uses the site to see when the next event is so she can fit it into her schedule.





Our Site

Why does FC4FC need this site?

FC4FC needs a site to connect people who wish to donate items to be distributed to children in need. It will educate the community to learn more about our cause, special events, and sign-up to contribute. Our site will add revenue through the use of ads for our sponsors to fund our program.

Why will your visitors use this site?

Scheduling drop-off and pick-up dates that can be made easily on the website

Visitors can see how their donations have impacted the community through success stories and community events

Learn of ways to be involved through volunteering, donating, and/or sponsorship

Contact to ask questions and find ways to contribute

Describe what your site will do or be.

The site will provide the following services:

- Provide easy scheduling
- Free drop-off and pick-up of goods
- Sort and distribute items to foster children
- Share information on community events and other ways to connect

Users

Creates a convenient and streamlined process for the donation of goods
Gives the contributors a sense of sustainment by reducing their waste
A way to get involved in the community

Business

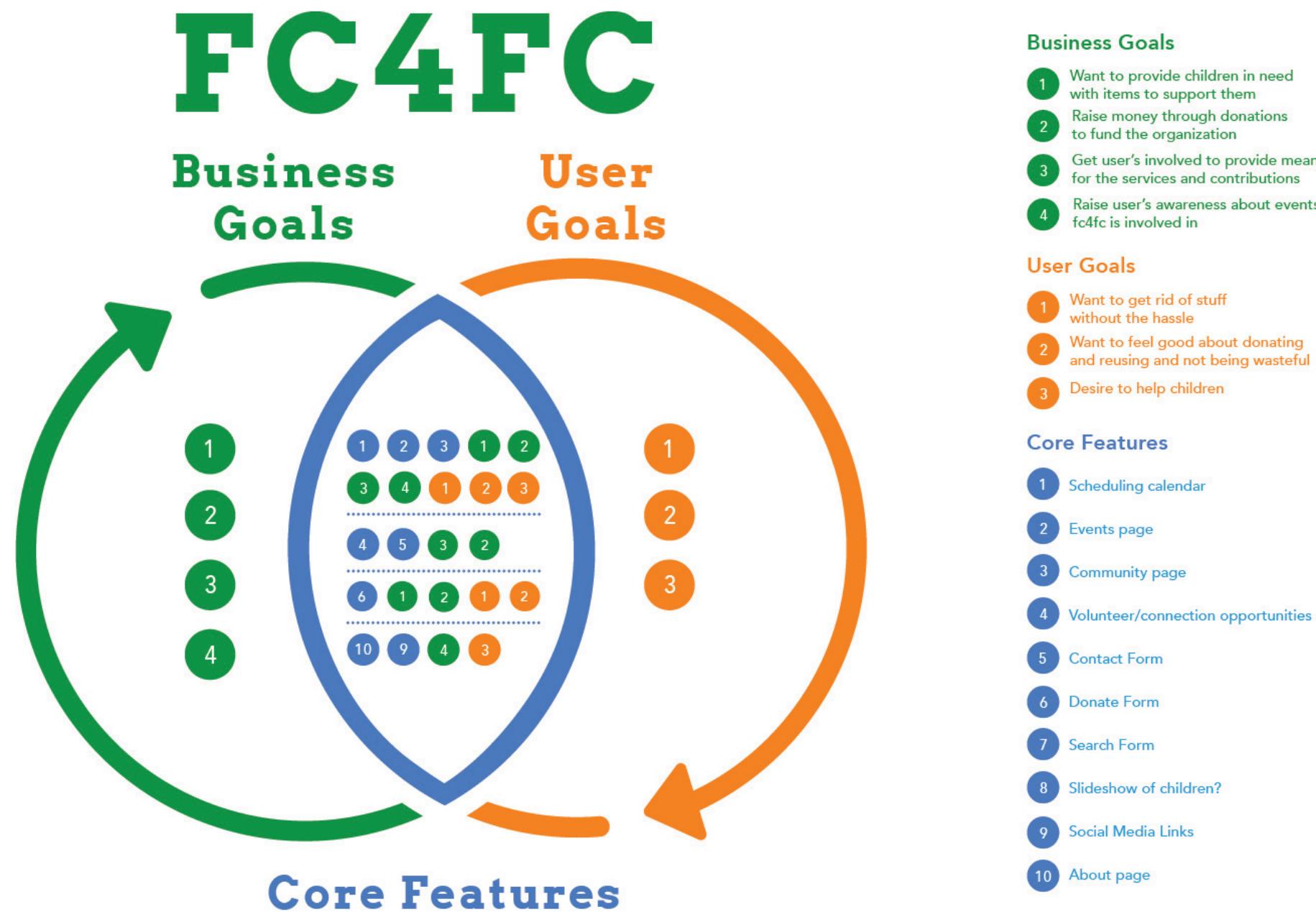
Offers the community with charitable services to give to our cause
Provides a source of revenue through community donations
Produces an additional source of revenue to the organization through sponsorships
Educate community on why our cause is worthy of the donation of their goods.

