



Subcontractor: Tom Veilleux

SOW#: TVTUG1

Date: October 9, 2013

SCOPE OF WORK

Development work to be performed for Webtegrity on behalf of CLIENT: TUG

The Ultimate Giveback is a fundraising dynamic platform that offers interaction similar to popular sites like Kickstarter and GoFundMe.

The website will include the following functions:

- Creation of Campaigns – from an Admin Panel
- Creation of Competitor's (charity) Accounts – from user panel
- Voting / Payment options for Donations – from voter's panel

The website will include the following features:

Voting Widget (1.5 hrs to complete widget)

This will be the widget that allows a donor to give any dollar amount and see instant votes gained. See Screenshot.

Badge Widget Box for 3rd party plugin - Possible Phase II

This will be the widget for charities to copy and paste into their own website that will redirect a viewer to their TUG page

Email Database Download (This can easily be created with PHP and MySQL)(8 hrs - once database is completed. Resource: <https://github.com/PHPOffice/PHPExcel>)

This system should be able to collect email address of opt'd in viewers and then be able to be downloaded in an excel file. This should be reached from the Charities' Dashboard. There should also be a master area for TUG's admin.

Dashboard For Charities: / Non-profit Competitors

- Create their own account to compete in a particular campaign or multiple campaigns at once. This should give them a dashboard area with editing capabilities according to the provided screenshots. (SEE SCREENSHOTS)
- Resource tab with email templates for them to copy and paste to advertise their fundraising drive

THE *Ultimate* GIVEBACK

VOTING ENDS
09 : 07 : 32
days hours mins

[ACCOUNT](#)
[MEDIA](#)
[DONATIONS](#)
[RESOURCES](#)

Welcome, NAME!

Non-Profit Name

Address

Street Address

Address Line 2

City

State

Zip / Postal Code

Website

About Your Non-Profit

Why Your Tuggin'?

Give a quick explanation of what you'd spend the money on that is either won or raised.

Would you like to keep your page active for fundraising after the competition is over?

☒ Yes

save

Currently, you have...

1,348,389 *votes*

\$1,450.87 *raised*

#1 *ranked*

Password

reset password?

save

how to tug

[FAQs](#)
[HOW TO LEVERAGE](#)
[THE TUG STORY](#)
[PAST WINNERS](#)
[CONTACT US](#)

Search for your favorite nonprofit, category, etc.

search

connect with tug



THE *Ultimate* GIVEBACK



THE *Ultimate* GIVEBACK

VOTING ENDS
09:07:32
days hours mins

[ACCOUNT](#)
[MEDIA](#)
[DONATIONS](#)
[RESOURCES](#)

Media

Photos

 [Browse...](#)

YouTube Video

 http://

Upload up to 10 photos and drag them into the order you'd like them to appear.


[save](#)

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FAQs
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THE *Ultimate* GIVEBACK



THE *Ultimate* GIVEBACK

VOTING ENDS
09:07:32
days hours mins

[ACCOUNT](#)
[MEDIA](#)
[DONATIONS](#)
[RESOURCES](#)

Votes & Donations

[EXPORT LIST](#)

<input type="checkbox"/>	EMAIL	NAME	VOTES	AMOUNT
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
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	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125
	kori@webtegrity.com	Kori Ashton	300	\$125

15 of 214

[next](#)

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[FAQs](#)
[HOW TO LEVERAGE THE TUG STORY](#)
[PAST WINNERS](#)
[CONTACT US](#)

[search](#)
[connect with tug](#)


THE *Ultimate* GIVEBACK



THE *Ultimate* GIVEBACK><

VOTING ENDS
09:07:32
days hours mins

ACCOUNT

MEDIA

DONATIONS

RESOURCES

Resources

to be
determined
what goes here...

how to tug

FAQs
HOW TO LEVERAGE
THE TUG STORY
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Search for your favorite nonprofit, category, etc.

search

connect with tug



THE *Ultimate* GIVEBACK ><



Access Point For Voters / Donations: - No Actual Dashboard area – just payment gateway

- Email Address / Facebook Username
- Credit Card Info
- Optin - for follow up and Charity Communication

The screenshot shows the 'THE Ultimate GIVEBACK' website interface. At the top, there's a navigation bar with 'LOGIN', 'GO HOME', and a link to 'WHAT IS THE ULTIMATE GIVEBACK?'. Below this is a banner for 'THIS MONTH'S TUGGER' featuring the Ford logo and the text 'presents THE Ultimate GIVEBACK'. A countdown timer indicates 'VOTING ENDS 09:07:32' in days, hours, and minutes.

The main content area features a campaign for 'TUG Dalit Freedom Network To The Top!'. It states 'Everyone has ONE FREE VOTE, or you can DONATE to BUY more!'. A progress bar shows the campaign is 'Currently ranked #102' out of 50,000 votes. There are input fields for 'votes' (set to 1) and 'Donation Amount' (set to \$0). A 'VOTE' button is prominently displayed. Below the input fields, a note explains that donated money helps the charity win, even if they don't win the grand prize, as the money goes directly to the charity minus a transaction fee.

