# POCKETFUL OF SUNSHINE INDIA

## Online presence project (OPP)

- April, 2020 -

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'Sunshine' is in the process of developing low cost, multifunctional daycare centers for the children of domestic servants and daily wagers. A safe place managed by professionals, where children can be dropped off in the morning or join in after school hours, where they play, eat, rest and study and return home in the evening. The task is tough and requires a lot of resources and human power.

The first Day Care Centre has been set up and is being run by the resources of the team. The POS team is looking for donations to fund operations:

- To support 1 child for a month
  Rs. 2,000/-
- To support 1 child for a year
  Rs. 24,000/-
- To sponsor a DCC (30 children) for a month
  Rs. 60,000/-
- To sponsor a DCC for a year
  Rs. 7,20,000/-
- Any amount as per your wish

## PLANNING & PROJECT BENEFITS

## EXECUTION & MONITORING

This is a rough estimate of scope of work, detailing on work activities will occur as and when particular activity starts

# OPP – OBJECTIVE

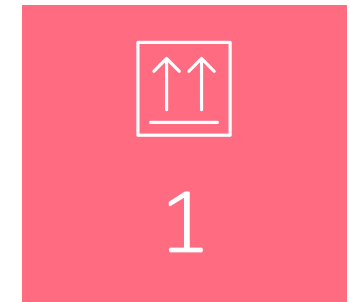Establish online presence for POS on multiple online channels

01 Create Facebook Page

02 Create content to be uploaded on Facebook Page and Increase organic traffic to Facebook page
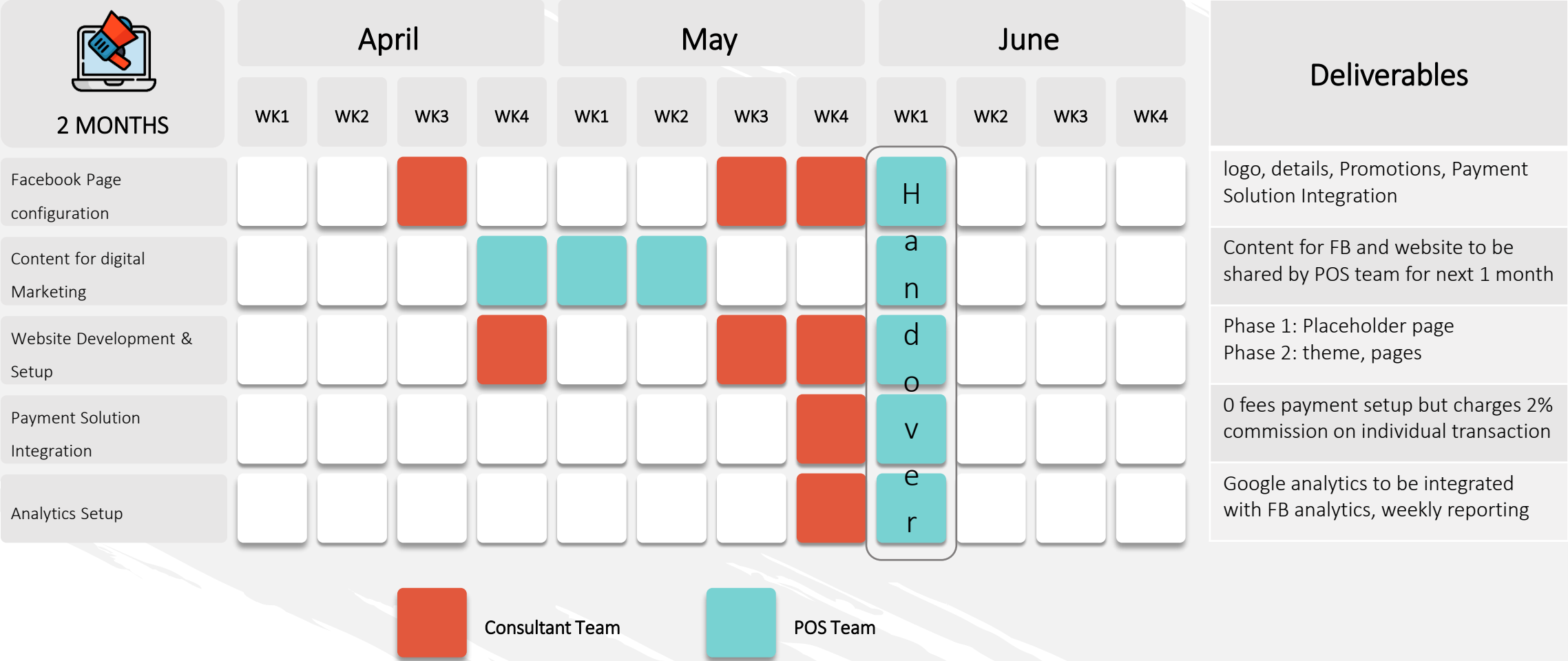
**200+**

