

Pro Bono Agreement Between  
**One Nation Walking Together**  
and  
**Students of Course MGD 242, “Web Architecture Open Source”**  
**Pikes Peak Community College**

THIS AGREEMENT made and entered into this 19<sup>th</sup> day of November in the year 2018 by and between One Nation Walking Together, hereinafter called ONWT and Students of Course MGD 242, “Web Architecture”, hereinafter called The Students, witnesseth:

1. Work to be completed by The Students will include designing the following:
  - 1.1. Redesign of website using the Wordpress platform
2. In consideration of ONWT’s obligations hereunder, The Students:
  - 2.1. Agree to complete the above components of the ONWT Website, including plugins, sample pages, posts and Galleries.
  - 2.2. Will make changes to interim versions to the above components as may be required by ONWT and will perform adequate testing of the final versions to ensure that they meet both ONWT and industry quality standards. *The specific requirements are outlined in the attached document “Requirements”.*
  - 2.3. Warrant that they will obtain the rights to all materials utilized and included at their discretion.
  - 2.4. Warrants that they will provide ONWT with acceptable documentation on all required rights and permissions for the materials used (per The Students’ discretion) on the above components.
  - 2.5. Agree to work with and consult with the ONWT staff and other specialists, as ONWT shall direct, provided such consultation does not obligate The Students beyond the scope of this agreement.
  - 2.6. Acknowledge that the work described herein is pro bono and grants to ONWT its successors, and assigns exclusive rights to all new materials produced under this agreement, including graphics, video, and any authoring code or software developed for the exclusive use by ONWT.
3. In consideration of The Students’ obligations hereunder, ONWT:
  - 3.1. ONWT shall not profit from student work without express consent from the Students and Instructor. ONWT agrees to honor the student’s wishes towards the condition of publication. If any designs are chosen then there shall be an agreement between the student (on an individual basis) and ONWT for compensation using the following options through a separate agreement:
    - 3.1.1. Monetary
    - 3.1.2. Instructional credit
    - 3.1.3. Combination of the two

- 3.2. Agrees to provide The Students access to the following media materials as requested by The Students:
    - 3.2.1. Existing graphic elements and resources that support the subject matter of the above components.
    - 3.2.2. Existing graphic and media elements that communicate ONWT identity to include company logos, fonts, photos and audio.
  - 3.3. Agrees to provide final content as required to complete each of the components by its scheduled due date as specified in the project schedule, unless otherwise negotiated with The Students.
  - 3.4. Will meet to consult with The Students, and others as needed, to determine overall design and will provide complete and timely feedback to The Students as required.
  - 3.5. Agrees to notify The Students of significant changes as far in advance as possible (a minimum of twenty-four (24) hours in advance), and will document requested changes made of The Students via e-mail.
  - 3.6. Agrees that The Students will receive credit for their work on the above components.
  - 3.7. Agrees that The Students may include samples of the finished product in their promotional materials, provided that the samples are used only to represent the quality of The Students' work, are free of other copyright protection, and in no way constitutes competition with ONWT.
  - 3.8. Understands that this agreement covers activities for the duration of Spring Semester 2016, which extends from Jan 18, 2016 through May 8, 2016. The Students are not required to perform additional modifications or development to the site after May 8, 2016, except as mutually agreed to by ONWT and The Students (See section 3.1).
4. All work under this agreement shall be subject to the following guidelines, constraints, and limits:


ONWT understands and acknowledges that the work done under this agreement is pro-bono, accomplished for no exchange of funds between ONWT and The Students unless any designs are used for monetary gain on the part of ONWT which requires a separate agreement between the individual student and ONWT.
  5. This agreement shall be binding upon and inure to the benefit of the successors and assigns of The Students and the successors and assigns of ONWT
  6. Nothing contained in this agreement shall be deemed to constitute the relationship between ONWT and The Students as that of partners of joint ventures, nor principal and agent, or employer and employee. ONWT and The Students expressly agree their relationship is that of independent contractors.
  7. Any modification of this Agreement or additional obligations assumed by either party in connection with this agreement shall be binding only if evidenced in writing signed by each party or an authorized representative of each party.

IN WITNESS WHEREOF, the parties hereto have executed this agreement the day and year first above written.

ONWT

The Students

By \_\_\_\_\_

By  Peter Strand

Laura Chickering  
One Nation Walking Together

Peter Strand  
Instructor, MGD 242

## Requirements

### Your Organization's Purpose

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**1. Mission Statement** (*Brief paragraph describing the reason for your organization's existence*)

We are about people helping people and not a cause. ONWT provide the basic necessities of life donated to us by caring individuals, businesses, churches, clubs, and schools to Native Americans the most disproportionately underserved group in the U.S. We build relationships, non-Native to Native, Native to non-Native, and the exchange is physical, emotional, and spiritual within the family of humanity. We gather and send truckloads of goods to reservations all across the west. We provide a hand-up not a hand-out, and we *help them get out of crisis mode so they can make life more successful. We show Native Americans love and support and make sure they know someone cares for them.*

**2. Vision Statement** (*Where does your organization want to be in 5 years? This is your "dream".*)

To be able to serve more and more Native Americans each year. One Nation hopes to continue growing and evolving various programs so that they can continue to prevent Native Americans from starving, freezing and committing suicide.

