

CONTENT & LANGUAGE MANUAL

by Misha Volf,
based on research by Ludi Dai, Eva Hu, Sru Puttreddy

GENERAL INTRODUCTION

The aim of this manual is to specify language and copy for the eduDAO proposal form and the preceding landing page. These recommendations are based on past user research conducted by our team.

The manual presents an organization scheme of the content modules as well as all copy necessary for the proposal submission form. Strategic rationalizations for the methods in which content is laid out in this manual can be found in the previously submitted Content Strategy report.

While the copy recommendations presented here are meant to be authoritative, we also recognize that additional adjustments might be necessary as the design of the interface advances. As such, the recommendations included here should not be seen absolute, but to be finalized in collaboration with the UI designer, to ensure that layout, text, and graphic elements all work together towards a coherent user experience.

TABLE OF CONTENTS

I. INTRO

1. Welcome to the Project
 - a. The kinds of projects we're looking for
 - b. Our process (3 steps: proposal, review, campaign)
 - c. Are you a 501(c)(3)

II. PROPOSAL

0. Before we begin [opening page pop-up]
 - a. Will take a few minutes
 - b. What's needed (profile, materials, mission)
 - c. Let's get started!

[TITLE] [progress bar titles]

1. Proposal Title, Project Photo

[PROFILE]

2. Profile (Contact)
3. Organization

[STUDENTS]

4. Students

[MATERIALS]

5. Materials

[IMPACT]

6. Impact

III. PREVIEW

CONTENT

Use this language and wording on the UI.

I. INTRO

1. Welcome to the Project
 - a. The kinds of projects we're looking for

WELCOME!

Thanks for choosing eduDao!
Before we get started, please take a minute to get familiar with our platform.

eduDAO is a bit different.

We are looking for projects which:

- directly serve youth and lifelong learners in under-served communities
 - aim to make long-term, medium- to big-scope impact
 - have an immediate, material need

b. Our process (3 steps: proposal, review, campaign)

Our process is also different.

Unlike other crowdfunding platforms, which require lots of setup time, eduDAO breaks the process up into 3 short steps. This makes it more efficient and ensures a more positive outcome for everyone.

1. Proposal
 - Submit a brief overview of the project for review by eduDAO's board of directors
2. Review
 - Board of directors reviews the proposal to make sure the project is a good fit with eduDAO's mission
3. Campaign
 - Once approved, you will build a campaign to tell potential donors a compelling story about your project's goals.

c. Are you a 501(c)(3)?

Just one last thing before we start the proposal:

Is your project associated with a public school or a registered 501(c)(3) non profit organization? (i)

[(i) tool tip:

At this time, we can only accept proposals from these types of organizations]

[yes] [no]

[final call to action]

If all of the above looks good and you're sure that eduDAO is the right place for your project, let's start a new project proposal!

[START PROPOSAL]

II. PROPOSAL

PROPOSAL

[opening page]

0. Before we begin
(as a pop-up overlay?)

a. Will take a few minutes

The following proposal process will only take a few minutes. Most finish it in **30 minutes or less**.

The proposal is meant to give a quick overview of your organization, and to give us a better idea of whether a full campaign for your project is a good fit with eduDAO's mission.

b. What's needed
(profile, materials, mission)

It would help to have the following information handy:

- Basic information about the organization behind the project (address, mission statement, etc.)
 - A short list of materials needed for the project and approximate total cost
- A few statements about what makes your project unique and valuable to your community
 - If applicable, or 501(c)(3) EIN number

c. Let's get started!

Ready?

[OK!]

1. Proposal Title, Project Photo
[progress bar: TITLE]

PROJECT TITLE

First, let's give your project a title.(i)

[(i) tooltip]: *Make it descriptive, but catchy and concise.*

Try to mention the community that the project will benefit, and how it will do so.

Give the reviewer an immediate sense of what the project is about and who it's trying to help.

[PROJECT TITLE]

Examples:

Empowering Bronx Youth Through Film-Making

Rooftop Farming to Turn Southside Food Deserts Into an Oasis!

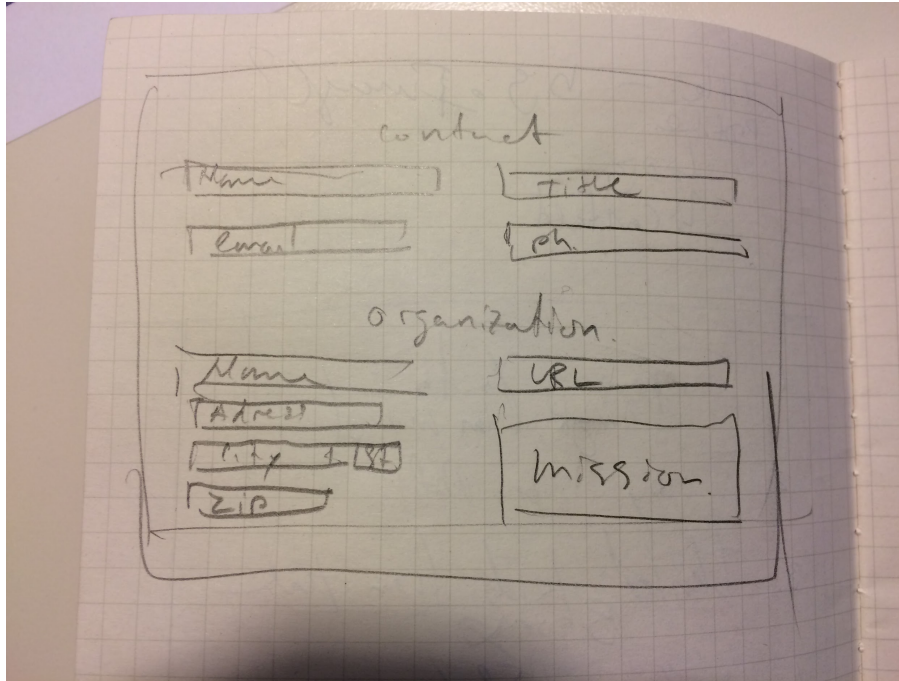
Don't worry if you don't have it quite right yet. You can change it at any point if ideas start to flow later.

