**Phase 1: Plan the website - Ruca & Lucy Foster Website**

* Who is the target audience?
  + - Those seeking to adopt a puppy, all dog lovers
    - Supporters of stray dogs getting a 2nd chance at life
    - Those that love looking at adorable puppies
* How can I tailor the site to reach that audience?
  + - Target the local audience with a featured foster puppy. Promote a previous foster puppy each month and tag the owner on social media to share their experience with their friends and family and create a new network of adopters.
* What are the goals for the website?
  + - Talk about fostering, joy it brings and how we began fostering
    - Include information on how to become a foster
    - Show puppies that have been fostered and those in the home looking for a forever home
* How will I gather the information?
  + - Personal experience
    - Internet research
* What is my budget?
  + - $150 a month maximum
* What is the timeline?
  + - To build the basic website in a month. Phase 2 enhancements with more design can deploy or the following 6 months.
* Who is on my project team?
  + - Abdirazak Abdi
    - Charmake Yusuf
    - Patti Langenecker
* How often should the site be updated?
  + - Update the site weekly to keep engagement with visitors. Will update the site with pictures of adopted and adoptable puppies. Once phase 2 is complete begin telling stories of previous foster puppies.
* Who will update the site?
  + - The foster parents will update the site once it’s live.

**Future build for the site**

* Create an online community where new puppy parents can safely have socialization meetups. Include training links and suggestions for new puppy parents.
* Have donation drives to collect supplies for the shelter.
* Have live Q&A sessions on Facebook that will be embedded in the site for viewers to watch there or on Facebook.
* Post stories of each puppy and where they are now, use keywords on the page so the target audience will receive the page in search results, use social media to link to the site
* Foster info session
* Live puppy cam