

Chokoe lynette

ST10478936

WEB DEVELOPMENT PART 1

27 AUGUST 2025

1. Project Overview

This proposal outlines the plan for developing a new, comprehensive website for the Green Earth Initiative (GEI). The project aims to replace GEI's current limited Facebook presence with a professional, functional, and user-friendly website that will serve as the central digital hub for all activities. The new site will directly support GEI's core mission by driving growth in volunteer registrations, online donations, and event participation, thereby increasing its impact as a leader in environmental activism.

2. Website Goals and Objectives

The primary objective is to create a professional, user-friendly website that establishes GEI as a credible leader in environmental activism.

Specific, Measurable Goals:

- **Volunteer Acquisition:** Increase volunteer registrations by **40% within six months** of launch.
- **Fundraising:** Secure **R50,000 in online donations per quarter**.
- **Event Marketing:** Improve event attendance by **30%**.
- **Brand Positioning:** Establish credibility and authority through a professional digital presentation and accessible information.

Success Metrics:

- Google Analytics (Traffic, Bounce Rate, Conversion Goals)
- Donation platform metrics (Total revenue, recurring donations)
- Volunteer sign-up form completion rates
- Event registration numbers

3. Current Website Analysis

GEI currently lacks a functional website, relying solely on a single-page Facebook presence. This presents critical limitations:

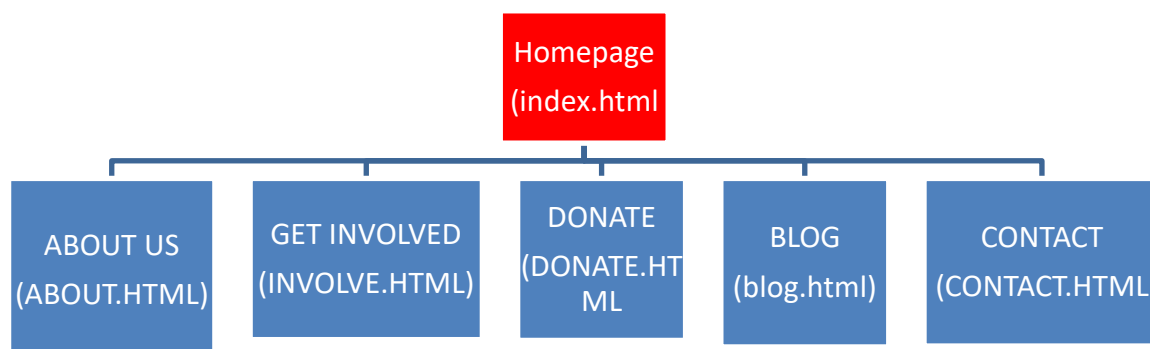
- **Poor User Experience:** Information is disorganized, and the mobile experience is poor, leading to a **57% bounce rate**.
- **Ineffective Fundraising:** Donation options are limited to inconvenient bank transfers, creating a significant barrier to giving.
- **Low Volunteer Conversion:** Research indicates **68% of potential volunteers abandon the process** due to its complexity and lack of a dedicated system.
- **Limited Credibility & Control:** The lack of a professional website reduces perceived credibility, and content updates require technical assistance, hindering timely communication.

Conclusion: The current state results in missed engagement opportunities, reduced fundraising potential, and an inability to scale GEI's impact.

4. Key Features and Functionality

Proposed Website Structure (Sitemap):

The website will consist of five core pages, structured as follows:



CORE PAGES

Homepage (index.html) Content

Hero Section Text:

"Join the movement for a greener South Africa. At Green Earth Initiative, we believe in practical action, community empowerment, and preserving our natural heritage for generations to come. Every hand planted in the soil, every piece of litter removed, and every child educated brings us closer to a sustainable future."

Mission Preview Text:

"Our mission is to combat environmental degradation through hands-on conservation projects, reforestation, and environmental education. We work with communities across South Africa to restore ecosystems, protect wildlife, and create a culture of sustainability."

Impact Statistics:

- **5,000+ Indigenous Trees Planted** across the Western Cape and KwaZulu-Natal.
- **120+ Tons of Waste Collected** from beaches, rivers, and public spaces.
- **2,500+ Volunteers Mobilized** in community clean-up and planting events.
- **15,000+ Learners Reached** through our school environmental education programs.

About Us (about.html) Content

Our Story:

Green Earth Initiative was founded in 2015 in Cape Town by a group of university students concerned about the increasing pollution in their local community. What started as weekend beach clean-ups has blossomed into a nationally recognized non-profit organization. Today, we operate in three provinces, working with volunteers, corporate partners, and local governments to create tangible environmental change. Our growth is a testament to the power of community and the shared desire to protect our beautiful country.

Our Mission:

To preserve and restore South Africa's natural environment through collaborative conservation efforts, education, and empowering communities to become stewards of their local ecosystems.

Our Vision:

A sustainable future where communities and nature thrive together, and environmental conservation is at the heart of all development decisions.

Our Team:

- **Sarah Johnson, Founder & Director**

Sarah holds a Master's in Environmental Science from UCT. She founded GEI after conducting research on plastic pollution in Table Bay. She oversees strategic direction and major partnerships.

- **David Mbeki, Operations Manager**

David brings 10 years of experience in community project management. He ensures our events run smoothly and that our volunteers have a meaningful and safe experience.

- **Lerato Ndlovu, Education Coordinator**

Lerato is a former teacher with a passion for environmental education. She develops our curriculum and runs workshops in schools across the Western Cape.

Get Involved ([involve.html](#)) Content

Volunteer Opportunities:

- **Tree Planting (Weekly Saturdays)**

Join our reforestation drives! We plant indigenous trees to restore degraded land, prevent soil erosion, and create carbon sinks. No experience necessary – we provide all the tools and training. Locations rotate between Table Mountain National Park and other green belt areas.

- **Beach & River Cleanups (Monthly)**

Help us tackle plastic pollution at its source. Our cleanups target beaches in Cape Town, Durban, and Gqeberha, as well as river systems that carry waste to the ocean. All equipment is provided.

- **Environmental Education (Weekdays)**

Assist with our school outreach programs. Help facilitate workshops, activities, and tree-planting sessions with learners. A great opportunity for those who love working with children.

- **Administration & Fundraising (Flexible)**

Support our behind-the-scenes efforts. Help with social media, grant writing, donor communication, and event planning from our office or remotely.

Donate (donate.html) Content

What Your Donation Supports:

- **R100:** Plants 5 indigenous trees (including seedlings, protection, and maintenance).
- **R250:** Funds a full cleanup kit for 10 volunteers (gloves, bags, pickers).
- **R500:** Supports an environmental education workshop for a classroom of 30 learners.
- **R1,000:** Helps us maintain a hectare of restored land for one year.

Why Donate?

"Your financial support allows us to purchase essential equipment, grow more trees in our nursery, and expand our educational programs to underserved communities. Every rand goes directly to our on-the-ground conservation projects. We are a registered NPO (NPO #123-456) and can provide a Section 18A tax certificate for your donation."

Contact (contact.html) Content

Office Details:

- **Cape Town Headquarters**

123 Conservation Road, Table View, Cape Town, 7441

Tel: +27 21 123 4567 | Email: capetown@greeneearth.org.za

Office Hours: Monday - Friday, 8:30 AM - 5:00 PM

- **Johannesburg Office**

45 Green Street, Parktown, Johannesburg, 2193

Tel: +27 11 234 5678 | Email: johannesburg@greeneearth.org.za

Office Hours: Monday - Friday, 9:00 AM - 4:00 PM

General Inquiries: info@greeneearth.org.za