Priority to the User

Easy to use and navigate is a priority to the user as well as an online scheduling form. They will want an about, event, and community page to get to know more of what the site is about.

Scheduling Drop-off and Pick-up Dates

Provide children with items such as: clothing, toys, food, and personal care products
Ways to interact with the community through events, volunteering, contributions, and sponsorship



What will you name your site?

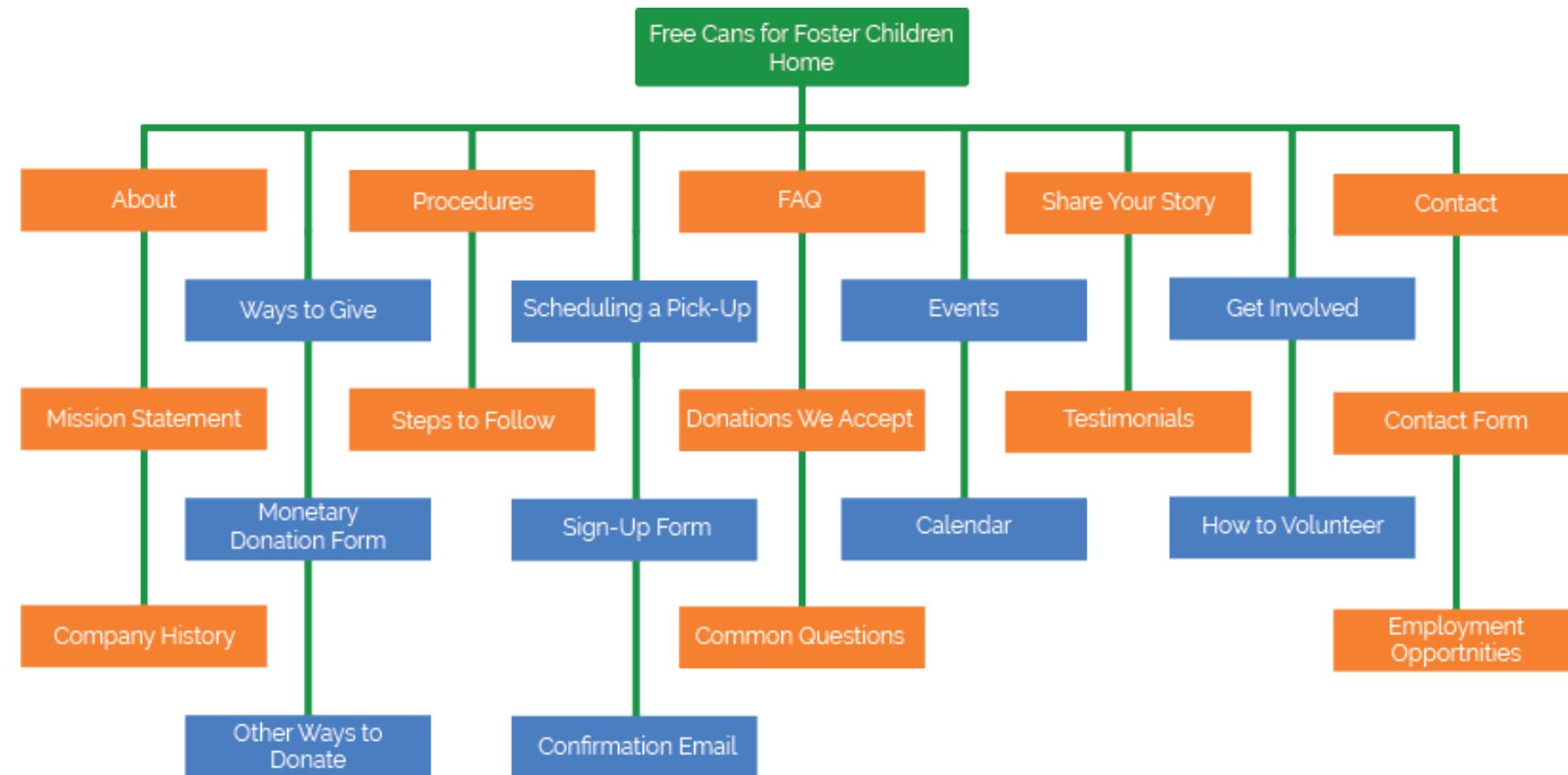
FC4FC.org

Pages

Home
About Company
Contact Form
Ways to give - sponsorship, monetary donations
Scheduling bin donation
Procedure on how to use donation bins
About bins and what to donate
Volunteer
Events
Success stories

Site Features:

Slideshow/Carousel
Calendar (sidebar)
Search Form
Calendar
Scheduling App
Contact Form
Monetary Donation Form



Who are the known competitors?

Once Upon a Child

www.onceuponachildmaplegrove.com

Savers

www.saversonline.com

Goodwill

www.goodwilleasterseals.org

Salvation Army

minneapolis.satruck.org

Children's MN

www.childrensmn.org

St. Vincent de Paul Twin Cities

www.svdpmpls.org

Arc Value

www.arcvaluevillage.org/

What sites might become competitors?

St. Jude or other larger non profits for kids hospitals are not in this area but have enough revenue to expand into the Twin Cities and Metro Area. Also smaller thrift stores such as Steeple People who do not have a website but could expand and build one. There are also other companies that are not popular in the area such as Bibles for Missions Thrift Center, who could eventually become a bigger competitor.



Do any related sites have partnerships with portals?

Children's MN is the only website with a portal due to the fact the site is only a small section of the Hospitals larger site.

According to the Nielsen NetRatings, what are the top-ranked sites in your company?

According to rankings.com our competitors' sites fall somewhere in the range of 25,000-50,000. This rating is depending how many people have visited the sites compared to all sites on the internet.

When you search for the keywords that are most important to your site, which sites appear on the first page of the listings?