[PROJECT IMAGE ???]

[>]

2-3. Profile (Contact/Organization)
[progress bar: PROFILE]

PROFILE



[can we make this all fit on one page??]

Next, let's learn a bit more about you and your organization.
Who is best person to contact about updates on this proposal?

[NAME] (first + last, 1 blank, keep it casual) [TITLE] (blank, not drop down)
Example: Teacher, Principal,
Director of Development

And what's the best way to reach them?

[EMAIL] [PHONE]

What is the name of your school
or organization?

[SCHOOL / ORG. NAME] [WEBSITE/WEB PAGE, IF ANY]

[STREET ADDRESS] (1 blank)

[CITY] [STATE] (drop)

In a short paragraph, tell us what your
school or organization is all about.

[ZIPXXX]

[MISSION STATEMENT] (multi-line field)

If you represent a registered 501(c)(3), please provide your EIN number:.

[EIN #]

(single-line field)

[>]

[THANKS POP UP]

Thanks for all that info!

Next, we'd like to learn about the most important people in this project, the students.

[OK!]

4. Students
[progress bar: STUDENTS]

STUDENTS

In a brief sentence, describe the students who will most directly benefit from this project.

[STUDENTS]

(small multi-line field)

[(i) tooltip]:

For example, tell us how many students will this project benefit, what's their average age, and what community are they a part of? Why are these students are in need, and in what ways they are disadvantaged relative to others?

And approximately how many students will this project impact?

[# of Students]

(short, single-line field)

In a brief paragraph, tell us a bit more about the students and what makes them special.

[About the Students]

(multi-line field)

[>]

MATERIALS

Big problems call for big thinking, but having the right equipment also helps!

What materials will the students need to succeed in the project?

[(i) tooltip]: *Consider this list preliminary. If the project is approved, we'll ask for more details later.*

Select from material categories that best suit the project's needs. Add optional descriptions as necessary.

[CATEGORY] [DESCRIPTION (optional)]

[categories include:

COMPUTERS

MEDIA EQUIPMENT

ART SUPPLIES

TOOLS

BUILDING MATERIALS

TEACHING MATERIALS

OTHER]

And what is the approximate total cost for these materials?

[COST]

[(i) tooltip]: *Ball-park figure is fine for now.*

[>]

[THANKS POP UP]

Thanks for that!

Finally, we'd like to ask about the project's main goals and intended impact.

[OK!]

IMPACT

What is the main goal of this project (100-200 words)?

[Project Main Goal]
(multi-line field)

[(i) tooltip]:

*What major issue will this project immediately address?
How will students directly benefit from this project?
What prompted you to start this project?
What is the short-term timeline?*

Describe the project's progress up to this point? (100-200 words).

[Prior Work]
(multi-line field)

[(i) tooltip]:

How has your programming developed without these materials?
How will the materials contribute to ongoing curriculum at your organization?

How will this project and materials help your students and community in the long term? (100-200 words)

[Long-term Impact]
(multi-line field)

[(i) tooltip]:

*What kind of impact will this project have beyond the classroom?
What will this project help students achieve?
How will the project make students' lives and communities better?*

Uploads and Links

Please add any additional documents, media, or links that will give reviewers a better sense of your project and organization.

[(i) tooltip]:

Additional materials may include:

- *links to videos and press clippings*
- *documents pertaining to the structure and finances of your organization*
- *reports or published statistics demonstrating your students' lack of resources*
- *anything else that shows how important and necessary your project is*

[OPTIONS FOR ADDITIONAL DOCUMENT UPLOADS AND LINKS]

[>]

[THANKS POP UP]

Great Job!

That's all the info we need for this proposal. Let's review everything you've written.

[OK!]

III. REVIEW

REVIEW

Before we submit your proposal, please take a minute to make sure everything is correct.

The information entered below is what a member of eduDAO's board of director's will see and use to decide whether your project is a good fit.

If you want to make any changes or edits, feel free to do so here.

[TITLE]

Title:
Photo:

[PROFILE]

Contact:
Organization:

[STUDENTS]

Who Are They:
How Many:

[MATERIALS]

What's Needed:
Cost:

[IMPACT]

Main Goal:
Prior Work:
Long-term Impact:

All set?

[\[SUBMIT PROPOSAL!\]](#)