

## Tech for Good Offline Challenge 3: Create a web page for a charity and be a digital fundraiser

You have already gained your **Digital Fundraising** badge by completing the online challenge – well done! You were introduced in that challenge to the ways that charities make use of digital technology to increase their fundraising efforts, through websites, mobile devices and contactless collecting boxes.

Your offline challenge is to choose a charity – you can use our Save the Toads charity as you have images you can use for that – or one of your own, and create a simple web page for it. You can use your new knowledge of how charities use websites to generate support, provide information, and raise money, and how some charities encourage people to become members. Use a web building program, such as Dreamweaver, or, if you've completed our Coding challenge and now know how to code in HTML5, code one from scratch!

### Your step-by-step guide

- Choose your charity – one that you already support, a local charity or use our Save the Toads charity so you can make use of the images that we provided for the Data Diver challenge.
- Plan your website content using either a Word document or a PowerPoint slide. PowerPoint can be easier because it allows you to move things around more easily than a Word document.
- Think about everything you'd expect to see on the home page of a website – navigation to other pages (you don't need to build more than one page unless you'd really like to), headings, banners, images, text – and then work out how you're going to lay these out on your page.
- Write the text for your website, remembering that it's good to write clearly and in short sentences on a web page, and to also use bullet points. Website visitors tend not to want to read long and dense text. Think about the information you could be providing your visitors, what they would need to know about your charity and why it is important to donate or support.
- Plan out where your images will go, remembering to leave some white space around them so everything is clear to the visitor. Check out some websites to see how the best ones are laid out – there is usually lots of white space around text and images which makes it easier to use and more attractive.
- Plan your navigation and what other pages you could have on your website (whether or not you intend to build them!). Go back to some of the charity websites mentioned in the online challenge to see their navigation and links.
- If you don't want to build the actual page, then a good prototype (a model of what it will look like) is fine! If you were building this for a client, you would create a model first anyway to show them what your ideas are for the website so they can approve it before you start to build. So a PowerPoint slide or a Word document with everything included would be a successful completion of this challenge.
- However, you can go on a create the website if you are already familiar with a web building program (such as Dreamweaver) or just want to practice your coding skills and build it in HTML5!