**3. What is the primary purpose of the site** (*What is the main thing you want users to do when they come to your site?*)

To inform donor base and increase donations, time and goods. To get donors and volunteers and to educate people about the Native nations and how they can use a hand up to aid them in achieving a more successful and comfortable life.

### Corporate Identity (if different from the existing website)

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*Your corporate identity includes logos, trademarks, catch phrases/ slogans, colors, or other assets that need to be a part of the Web site design*

**4. Do you currently have a corporate logo?**

YES

Incorporate all logos into one standard, Would like to keep the film reel in the film festival web

page, but not the logo in the Powwow web page.

**If “Yes”, please provide either a URL or a digital copy if possible. If all you have is a paper copy, please provide it, along with any specification (color, typeface, etc) you have.**

**Present Logo:**



**5. What is your corporate color scheme?**

NO but we could include the colors of the medicine wheel

**6. Do you have a phrase or motto that describes your identity or purpose? If so, what is it?**

Native Americans are the most impoverished group in our country. Native Americans living on the reservations desperately need your help. Changing Lives. People helping people. We provide a hand-up not a hand-out

**7. Do you have printed marketing materials?**

Yes, a brochure, marketing in Ute County News Teller County

**8. How do you currently communicate with your customers or constituents, in order to build a stronger relationship with them (increased sales, donations, participation, lead, etc.)?**

Emails blast and asks letters (monthly or bi monthly).

**9. How will content be provided?**

Through the website and brochure material  
Links to Social Media  
Images and Video

## Your Customers/ Constituents

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*Although we obviously are designing a Web site for your organization, we must appeal to the users of the site in all aspects of design and functionality. It is critically important for us to understand who is or will be buying your products or using your services or supporting your cause.*

### 10. Primary Audience Demographics

People that want to help to right the wrong that was done to the Native Americans and make a difference in their lives. The current primary users are 40+ but they would like to reach younger audiences as well.

#### 10.1 User Characterizations

Potential volunteers

Philanthropists

*Adults who want to serve their community through donation or volunteering.. Businesses and organizations that can help donate and volunteer their time.*

#### 10.2 Age Range

14+, 30-80

#### 10.3 Gender

All, but they did mention that its often women who donate

#### 10.4 Annual income range

Anyone who will donate to the programs.

#### 10.5 Highest Education level

Education level doesn't matter.

### 11. User Technology usage

#### 11.1 How computer- and Web- savvy are your primary and secondary/tertiary users?

All levels of computer users and cellphones. Though many are not particularly computer savvy.

#### 11.2 How do you want users to be able to access your Web site?

Mobile to Desktop

**11.3 Is there a corporate standard browser your users are required to use? (This primarily applies to intranet applications)**

n/a – follow browser hierarchy:  
Chrome, Firefox, Safari, Edge/Explorer

**11.4 Is there a corporate standard computer type/ operating system your users are required to use? (This primarily applies to intranet applications)**

No

## Requirements

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### **What is the main call to action on your site?**

To inform donor base and increase donations (goods and money), and to be able to serve more and more Native Americans each year. Spread the word about their organization and its purpose. Also, to reach out to more potential volunteers. Keep the site modern and contemporary.

### **What is the ways to achieve this action?**

Newsletter signup  
Contact forms for volunteers,  
Events and information,  
Donate interfaces,  
Purchasing Merchandise  
Contact page for non-monetary donations,  
Social media links to keep up-to-date  
Strong SEO.

### **What are secondary actions on your site?**

Incorporation of Film Festival website information and interactivity  
2019 Haitus message

Film Submission page (without a box)  
Archive past posts and events  
Keep the mission of the film festival

Incorporation Powwow website information and interactivity  
Archive past posts and events  
Make it known that the event BELONGS to ONWT

Combine all Social Media  
Facebook  
Instagram  
No Twitter  
Event calendars – all combined to one  
Videos  
Photos - Gallery  
Mailing Lists – Subscriber form  
Social Media connections  
Single Newsletter  
Sales

**Is there a wish-list for future functionality?** (*Possible things the client might want in the future but either can't afford at the present time or is willing to explore expanding down the road*)

Easily updated content interfaces  
Expanded store functionality

**What are you selling**

T-shirts, Hoodies, hats and stickers and some donated Art

**Shipping or delivery requirements**

To be determined

**How many products are you going to sell**

About 20/month



**What are some websites that you want to emulate?**

**Is there other functionality you might want?**

**Other specialty needs**