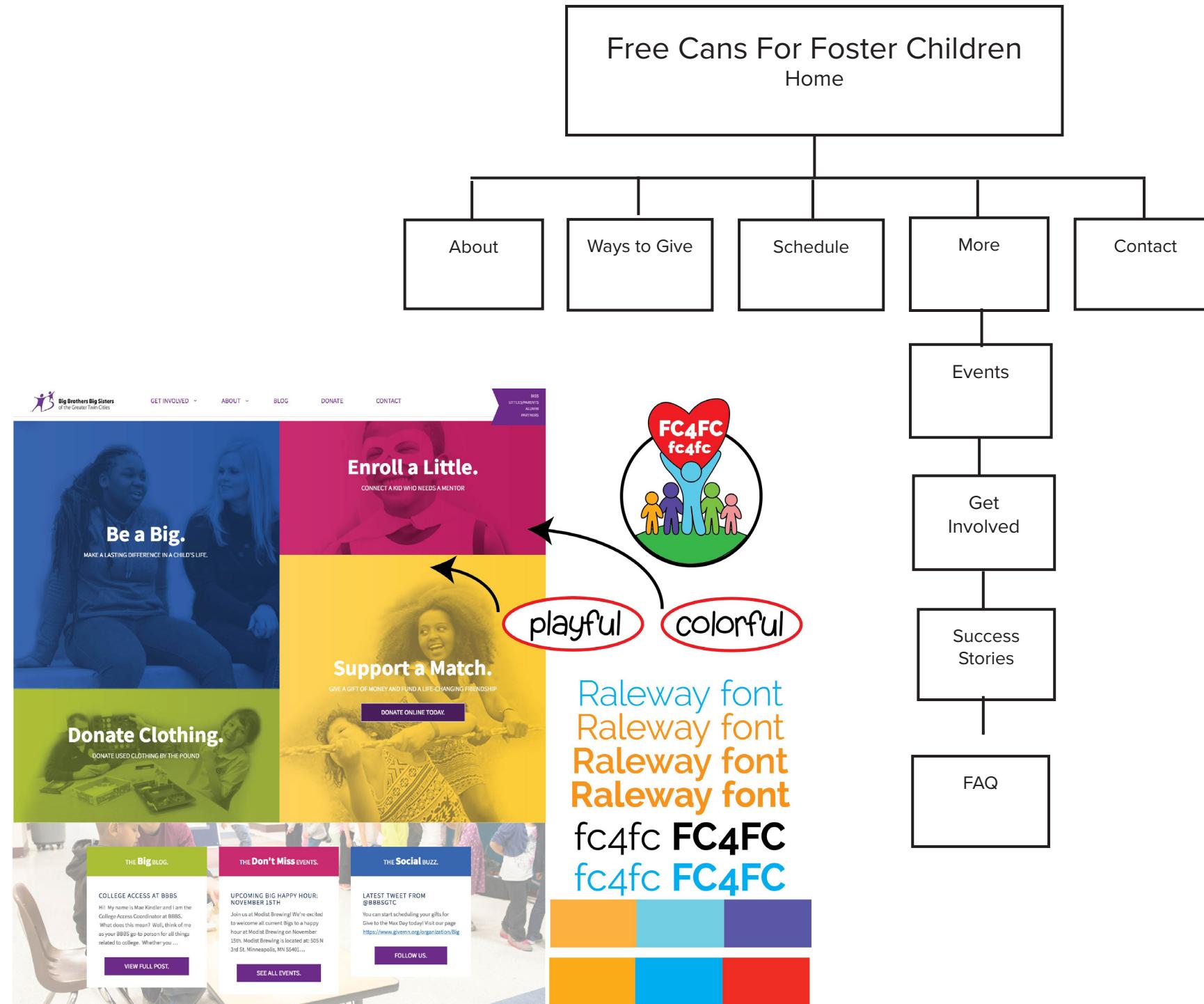
Companies that have paid google for ads are the first to appear. However many of these sites aren't even local or even out of state, so they don't have much relevance to the search.