200 followers on Facebook page

03 Redirect traffic from Facebook page to POS website

04 Setup payment solutions to be integrated to Facebook page and POS website

**1**

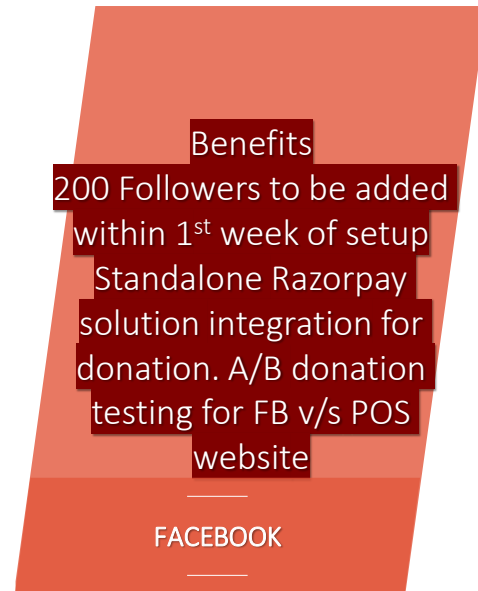1 donation transaction executed through Facebook and 1 Transaction executed through POS website
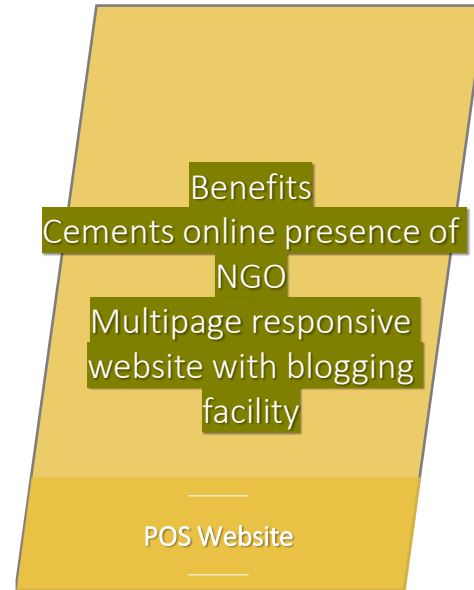
3

