**Skill Check 1: Establish the purpose and goals of the web site.**

Given an idea for a web site (either a new web site or the redesign of an existing site), answer the following questions about the purpose and goals of the web site:

1. Describe what the client needs from the web site:
   1. Write a brief statement of purpose/mission statement for the ***organization***.

Protect and provide assistance to the victims of disaster.

Provide basic necessities.

* 1. Write a brief statement of purpose/mission statement for the ***web site***. How will the site ***directly*** and ***concretely*** contribute to the success of the organization?

*(Note: It’s often helpful to focus on user actions that will benefit the organization by either making the site owner money or saving them time.)*

Increase volunteers

Get monetary donations

* 1. Write two or three measurable goals for the web site:

Our goal is:

* 50% increase in volunteers
* Increase donors by 20%

1. Identify two competitor web sites:

<http://www.issoseva.org/MainHome.aspx>

http://www.doctorswithoutborders.org/about-us/faq?source=ADD170U0U03&utm\_source=AdWords&utm\_medium=ppc&utm\_campaign=GoogleGrant&utm\_content=brand