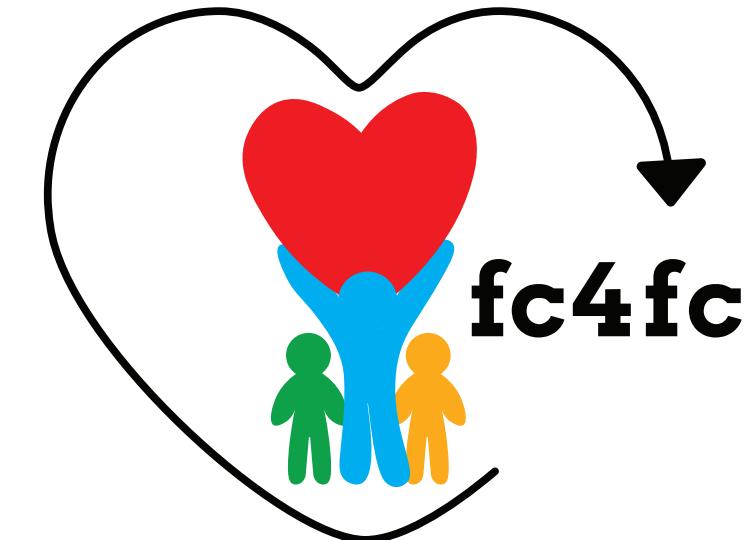
Competitors Names	Once Upon A Child	Savers	Goodwill	Salvation Army	Children's MN	St. Vincent's de Paul	Arc's Village
Annual Revenue	\$500,000 to \$1 million	\$2.5 to 5 million	\$1 to 2.5 million	Less than \$500,000	\$500,000 to \$1 million	\$500,000 to \$1 million	\$1 million
Search Ranking	Not in results	2 nd	4 th	1 st	Not in results	Not in results	3 rd
Key Features	<ul style="list-style-type: none"> • Locations • About the business • Joining mailing list 	<ul style="list-style-type: none"> • Locations • Ways to save 	<ul style="list-style-type: none"> • Locations • Money Donations 	<ul style="list-style-type: none"> • Locations • Ways to Donate 	<ul style="list-style-type: none"> • How to donate 	<ul style="list-style-type: none"> • Religious aspects of the company 	<ul style="list-style-type: none"> • How to donate
Site Search	No	No	Yes	Yes	Yes	No	No
Email Service	Yes	No	Yes	No	Yes	Yes	Yes
Pick-up	No	No	No	Yes	No	Yes	No

