Problem #4-15

**Make The World Better** Prepared by: Jenya Lestina

*Project Scope Statement* Date: June 18, 2018

***General Project Information***

**Project Name:**  Website for Make The World Better

**Sponsor:** Ben Carsten, VP Fundraising

**Project Manager:** Jenya Lestina

***Problem/Opportunity Statement:***

Make The World Better does not currently have a website. Adding an effective, modern website will assist them in their mission and improve their fundraising by helping them find donors and volunteers, helping to communicate their mission.

***Project Objectives:***

To allow the fundraising department to more effectively get funds from a broader base of contributors, and to increase public awareness of Make The World Better's mission.

***Project Description:***

A responsive website that is mobile-enabled and works across multiple platforms, that effectively communicates Make The World Better’s mission, vision, and brand, and that includes functionality to let users donate money, sign up to volunteer, or sign up for the mailing list.

***Business Benefits:***

Improve Make The World Better’s brand

Increase donations and volunteer numbers

Build web-based mailing list of potential supporters

***Project deliverables:***

Website analysis and design

Website wireframe (mockup)

Full-functioning website with mailing list signup, donation, and volunteer signup capabilities

Project documentation

***Estimated project duration:***

6 months

Problem #4-17

Note: all numbers are in thousands of dollars and rounded to the nearest tenth.

|  | **0** | **1** | **2** | **3** | **4** | **5** | totals |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Net benefit | 0 | 85 | 85 | 85 | 85 | 85 |  |
| PV of benefits | 0 | 75.9 | 67.8 | 60.5 | 54.0 | 48.2 |  |
| NPV of benefits | 0 | 75.9 | 143.7 | 204.2 | 258.2 | 306.4 | 306.4 |
| one time costs | 75 | 0 | 0 | 0 | 0 | 0 |  |
| recurring costs | 0 | 35 | 35 | 35 | 35 | 35 |  |
| PV of recurring costs | 0 | 31.3 | 27.9 | 24.9 | 22.2 | 19.9 |  |
| NPV of costs | 75 | 106.3 | 134.2 | 159.1 | 181.3 | 201.2 | 201.2 |
|  |  |  |  |  |  |  |  |
| overall NPV |  |  |  |  |  |  | 105.2 |
|  |  |  |  |  |  |  |  |
| ROI |  |  |  |  |  |  | 0.52 |
|  |  |  |  |  |  |  |  |
| Break-even analysis: |  |  |  |  |  |  |  |
| Yearly NPV | -75 | 44.6 | 39.9 | 35.6 | 31.8 | 28.3 |  |
| Overall NPV | -75 | -30.4 | 9.5 | 45.1 | 76.9 | 105.2 |  |

Breakeven occurs between years 1 and 2.