

Outline – Peer Pledge

Peer Pledge is a one-page web app

Enter home page that features information about the website and vision of the giving community space.

Show images of happy people and generosity to evoke emotion and confidence in giving

Demonstrate ease of access to find charities and friends

Compel / Invite visitor to sign up

Easily create an account

Easily make a pledge / donation

Easily share with peers

Show the global impact of visitor's participation

Show the new member their accomplishments

Future enhancements / vision:

- Set reminders to revisit

- Integrate with social media

- Become one of THE social media GIANTS

- Become the recognized giving vehicle