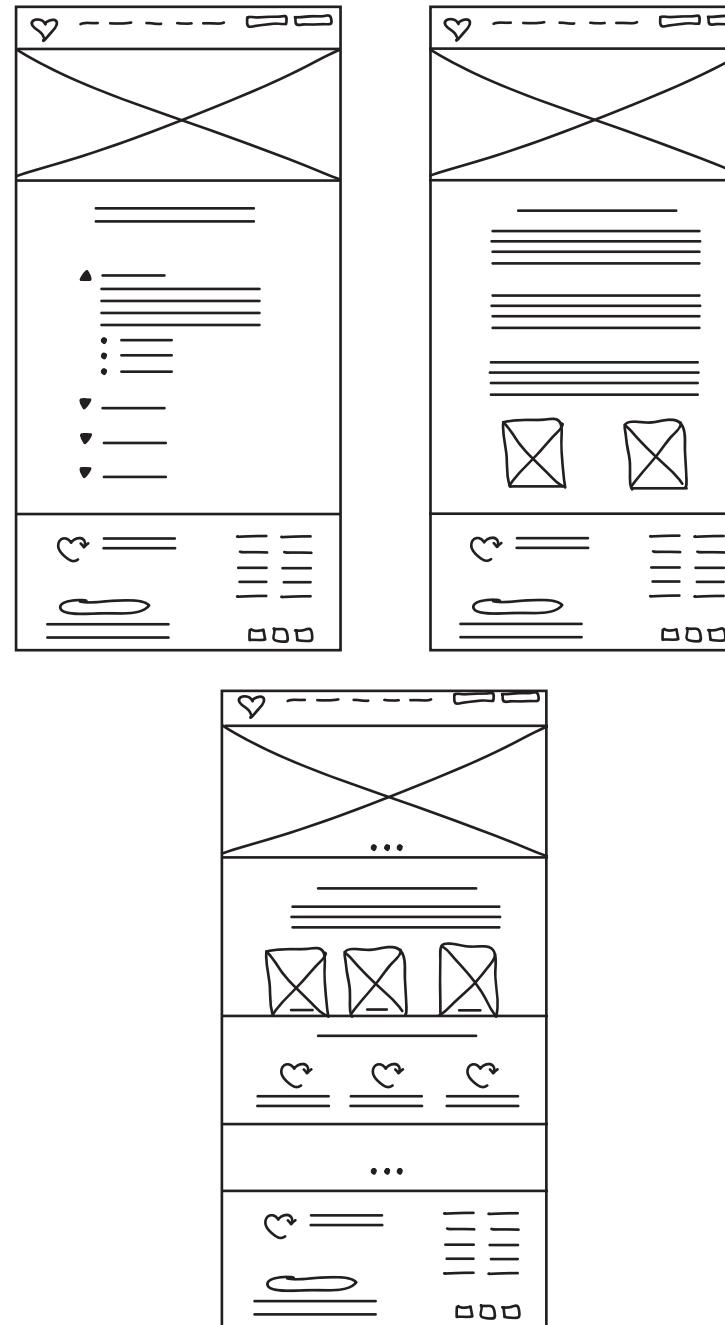


graph

Our Process







This wireframe illustrates a detailed layout for a charity website. At the top, there is a navigation bar with links for Home, About, Ways to Give, Events, and Contact Us, along with Login and Sign up buttons. Below the navigation is a social media link "Don't be shy! Be Social" with icons for Facebook, Twitter, and Pinterest. The main content area features a large hero image of children. Overlaid on the image is a text box with placeholder text "Lorem ipsum dolor sit" and a "Learn More" button. Below the hero image, there is a section titled "Inspiring giving through reuse" with a description of the organization's mission. To the right, there is a section titled "Choose Your Way to Give" with three categories: "Books" (red heart icon), "Clothes" (blue heart icon), and "Toys" (green heart icon), each with a brief description. Further down, there is a section titled "Find out about a few of the children's lives we've impacted" featuring three small images of children labeled "Meet Lisa", "Meet Kelly", and "Meet Joey". At the bottom, there is a red banner titled "Testimonial Slider" with placeholder text "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt". The footer is a dark green section containing the organization's logo, a "The Container Store" link, a "Children Helped" summary, a "Volunteer Opportunities" link, a "Donate to the cause" link, and a "Don't be shy! Be Social!" section with social media icons.

