

Warriors Never Quit — Client Update & Gameplan

Prepared by: Setup Concierge | **Date:** February 6, 2026 **Client:** Warriors Never Quit (WNQ) Non-Profit **Contact:** Ike Riley, Carley Riley, Terrence Acquah

Executive Summary

Following our meeting today, we've completed a full audit of the current warriorsneverquit.com website and the in-progress staging site. The staging site already fixes many issues from the original (broken nav, outdated content, missing CTAs), but several new pages and features were requested. This document outlines exactly what's been done, what's ready to build, and the phased plan to deliver a complete, polished website.

What We Heard From You

Decision	Status
Merge Home & Welcome into one page	<input checked="" type="checkbox"/> Done on staging
Lion = official brand mascot	<input type="checkbox"/> Needs elevation across site
Brand pillars: Integrity & Strength	<input type="checkbox"/> Pending visual treatment
"Coach" = Ike Riley Sr.'s name used on site	<input type="checkbox"/> In progress
Tribute page with museum/memorial feel	<input type="checkbox"/> Content ready
More photos from original Ike Riley Sr. Life page	<input type="checkbox"/> Needs media transfer
Full Coach biography featured on tribute	<input type="checkbox"/> Content ready
Ike Riley Sr Memorial Scholarship Program	<input type="checkbox"/> Full plan ready
Scholarship linked within the tribute page	<input checked="" type="checkbox"/> Planned
In Loving Memory page	<input type="checkbox"/> To be built with tribute
Testimony / Testimonials section	<input type="checkbox"/> Needs content from your team
Membership tiers for youth + supporters	<input type="checkbox"/> Full plan ready

Documents Prepared (Ready for Review)

Document	What It Contains
ike_riley_sr_tribute_content.md	7-section museum-style tribute page with Coach's full story, timeline, quotes, and scholarship link
scholarship_page_plan.md	Complete scholarship page plan: eligibility, application form, essay prompt, selection criteria, giving levels, and timeline
membership_structure.md	Two-tier membership proposal: Warrior (youth) + Legacy (supporters) with 3 sub-levels and revenue model

client_notes_2026-02-06.md	Full meeting notes, site audit, 30+ comparison line items, and all decisions captured
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What's Already Done on the Staging Site

- ✓ Home & Welcome merged into single landing page ✓ Navigation cleaned from 13 broken links → 9 functional pages
- ✓ Legacy page for Ike Riley Sr. created ✓ 3 upcoming events added (Sneaker Ball Gala, Career Workshop, Youth Clinic)
- ✓ Volunteer, Partners, and Members pages created ✓ Donate page with clear CTA ✓ Copyright updated to © 2026
- ✓ Typos fixed ("ASSITANCE" → "Assistance") ✓ Broken links repaired (Instagram, etc.) ✓ Setup Concierge credit in footer

Phased Gameplan

Phase 1: Foundation Polish (Week 1)

Quick wins that make the staging site presentable immediately.

Task	Priority	Effort
Add social media icon buttons (TikTok, IG) to header/footer	High	30 min
Elevate lion mascot: favicon, header, social avatars	High	1 hr
Add brand pillars (Integrity & Strength) as visual strip on Home	High	1 hr
Update event dates from TBD to actual dates	High	30 min
SEO optimization: title tags, meta descriptions	Medium	1 hr
Mobile responsiveness check and fixes	Medium	1 hr
Elevate newsletter signup from footer to visible section	Medium	30 min

Phase 2: Tribute & Scholarship (Week 2)

The emotional core of the brand — Coach's legacy and the scholarship.

Task	Priority	Effort
Build Coach Ike Riley Sr. Tribute page (museum feel)	High	3-4 hrs
Transfer photos from original /ike-riley-sr-life page	High	1 hr
Build In Loving Memory section (within or alongside tribute)	High	2 hrs
Build Ike Riley Sr Memorial Scholarship page	High	2-3 hrs
Link scholarship within the tribute page	High	15 min
Add Coach's quote highlights as pull-quote sections	Medium	1 hr

⌚ **Needs from client:** Additional photos, decisions on scholarship award amounts and timeline.

Phase 3: Engagement & Membership (Week 3)

Build the community infrastructure.

Task	Priority	Effort
Configure Members page with tier explanations	High	2 hrs
Set up Wix Pricing Plans for Warrior + Legacy tiers	High	2 hrs
Build Testimony / Testimonials page or section	High	2 hrs
Add impact stats section to Home (23 years, X youth, X events)	Medium	1 hr
Verify board member section (fill empty 4th slot or remove)	Medium	15 min

 **Needs from client:** Testimonial content (quotes, stories, photos from former athletes/families), membership pricing approval, impact statistics.

Phase 4: Growth & Launch (Week 4+)

Wrap-up and future-proofing.

Task	Priority	Effort
Photo gallery page for past events	Medium	2 hrs
Blog strategy (activate or remove)	Medium	30 min
Sponsor / Partner showcase section	Medium	1 hr
Finalize Brand Identity guide (colors, fonts, mascot usage)	Medium	2 hrs
Domain migration planning (staging → warriorsneverquit.com)	High	1-2 hrs
Final QA pass: all links, mobile, SEO, load speed	High	2 hrs

What We Need From You

Item	For	By When
Additional Coach / team photos	Tribute & gallery pages	Phase 2
Event dates for Sneaker Ball, Career Workshop, Youth Clinic	Events page	ASAP
Testimonials (quotes, stories, photos)	Testimonials page	Phase 3
Scholarship award amount(s) and number of awards	Scholarship page	Phase 2
Membership pricing approval	Members page	Phase 3
Impact numbers (youth mentored, events hosted, etc.)	Home page stats	Phase 3
Board member #4 name or removal decision	About section	Phase 1

Brand refinement input (colors, fonts, mascot usage)	Sitewide	Phase 4
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Projected Timeline

Phase	Focus	Target
Phase 1	Foundation Polish	Week of Feb 10
Phase 2	Tribute & Scholarship	Week of Feb 17
Phase 3	Engagement & Membership	Week of Feb 24
Phase 4	Growth & Launch	Week of Mar 3+

Goal: Staging site fully client-ready by end of February, with domain migration and launch in early March.

Prepared with ❤️ by Setup Concierge for Warriors Never Quit.