# Deliverables Timelines

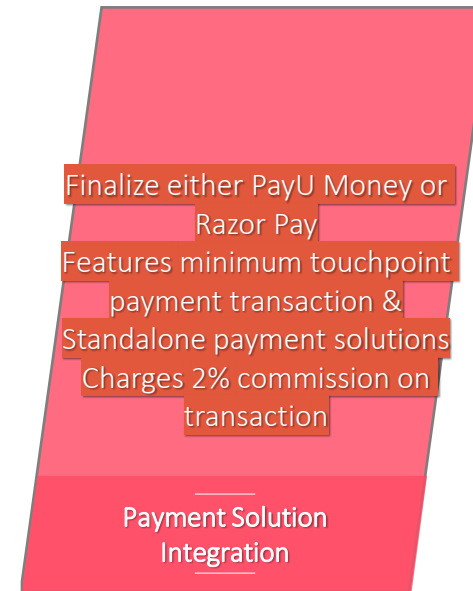| 2 MONTHS | April | | | | May | | | | June | | | | Deliverables |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK1 | WK2 | WK3 | WK4 | WK1 | WK2 | WK3 | WK4 | WK1 | WK2 | WK3 | WK4 | |
| Facebook Page configuration | | | 🟥 | | | | 🟥 | 🟥 | H | | | | logo, details, Promotions, Payment Solution Integration |
| Content for digital Marketing | | | | 🟦 | 🟦 | 🟦 | | | a | | | | Content for FB and website to be shared by POS team for next 1 month |
| Website Development & Setup | | | | 🟥 | | | 🟥 | 🟥 | n d | | | | Phase 1: Placeholder page<br>Phase 2: theme, pages |
| Payment Solution Integration | | | | | | | | 🟥 | o v | | | | 0 fees payment setup but charges 2% commission on individual transaction |
| Analytics Setup | | | | | | | | 🟥 | e r | | | | Google analytics to be integrated with FB analytics, weekly reporting |

🟥 Consultant Team   🟦 POS Team

# Benefits – Assumptions & Risks

Below mentioned Risks and Assumptions are considered and mitigated through Project Plan

## FACEBOOK

Benefits
200 Followers to be added within 1st week of setup
Standalone Razorpay solution integration for donation. A/B donation testing for FB v/s POS website

## POS Website

Benefits
Cements online presence of NGO
Multipage responsive website with blogging facility

## Payment Solution Integration

Finalize either PayU Money or Razor Pay
Features minimum touchpoint payment transaction & Standalone payment solutions
Charges 2% commission on transaction

## Marketing Analytics

Google Analytics
Google Webmaster setup and integration of FB Analytics with Google Analytics
Weekly reporting of engagement by age group, time of day and clicks through posts

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- Assume - Friends will accept follow request from newly created page
- Risks - Friends don't like content posted on newly created page

- Risk - Website infected with Virus
- Risk – High Loading times
- Google Business account setup delays for newly created business
- Faulty cross platform support
- Assume – People will click on website link from Facebook
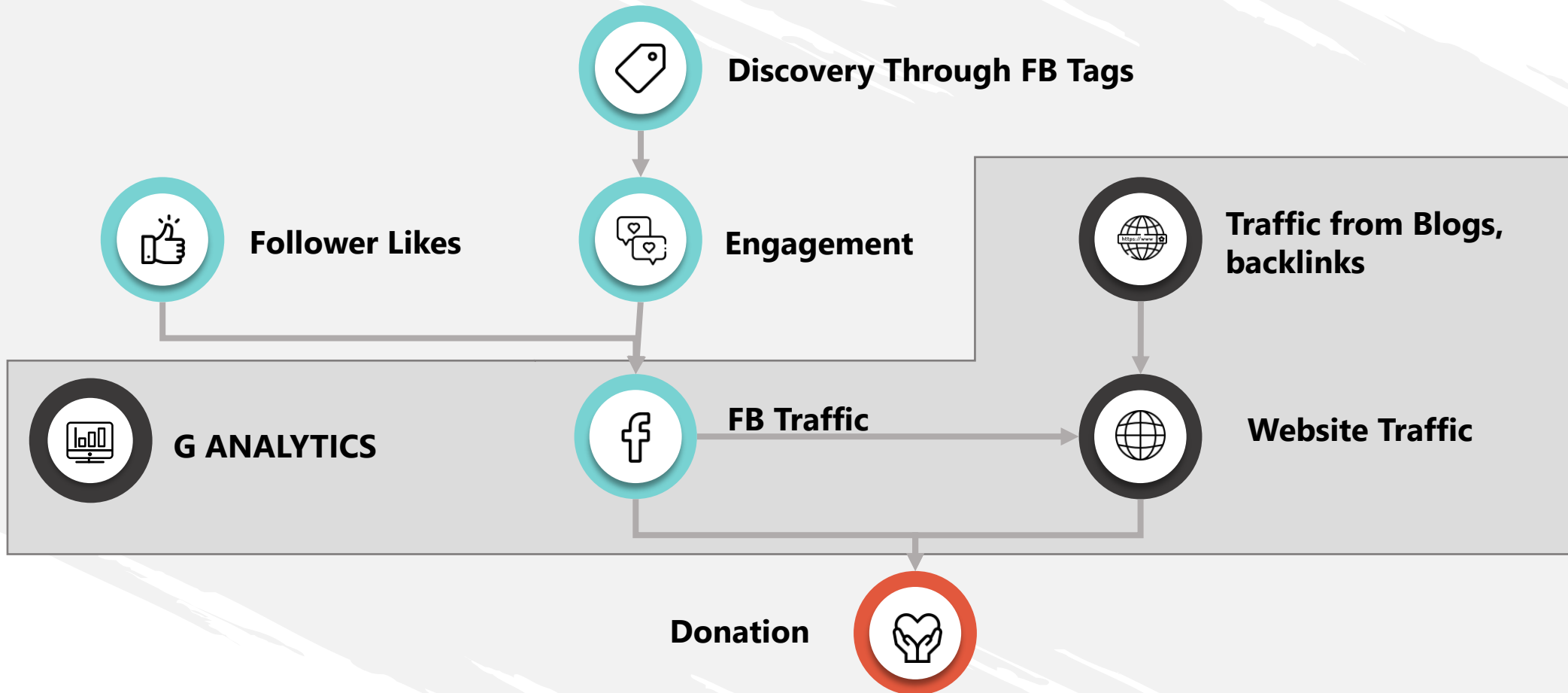
- Risk -Required documentations not available with POS
- Risk - Documents not accepted by payment solution provider
- Risk - Account activation delays by payment solution provider

