

Mock Client #2

Client:	GreenEarth Initiative
Client Contact Information:	456 Eco Lane, Anytown, USA 67890 555-444-3333 info@greeneearth.org
Problem Statement:	Our current website lacks functionality and fails to effectively engage and inform the public about our environmental programs and initiatives. We need a new website to better showcase our efforts, provide resources, and mobilize community action for environmental sustainability.
About the Client:	<p>Mission Statement: GreenEarth Initiative is dedicated to promoting environmental sustainability through education, advocacy, and community action. We aim to protect natural resources, combat climate change, and foster a healthier planet for future generations.</p> <p>Vision: We envision a future where individuals and communities are empowered to make sustainable choices that positively impact the environment and ensure the well-being of the planet.</p>
Services Offered:	<p>Educational Programs and Workshops:</p> <ul style="list-style-type: none">• Workshops on sustainable living practices, such as recycling, composting, and energy conservation• School programs and curricula on environmental science and climate change <p>Community Action and Advocacy:</p> <ul style="list-style-type: none">• Organizing community clean-ups, tree planting events, and conservation projects• Advocacy campaigns to influence environmental policy and legislation <p>Resources and Tools:</p> <ul style="list-style-type: none">• Online resources, including guides, articles, and videos on environmental topics• Toolkits for individuals and businesses to implement sustainable practices <p>Partnerships and Collaborations:</p>

	<ul style="list-style-type: none"> • Collaborating with local organizations, businesses, and government agencies on environmental initiatives • Providing volunteer opportunities and internships for community members
	<p>Client's Team: Find images of four different people on the Client's team. Include their:</p> <ul style="list-style-type: none"> • Name • Position <p>Make sure to highlight a diverse team that reflects the community!</p>
	<p>Branding Vision:</p> <p>Theme:</p> <ul style="list-style-type: none"> • The website should convey environmental stewardship, community engagement, and positive change. <p>Colors:</p> <ul style="list-style-type: none"> • Natural and earthy colors such as green, brown, and blue to evoke a connection with nature. <p>Design Elements:</p> <ul style="list-style-type: none"> • Visually appealing imagery featuring natural landscapes, community events, and sustainable practices • User-friendly layout with clear navigation for finding programs, resources, and events • Interactive features such as event calendars, volunteer sign-up forms, and donation portals <p>Tone:</p> <ul style="list-style-type: none"> • Inspirational, informative, and action-oriented.
	<p>Inspiration Websites:</p> <p><u>Sierra Club</u></p> <ul style="list-style-type: none"> • Environmental organization with comprehensive information on campaigns, initiatives, and resources • User-friendly and visually engaging design <p><u>WWF</u></p> <ul style="list-style-type: none"> • Global conservation organization with a focus on wildlife and natural habitats • Clean, professional design with easy access to resources and ways to get involved <p><u>Greenpeace</u></p> <ul style="list-style-type: none"> • International environmental organization known for its activism and advocacy • Dynamic website with clear calls-to-action and engaging content