



## Scope Of Work:

### Website Development for Embrace Sportz

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Version: 2.0

## Our Understanding

In response to the website development project for Embrace Sportz, we have deeply comprehended the organization's aspirations and requirements. The website design will prominently feature a captivating hero banner that encapsulates Embrace Sportz's mission, achievements, and upcoming events, providing visitors with a compelling introduction to the organization. Additionally, the homepage will integrate essential sections such as upcoming events, statistics on sports participation and childhood obesity, partnerships, quick links for registration and events, and a GuideStar shield badge, demonstrating Embrace Sportz's commitment to transparency and credibility. Furthermore, we will emphasize the importance of sports equity and the significance of Embrace Sportz's mission in addressing societal disparities through a dedicated section, ensuring that visitors understand the organization's broader impact and values.

Moreover, the subsequent pages, including "About Us" and "Contact Us," will delve deeper into Embrace Sportz's identity, mission, and avenues for engagement. Through engaging narratives and informative content, we will showcase Embrace Sportz's impactful work, its leadership team, and avenues for volunteerism and support. Clear calls-to-action will be strategically placed throughout the website to encourage user engagement, whether through donations, program registrations, or inquiries, fostering a sense of community involvement and support for Embrace Sportz's mission of promoting sports participation and equity in underprivileged communities.

## Scope Of Work

Page	Feature	Description	Deliverables
Home Page	Hero Banner	Engaging hero banner showcasing Embrace Sportz's mission and achievements, with a tagline and compelling imagery	Dynamic hero banner with impactful visuals and captions, integration of relevant call-to-action buttons and links
	Stats Section	Display key statistics related to sports participation and childhood obesity in underprivileged communities	Integration of stats section with accurate data and visual representation
	Our Partners Section	Showcase partners and sponsors supporting Embrace Sportz's initiatives	Integration of section with logos/names of partners and links to their websites

	Quick Links Section	Provide quick access to registration, events, and other relevant pages	Integration of section with clearly labeled links/buttons for easy navigation
	GuideStar Shield Badge	Display GuideStar badge as a mark of credibility and transparency	Integration of GuideStar badge
	Why Embrace Sportz Matter	Highlight the significance of Embrace Sportz's mission and importance of sports equity	Integration of section with clear explanation and supporting information
	Newsletter Section	Invite visitors to subscribe to Embrace Sportz's newsletter for regular updates	Integration of newsletter subscription form with confirmation messages
	Footer	Include useful links, social media details, and contact information	Footer design with links to relevant pages, social media icons, and contact details
About Us Page	About Embrace Sportz	Present Embrace Sportz's background, purpose, and values in an engaging narrative	Integration of section with compelling visuals or multimedia elements that align with the narrative
	Mission	Articulate Embrace Sportz's mission, goals, and commitment to sports and agricultural equity	Clear and impactful presentation of the organization's mission with integration into the About Us page
	Leadership Team	Showcase key team members, their roles, and contributions to Embrace Sportz	Individual profiles for key team members integrated with navigation for easy access
Our Impact Page	Impact on Community	Highlight Embrace Sportz's impact on the community through achievements and initiatives	Compelling presentation of the organization's impactful work with integration of visuals, statistics, and success stories
	Annual Report	Provide insights into Embrace Sportz's annual report, showcasing fund utilization and outcomes	Integration of section with detailed reports, statistics, and visual representations of achievements

Programs Page	Athletic Programs	Showcase various sports and community programs with brief descriptions, pictures, registration links, and events	Integration of main Programs page with navigation links to subpages for each sport
	Track and Field Subpage	Detailed overview, images, registration links, and upcoming events for track and field program	Individual page containing comprehensive information on track and field program
	Soccer Subpage	Detailed overview, images, registration links, and upcoming events for soccer program	Individual page containing comprehensive information on soccer program
	Cross Country Subpage	Detailed overview, images, registration links, and upcoming events for cross country program	Individual page containing comprehensive information on cross country program
	Tennis Subpage	Detailed overview, images, registration links, and upcoming events for tennis program	Individual page containing comprehensive information on tennis program
	Basketball Subpage	Detailed overview, images, registration links, and upcoming events for basketball program	Individual page containing comprehensive information on basketball program
	Lacrosse Subpage	Detailed overview, images, registration links, and upcoming events for lacrosse program	Individual page containing comprehensive information on lacrosse program
	Esports Subpage	Detailed overview, images, registration links, and upcoming events for esports program	Individual page containing comprehensive information on esports program
	Rowing Subpage	Detailed overview, images, registration links, and upcoming events for rowing program	Individual page containing comprehensive information on rowing program

	Flag Football Subpage	Detailed overview, images, registration links, and upcoming events for flag football program	Individual page containing comprehensive information on flag football program
	After-School Programs	Showcase after-school programs offered by Embrace Sportz	Integration of section with registration links, pictures, and descriptions
	Agricultural Programs	Highlight agricultural programs and initiatives aimed at promoting equity in farming communities	Integration of section with registration links, pictures, and descriptions
	Aspiring Sports Business Leaders	Feature programs nurturing future sports business leaders	Integration of section with registration links, pictures, and descriptions
	Summer Camp	Present details about summer camp programs offered by Embrace Sportz	Integration of section with registration links, pictures, and descriptions
Blogs Page	Blogs	Showcase blogs about events and sports	Integration of blog section with articles, images, and categories for easy navigation
Volunteer Page	Volunteer Information	Provide information for individuals interested in volunteering, including coaching opportunities	Integration of section with details about volunteer opportunities, contact information, and registration links
Contact Us Page	Contact Form	Offer a user-friendly inquiry form for streamlined communication	Functional inquiry form with fields for name, email, subject, message, and confirmation messages
	Contact Information	Display key contact details, including address, phone number, and email	Clear presentation of organization's contact information with clickable links for email and phone
	Office Hours	Specify official working hours for inquiries, ensuring transparency for visitors	Clearly defined office hours or availability information with integration into inquiry form

	Social Media Links	Integrate links to Embrace Sportz's social media profiles for enhanced connectivity	Display of social media icons with clickable links and integration with social media feeds, if applicable
	Additional Resources	Provide links to FAQs, support documentation, and relevant downloads	Integration of section with supplementary resources and clear navigation for users to access materials
	Location Map	Integrate an interactive map showcasing the organization's physical location	Integration of an interactive map with controls for zooming, panning, and directions
	Accessibility Features	Ensure accessibility compliance with alt text for images and readable fonts	