

Thank you for submitting our form!

Here are the details you sent us:

First Name: Marti

Last Name: Soroka

Email: msoroka@thesofia.org

Secondary Email: msoroka@thesofia.org

Main Phone: [12022710139](tel:12022710139)

Main Phone Extension:

Other Phone:

Title: Director of Marketing, Communications and Community Relations

Main Business Activity: Providing programs and services to those 55+ to help them age well.

Company Name: SoFIA - South Florida Institute on Aging

GPM SAMPLE 1: Website You Like: <https://design.globalpresence.org/fortune/>

GPM SAMPLE 1: Things you like about sample 1 website: There is really not one example that tops the list but i like the look & feel and having the video on the home page as we can push our message here. I do not like how there is sooo much scrolling to the end of the page. There is a section where you have the volunteering opps - this should really be a page not on the home page.

GPM SAMPLE 2: Website You Like: <https://design.globalpresence.org/giver/>

GPM SAMPLE 2: Things you like about sample 2 website: What I like about this is having the 'DONATE' button right on the home page and how it right up front asks ppl to donate or volunteer. I would probably add a button for partnerships/sponsorships.

3rd site that was not bad was <https://design.globalpresence.org/dentro/> - it had the social right up top and not so many pages - clean directory

INDUSTRY SAMPLE 1: Website In Your Industry You Like: <http://www.encrorepbc.org>

INDUSTRY SAMPLE 1: Things you like about industry sample website: 1. navigation/directory, 2. there is not alot of scrolling, 3. i like how home page highlights upcoming events, What We Do, and the donate/sign up on home page.

INDUSTRY SAMPLE 1: Things you dis-like about industry sample website: home page image way too big,i do not like how the logo as well takes up alot of real estate on the home page. Also the top blue header area does not include a contact us link, ph and social links are too big as well.

INDUSTRY SAMPLE 2: Website In Your Industry You Like: <http://bphi.org>

INDUSTRY SAMPLE 2: Things you like about industry sample website: 1. clean menu in header, 2. has the donate button, ph & email right up top, 3. i like the different things it highlights with a photo and then goes into success stories, 4. LOver the fact that they have then numbers of the amount of ppl they have helped/served, etc. 4. footer with the links, newsletter 5. like how the images scroll on home pg

INDUSTRY SAMPLE 2: Things you dis-like about industry sample website: 1. image on homepg too big, 2. too much scrolling, 3. dont ike the 'list' of pics as you scroll down should be like a collage.

Website Completion Deadline

: 10/21/2021

Website Company Phone: [954-484-7117](tel:954-484-7117)

Website Company Fax: [954.484.8292](tel:954.484.8292) Fax

Website Company Name: SoFIA - South Florida Institute on Aging

Website Slogan (Motto): N/A

Website Domain Name: www.thesofia.org

Website Preferred 3 Color Scheme: We are currently working on a redesign/recoloring of our exiting logo so this will determine color scheme on website

Website Main Background Color: see above

Website Navigation (Menu) Structure: Home - About us; includes history, annual report, staff, board - What we do or Programs - Ways to Help; list out the various ways to help - donate, sponsorships, partnerships, be a vendor, volunteering, - Events - Contact

Website Home Page Welcome Statement: N/A - working on it - may need some suggestions

Website About Us Page: Since 1965, South Florida Institute on Aging, SoFIA (formally Impact Broward), an industry leader that has been meeting the challenges facing our aging population such as; isolation, access to health care and wellbeing programs, economic security, social equity, civic engagement, caregiving, lack of workforce skills, the digital divide and age discrimination. Our initiatives connect, empower and change lives of adults 55+ through volunteerism.

Website Company Services/Programs/Products & Descriptions: N/A - need to clean up the current copy.

Website Company Services/Programs/Products & Descriptions (Upload Documents):

Website Contact Page (Address, Phone, SMS, Email To Send Contact Data): In our footer - we have the email info@thesofia.org for ppl to contact us for more info. Ph 954-484-7117 however i am trying to have people fill out the contact us form so we can collect their information <https://www.thesofia.org/contact> . I would ultimately like there to be a way they can say "yes please subscribe me to your newsletter" and their email gets added to our email list - currently housed by mailchimp ;-(.

Website Company Corporate Address (If Different Than Shop/Sales Location): We may be moving so this is a TBD.....

Website Mailing Address (If Different Than Headquarters): 2038 N Dixie Hwy
201

Website Menus: Home / About Us / What We Do or Programs / Ways to Help / Events / Need our Services or ? / Contact

Website Style Guides and Guidelines: N/A

Website Events Page (Key Events We Should Publish): 6th Annual Symposium - June 15 & 16, 2022

Website Leaders Bio (PDF or Word Document):

Website Upload Leaders Pictures (JPG,JPEG or PNG):

Do You Need A Logo Designed by Global Presence: No

If, yes to logo being designed. Please give us details of what kind of concept you have in mind. You can even post links to websites or upload images below:

Website Logo Upload

:

[cf_61489989960e7_sofia_color_logotype.jpg](#)

If, yes upload a sketch concept:

Website Features You Would Like: Brochure, E-Commerce, Image Gallery, E-commerce Image Gallery

Do you want a chat feature on the site?: I need more Info

Email addresses requested: (i.e. name@yourcompany.com): N/A

If other, please state Answer:

What type of online credit card processing account do you have?: Stripe.com, Others

If other, please state: Fundly

What is your paypal account email address that customers can send payment to: N/A

We recomend using Stripe.com as an online merchant processor for your E-commerce and Donation extension. Please share with us your Stripe.com username:

Stripe.com Username & Password: Stripe@thesofia.org Sofia!965 but requires a 2 step log in so will have to connect w finance when we are ready

If you have a Social Media Marketing Plan please share with us your Usernames/Passwords:

Facebook: I have to add you as an admin so would have to 'friend' you to do so.

Twitter: social@thesofia.org Sofia2020

Instagram: social@thesofia.org Sofia2020

Pinterest:

Linkedin: Same as FB

Youtube: social@th

Yelp:

Google Business Listing:

Domain Registry Username & Password: Url (thesofia.org) was purchased via SquareSpace and website hosted there as well.

Web Host Username & Password: squarespace : social@thesofia.org Sofia2020