- Risk – Facebook does not integrate with website
- Risk – Website does not integrate with Google Analytics

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# USE CASE MAPPING

Discovery Through FB Tags

Follower Likes

Engagement

Traffic from Blogs, backlinks

G ANALYTICS

FB Traffic

Website Traffic

Donation

**User can donate from Facebook link or after navigation through POS web portal. We want to measure conversion rates from the two channels. Channel with higher conversion will be prioritized in future projects**

# Project Team & Responsibilities

| | |
|---|---|
| Facebook Page | Urvashi |
| Website Development | Sneh |
| | Megha |
| Digital Marketing Strategy | Madhur |
| Facebook Operations | Partha |
| | Anusha |
| Blog Content | Partha |
| | Anusha |

Consultant team to report every Saturday on Project updates and requirements

**Partha & Anusha will be given necessary training so as to upload blogs on website and upload Facebook Content**

# Project Activities

| Sr. No | Facebook | Content Creation | Website Development | Payment Solution Integration | Analytics Setup |
|---|---|---|---|---|---|
| 1 | Setup Address | Create common google drive for sharing content | Purchase Web Hosting | Submit NGO Darpan/NGO Registration Certificate | Integrate GA with Wordpress |
| 2 | Setup Account privelages | Feedback from the parents regarding the crush | Select theme | Submit NGO Pan Card | Link Webmaster tools with GA |
| 3 | Setup website backlinks | Description of Facilities provided in the NGO | Collect sample website for flow of content | For Trust, Submit GST Number proof Document/Declaration of GST Non-Enrollment | Create FB specific backlinks for GA integration |
| 4 | Upload Banner and profile Icon | Details regarding the upcoming events and any new initiative taken. | Create pages - home, Our services, Donate, Volunteer, Events, About Us | Submit Cancelled Check | Provide necessary tags and keywords for SEO |
| 5 | Invite Members | To include Current Affairs, blogs and informative articles/donation in line with the image of the NGO. | Link Google Analytics with Webmaster tools and FB Analytics | Submit Bank Account details | Plus - Link Blog with Blogadda, Indiblogger |
| 6 | Setup Calendar for volunteering | Introduce Interactive sessions to enhance visibility of the page with activities | Create Google Business Account | | |
| 7 | | Provide details regarding the kids household and parents working details to show Quality of life improvement | | | |

- THANK YOU -