Thank you!

Thank you!

We really appreciate you taking the time to learn more about our organization. Because of people like you, we are able to continue operations and help families in the Twin Cities area.

Remember: Give back. Build Community.

Sources

The Unusually Useful Web Book by June Cohen

Once Upon A Child

<http://www.onceuponachildmaplegrove.com/>

Savers

<https://stores.saversonline.com/mn/minneapolis/savers-thrift-store-1032.html>

Minneapolis Goodwill Easter Seals

[http://www.goodwilleasterseals.org/site/
PageServer?pagename=goodwill_minneapolis](http://www.goodwilleasterseals.org/site/PageServer?pagename=goodwill_minneapolis)

Minneapolis Salvation Army

http://minneapolis.satruck.org/?gclid=CjwKEAjwtNbABRCsqO7Jo_uJxWYSJAAiVo5LMHy54AnzFpwc9yj6Tu-yaztggp62kDKQOIJ7z-23YRoCvLbw_wcB

Children's MN

[https://www.childrensmn.org/support-childrens/giving-to-childrens/
other-ways-to-give/in-kind-gifts/](https://www.childrensmn.org/support-childrens/giving-to-childrens/other-ways-to-give/in-kind-gifts/)

St. Vincent de Paul Twin Cities

<http://www.svdpmpls.org/minneapolis.html>

Arc's Value Village

<http://www.arcsvaluevillage.org/>

Ranking.com - Data-driven Marketing Research

<http://www.ranking.com/>

Manta - Small Business Marketing

<http://www.manta.com/>

