PPa: Poker Alliance

Project Scope & REquirements, Updated 6-12-18

June 12, 2018

# Overview

## Project Scope

We recently acquired organized Poker Alliance (<https://theppa.org>). We will be announcing a rebrand to the Poker Alliance at the end of June or early July 2018. The new website will be <https://pokeralliance.com>.

The Poker Alliance (PA) is an LLC organization representing American poker players with the goal of establishing a safe and secure place to play poker. Formed in 2005 as the Poker Players Alliance, a non-profit membership organization of nearly 1 million poker players, the PA continues to serve as the unified voice on behalf of Americans’ right to play poker in all its forms.

On Capitol Hill and in state houses across the country, the PA works with key lawmakers to raise awareness of the issues impacting the U.S. poker playing community and promote sensible public policies that benefit and protect all American consumers online and offline. As the recognized expert on the game of poker, the PA is also an established legal resource, taking the argument that poker is a game of skill directly to state and federal courts.

PA is supported by sponsorships and donations from the poker community which give us the ability to fight for your poker rights. Our priority is to work towards solutions that put poker consumers and poker competition first. With your help, we can have safe and fun live and online poker (and online gaming) across the country.

## Website Scope and Requirements, including migration of PPA members/donors

Phase 1 Design a simple one-page site with new branding and messaging for launch on 6/22/18.

* Assure all redirects are made from prior site to new site.
* New Logo/colors
* Clear messaging for donors who are redirected to the site, noting our change and growth in near future.
* Link to PR PDF, NJ, NY and PA success articles in PDF from the messaging.
* T&C and Privacy Policy pages
* About, Contact Us and FAQ pages: awareness and online poker ballets
  + Email Address
  + State of Residence
* 22nd email from theppa.org to current subscribers with our message
* No donations on line – all through contracts

Phase 2 Additional website content

* Integration with Voter Voice for use of “send a letter to your congressman”
* Marketing notification targeted by audience of 818,752 contacts – Players, Poker Enthusiasts and Industry Supporters
  + 500,756 are “good” subscribers
  + 86,883 are “activists” who have taken action in the last 12 months on the portal
  + Remainder are a general contact
* PPA to provide email list and other pertinent information on their donors for us to load to our database
* Other website information?
  + Voter Voice – third party database we will enter into a new agreement with potentially
  + Lobbying Information – Poker PAC?
  + Outline legislative wins on the site
* Updated T&C, Privacy Policy
* News: RSS feed?

Phase 3 ??

## Timeline Requested

|  |  |  |  |
| --- | --- | --- | --- |
| Request | Owner | Date Needed | Date Delivered |
| Meeting with Randy Lau (Tech) on site code base and Voter Voice | Fitsum/Cheryl | 6/13/18 |  |
| Site Design Phase 1 Review and approval | Cheryl | 6/14/18 |  |
| Set up call with Voter Voice (Joe send contact to Cheryl) | Fitsum/Cheryl | 6/15/18 |  |
| Branding – logo and colors | Alena | 6/18/18 |  |
| Messaging for home page/landing page for users who are redirected to the new site   * Subscriber * Activist * Passerby | Joe/Alena | 6/20/18 |  |
| Terms and Conditions | David B. | 6/20/18 |  |
| Privacy Policy | David B. | 6/20/18 |  |
| About: advisory board? Maybe not | Joe/Alena | 6/20/18 |  |
| FAQ | Joe/Alena | 6/20/18 |  |
| Registration requirements: Lobbying, Sponsor, Consulting | Joe/Alena | 6/20/18 |  |
| Executive Employment Agreement | David | 6/20/18 |  |
| Independent Contractor Agreements | Steve | 6/20/18 |  |
| Consulting, Sponsorship and Advisory Services Agreements | Steve/David | 6/20/18 |  |
| Delivery website live | Fitsum | 6/22/18 |  |
| Email from theppa.org announcing the change | Alena | 6/22/18 |  |
| New President – meeting in DC plus 2 of 3 PPA consultants (Pappas, Lau, +1) | Joe/David | 6/25/18 |  |
| PPA list loaded to Salesforce along with all donor details and/or use of Voter Voice | Fitsum | TBD |  |
| Marketing notification emails defined – messaging, branding, segmentation to send to subscribers, activists, remainder | Alena | TBD |  |
| Delivery website Phase 2 | Fitsum | TBD |  |
|  |  |  |  |

## Audience and Site Map

* **Audience for the Site**
  + **Poker Fans**
  + **Poker Players**
  + **Sponsors- Those who support the movement and want to provide monetary funds to PA**
  + **Affiliates – Those who see value in sharing their own product with the PA mailing list**
  + **Consulting – Know current legislation, advise on business plan**
  + **Regions: North America, Europe, Asia**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Name** | **URL** | **Content Description (plain language)** | **Meta Description** | **Meta KW** | **Bots Rules** |
| Home |  |  |  |  | Links should be crawlable; containerized content should not be readable |
| About, Contact Us |  |  |  |  | Links should be crawlable; containerized content should not be readable |
| T&C |  |  |  |  | Links should be crawlable; containerized content should not be readable |
| Privacy Policy |  |  |  |  | Links should be crawlable; containerized content should not be readable |
| FAQ |  |  |  |  | Links should be crawlable; containerized content should not be readable |
| Sponsors |  |  |  |  | Links should be crawlable; containerized content should not be readable |

## Risks

* Timeline is at risk for delivery of site by 6/22/18.
  + To mitigate, we will keep scope simple and use a template for Word Press.
* Required
  + Home
  + T&C, PP
  + About
  + Contact
  + FAQ
  + Brand logo and colors needed quickly.

## Assumptions

* Digital Content in KC will enter content on the site.

Business will provide Terms and Conditions and Privacy Policy for the site.