On the right side, statistics are shown: '389 votes', '50.87 raised', and '#102 ranked'. There are also social media sharing buttons for Facebook and a 'share' button.

Below the main campaign area, there's a section titled 'who we are' and another titled 'why we are tuggin\''. The 'why we are tuggin\'' section includes the text 'We really want to earn money.'

At the bottom, there's a 'how to tug' section with links for 'FAQs', 'HOW TO LEVERAGE', 'THE TUG STORY', 'PAST WINNERS', and 'CONTACT US'. A search bar is provided for finding nonprofits. Social media links for Twitter and Facebook are also present. The Ford logo is featured again at the bottom right.

Dashboard For Admin - TUG Staff

- Create Campaigns - this will allow:
 - Campaign Name

- Campaign Start / End - Time / Date
- Campaign Details Paragraph WYSIWIG box
- Campaign Logo / slideshow slides
- Campaign parameters
 - Genres allowed (with sub categories)
 - Cities Allowed
 - Zip Codes Allowed
 - Gross Profit Margin
 - Staff Size
 - Possible other fields this will need to be fluid
- Monitor Analytics - We want to be able to track
 - Campaign Totals Raised
 - Which of our categories have the most charities in them
- And be able to export every voter and their details

Placement Widget (20 - 40 hrs)

Appearing on the home page of every active campaign: This will show the first 25 charities according to real time total of votes. See Screenshots.

THE *Ultimate* GIVEBACK

are you a
NONPROFIT?
WIN

do you want to
DONATE?
VOTE

VOTING ENDS
09 : 07 : 32
days hours mins



IS GIVING BACK

\$ **304,172** >

BECAUSE OF YOUR YOUR DONATIONS

VOTE TO HELP YOUR FAVORITE NON PROFIT WIN



GRAND PRIZE - \$65K



#1 RANKED on top is
DALIT FREEDOM NETWORK

Location: [San Antonio](#)

religious

THE TOP 10



Katy's Rescue Ranch
Location: [San Antonio](#)

votes: 42,615
RAISED: \$12,215

animal shelter



CASA Child Services
Location: [San Antonio](#)

votes: 40,121
RAISED: \$13,095

child care



SA Food Bank
Location: [San Antonio](#)

votes: 38,022
RAISED: \$10,011

food bank



Operation Comfort
Location: [San Antonio](#)

votes: 37,903
RAISED: \$8,011

military



Soldiers HOME
Location: [San Antonio](#)

votes: 37,448
RAISED: \$17,233

military



Katy's Rescue Ranch
Location: [San Antonio](#)

votes: 42,615
RAISED: \$12,215

animal shelter



CASA Child Services
Location: [San Antonio](#)

votes: 40,121
RAISED: \$13,095

child care



SA Food Bank
Location: [San Antonio](#)

votes: 38,022
RAISED: \$10,011

food bank



Operation Comfort
Location: [San Antonio](#)

votes: 37,903
RAISED: \$8,011

military

[see all](#)

> Non Profits

info about competing in a campaign to raise money and raise awareness. info about competing in a campaign to raise money and raise awareness. info about competing in a campaign to raise money and raise awareness. info about competing in a campaign to raise money and raise awareness. info about competing in a campaign to raise money and raise awareness.

[Read More >>](#)

> Sponsors wanna tug?

Quick intro to how sponsors can be a part of TUG and why they should get involved. This could end with a read more link to go directly to the page that gives some statistics and examples of how TUG has been successful.

[Read More >>](#)

how to tug

FAQs
HOW TO LEVERAGE
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PAST WINNERS
CONTACT US

search

Search for your favorite nonprofit, category, etc.

[search](#)

THE *Ultimate* GIVEBACK >



Countdown Clock (4 - 8 hrs)

This needs to be a realtime clock widget that is activated immediately upon the campaigns set start time and then immediately stops when it reaches the pre-set end date/time. This will then announce the winner with the MOST VOTES.

WePay (Simple API no problem to implement. Payment like 4 - 8 hrs)

The payment system we've chosen is WePay. There will need to be seamless integration with their payment system on our site for each Charity competing.

TIME FRAME & COMPENSATION:

_____ hours = \$ _____

To be completed no later than 5pm Tuesday, December 20th. Unless otherwise notified.

PAYMENTS:

\$ _____ Half Down upon activation of this contract

\$ _____ Balance Due upon completion of work.

Acceptance of Payment Schedule:

The above prices, specifications and conditions are satisfactory and hereby accepted. Payment terms are accepted as well.

On behalf of CLIENT:

(Signature)

Date

Any alteration or deviation from the above specifications involving extra cost will only be executed upon written orders from **Webtegrity, LLC**, and will become an extra charge over the sum mentioned in this proposal. All agreements must be submitted in writing. If timeframe is not met, penalty fees may be deducted from final payment.