Project Sponsor: Suzanne Meeks, board member of Horses Offering Opportunities for the Future (further referred to as HOOF) and Dr. Robert Barker, CIS Department Chair

Business Need: The project exists to manage the information HOOF collects and to advertise more and gather more donations and volunteers through the website. The system also needs to hold information on program participants to allow tracking of them outside the program.

Business Requirements: On HOOF’s site, users will be given information on how to volunteer and several options for donating to the charity. The Information System will allow versatility in how HOOF uses the data they have. Specific requirements are outlined below:

* Capture and store information on the youths involved
* Provide anywhere and anytime access to reports, information, and other sources needed by the volunteers of HOOF.
* Segment information as needed such that participant info is securely stored.
* Offer a variety of ways to donate to offer convenience to donors.
* Offer event calendars and an easy way to update them to facilitate public knowledge of events.

Business Value: We expect the implementation of this system will be of a great value to HOOF. It will significantly reduce risks to business operations and increase revenues with the increased options to donate. Volunteers will have smaller time obligations, making the organization more attractive to give time to. Events will be more well-advertised, bringing revenue and increased attendance. Mostly conservative estimates for the expected results of implementing systems to rectify these issues are below:

* Individual donations should increase by 20%, which correlates to about $550, with online options making the process significantly easier for the end donor.
* We expect to increase Grants by a conservative estimate of 20%, about $3,600 by halving the time to write grants.
* Proper Social Medial outreach could bring in another 10% conservative growth in individual donations, about $225.
* Expected risks for data are nearly eliminated, with the centralization and backup of data. This avoids costs that can be in the dozens of man hours to recover or recreate the needed information.
* Volunteers required time contribution should fall by at least 10%, since data entry will be more easily performed, and that less go between will be needed to access any information.
* Event attendance should increase by 10%, since these will be more broadcast on the web, making more potential donors aware of them. In turn, this should proportionally increase the revenue these events will bring in (around another 10%).

Special Issues or Constraints: With the large number of personal devices at HOOF, the information system must be versatile and widely compatible. HOOF’s grant only covers the upfront costs as well, so operating costs for any implemented system will need to be minimized. Lastly, HOOF members use QuickBooks for accounting, and would prefer if this software is compatible with the system setup.