

AFP New Website Scope of Work

Functional Area	Web Location	Primary Item(s)	Secondary Item(s)	Must Have	Nice to Have	Creative Asset(s)
General	Home Page	Introduction to the Chapter Sponsor Recognition Event Registration (button) Member log-in (button) Donate (button) Contact Us (email icon/open email app auto fill info@ email) Log In	Featured story/statement Recent social media posts	Featured opportunity (eg event, sponsor, GHAs)  Donate button link to AFP Foundation  Member log-in with SSO with AFP Global credentials  Event registration including: multiple pricing options, ability to register more than one person at a time, immediate payment, auto-responder confirmation, event reminder emails  Carousel to feature top three current priorities	Forgot password reset (auto)	Awards, Accolades (logos)  Sponsor logos  IDEA Champion logo  Ten-star Gold logo  Images  Videos
	Top Navigation	About Us	Board Committees Policy & Advocacy AFP Foundation IDEA	Volunteer sign-up form  Link to AFP Foundation/Every Member Campaign donate link  Background on IDEA  Share Your Thoughts (open email/form)	Draft letters to send to MPs that members can click on and send from our homepage (will populate in their default email app and pre-populate with the appropriate target email address)  Links on each Board member bio to email that populates in user's default email	
	Top Navigation	Membership	Benefits Individual Memberships Organizational Memberships Guidelines, Codes and Standards	Purchase + Payment + Email confirmation  Member-only area (log in required)  Past content/archive/on-demand content for review/download  Other member resources  Downloadable PDFs for guidelines, codes and standards	Add Chapter specific information about events (IDEA to champion)	
	Top Navigation	Professional Development	Online Learning Mentorship Accreditation Scholarships Volunteer	Form to apply for scholarship  Volunteer opportunities available  IDEA opportunities available		

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			IDEA			
	Top Navigation	Events	Upcoming Events Past Events Registration Member history	Registration + Payment + Email confirmation & reminders  Member History  Sponsor an Event – form for purchase + payment + email  Max number of registrants  Export attendees  Copy event templates for new events	Look up who has been registered already  Overview calendar	
	Top Navigation	National Philanthropy Day	Register for Event Sponsor NPD Giving Hearts Awards Recipients (current year) GHA Nominations Past Recipients	Nomination form  Registration + Payment + Email confirmation & reminders  Photo gallery	Search function	Recipient photos, videos Sponsor logos Event photo gallery
	Top Navigation	Job Listings	Current Job Listings	Form for purchase + payment + email confirmation  Purchaser History  Salary range for role	Preview your post	
	Top Navigation	Service Providers	List of current service providers with drop down for more information  Buy a Listing  Buy a Commercial Posting	Link to service provider website Form for purchase + payment + email confirmation  Listing end date populates automatically for both service providers and commercial postings	Preview your post	Service provider logos
	Top Navigation	Partners & Sponsorship	List of current partners	Form for purchase + payment + email confirmation		Partner logos Potential feature + activation eg lightboxes
	Top Navigation	IDEA				
	Top Navigation	News & Announcements	Current news stories  Top social media posts	Archive past news stories	Search feature	
	Footer	Chapter Contact Details Privacy Policy Unsubscribe Contact Us AFP Global Social media icons/links				

Back-end needs:

- Payment processing
- Integrated email (info + email accounts for each Board role)
- CRM + member archive with segmentation for lists
- Hosting
- Simple editing & updating
- Digital asset library
- Content/on-demand library