The Suder Foundation

**WEB DESIGN** QUESTIONNAIRE

ABOUT YOUR ORGANIZATION

**Describe your organization in 1-2 sentences:**

Innovative, strategic Seed Philanthropy for systemic transformation of the culture of higher education for holistic life success and empowerment for first-generation students.

We are entrepreneurial thought leaders and first-gen advocates. We love to boldly go where no one has gone before!!

**Please list each service/solution you offer:**

* Co-Founders and Seed Investors for The Center and First Scholars
* Thought-leadership
* Systemic and holistic modeling
* Scholarships for students
* Seed funding for institutions
* Strategic leadership advocacy,  convenings, networks and thought-leadership development
* Speaking

We have established a body of data and evidence that the proven holistic student support efforts of the first scholars program work.  And when taken to national scale through institutional networked support, transformation will have deep and lasting national impact.

**Describe your target market/audience:**

Higher education leaders/influencers, first-gen students, corporate leaders, philanthropy--institutional and family/individual funding leaders

**Where is** **your target market/audience located?:**

Nationally

**List any online foundations that have a similar cause:**

WEBSITE GOALS

**What is the primary purpose of your site?:**

For the last 12 years, our mission and positioning has been all focused on First Scholars and our hands-on role as an operational foundation.  This website is our public positioning of TSF for the first time.  A coming out if you will.   We desire to take a more public advocacy and thought-leadership, convening/networking role.

The leading voice through our support for the center's success and a voice for the advancement of first gen student success as a national goal.

**What is the secondary purpose of your site?:**

As a voice heard by other funders that leads them to action towards our mission

**Describe any other goals for your website:**

**What actions would you like a user to take when they visit your site (please list in order of importance)?**

* Contact Form

**Will your new website accept donations?**

 Hadn’t thought of that.  Not directly of course. More like show others how to commit and see the impact that their organization can have.

**Will your visitors need to login, register, or need the ability to submit a form?**

 Not a log-in, I don’t think.  I’d love to know who visits.  And maybe in the future?

**Are there any additional features or capabilities that you would like for your new site to have?**

Maybe a blog?  A leadership forum?

 CONTENT

**How many pages will your new website be (please list the pages you would like to consider. Example: about, contact, services)**

**Will you provide all content?**

Most

The historical content of TSF is mostly available. The Centers work is also available.

**Do you have ownership of all images for the site, or will you require purchasing stock photography?**  
  
We have some.  Deana?

Yes we have lots. Doubt we will need much if any stock photos.

**Do you have videos you’d like incorporated into the site?**

We have some older ones, but may want to do new production. Good idea to consider.

**Will you publish a blog on the site?**

Yes - If we can avoid the rigor of regular postings

DESIGN

**Do you have current brand guidelines, logo(s), and brand colors to incorporate into the site?**

Looking for all new.  Complimentary to the Center site, but a unique presence.

**Please provide 3 examples of websites you like, and describe why:**

**What are three words that best portray your organization’s image?**

ACTION, Empowerment, ROI, Entrepreneurial, transformative, holistic, creative/innovative, Strategic, Data-driven--I’m not good with 3 word limit, as you can see!

**Do you have a color scheme you would like to be considered in the design? Please list the colors you like.**

Complimentary to Center’s, but unique to us.  Bright, clear, energetic, positive, polished.

Following the color scheme and general feel of the centers but obvious it is separate.

SEO

**Will you need SEO for this new site?**

**Please provide a few example key phrases you would like to target in search engines.**

Need to think on this a bit more.  Looking to you and Deana for guidance here.

SOCIAL MEDIA

**What social media channels does your organization currently use?**

none

**What social media sites would your organization like to start using in the future?**

need help here.

TECHNICAL

**What is your current domain or URL?**

* suderfoundation.org
* thesuderfoundation.org

MAINTENANCE

**Will you need monthly maintenance and updates after launch?**

Hopefully beyond regular maintenance just blog updates and accessional updates to content

**What sections of the site that will need regular updating after launch?**

**Do you use an email marketing service that you’d like integrated?**

No

PROJECT MANAGEMENT

**Who will be the point person for this project, and who will provide approvals? Please provide their contact information.**

Eric, Deb and Deana

**Please list the person who has final approval on all aspects of this project:**

 Eric and Deb

ADDITIONAL INFO

**Please provide any additional info you feel is important to this project.:**