



## **Impact by Design Program**

<https://www.thomasfodor.design/impact-by-design-program>

### **What is the Impact by Design program?**

The Impact by Design Program helps non-profit organizations to create a brand and build or improve a professional WordPress website at no cost for the design and development work. The goal is to help meaningful work become visible, credible, and sustainable online.

Within the framework of the program, you can get:

- A new or improved branding & identity – your own logo, colours, and style.
- Clarified mission and messaging
- A new or improved WordPress based professional Website – mobile-friendly, easy to update, built for SEO.
- A new WordPress based website switched from another platform to WordPress (like Joomla)
- Engagement tools – donation forms, volunteer sign-ups, newsletters, event calendars.
- Improved communication and internal workflows
- Trained team members to stay independent
- Solutions for problems that never fit neatly into a brief

The program allows up to 100 hours of pro bono work at most. Additionally, all services continue to be offered at a 50% discount.

## **Who is this program for?**

This program is for non-profit organizations working in cultural, educational, environmental, or community fields, especially those with limited budgets or little existing online presence.

## **Who is not a good fit?**

Organizations looking for commercial promotion, political campaigning, or projects that conflict with the program's values may not be a good fit. The site must genuinely reflect your mission and work.

Unsuccessful applicants will not be notified or given an explanation. Successful applicants will be notified within a few working days.

## **What kind of websites do you build?**

I build WordPress-based websites that are:

- Mobile-friendly
- Easy to update
- SEO-ready
- Designed for clarity, accessibility, and storytelling

They are practical, not flashy - focused on helping people understand and support your mission.

## **Can you redesign our existing website?**

Yes. If you already have a website, I can improve its structure, design, messaging, or usability—or rebuild it entirely if needed.

## **Can you migrate our site from another platform?**

Yes. I can help you move from platforms like Joomla or other systems to WordPress, ensuring your content is transferred and organized properly.

## Will the website work on phones and tablets?

Absolutely. All websites are built mobile-first, so they work well on phones, tablets, and desktops.

## Can you help us clarify our mission and messaging?

Yes. Part of the process often includes helping you clarify your mission, values, and story, so your website communicates clearly to supporters, donors, and volunteers.

## Do you create branding and logos?

If needed, I can help create or improve your branding, including logos, colours, and visual style, especially if you do not already have a clear identity.

## What engagement tools can be included?

- Donation forms
- Volunteer sign-ups
- Newsletter subscriptions
- Event calendars
- Contact forms

## Will we be able to update the site ourselves?

Yes. You'll be shown how to manage content so your team can stay independent and confident using WordPress after launch.

## Do you provide training?

Yes. I provide practical training tailored to your team's technical comfort level, so you're not dependent on outside help.



## How long does the process take?

The program offers a maximum of 100 pro bono hours. Typically, the website launches within three months, depending on content readiness, communication, and team availability.

The table below shows the typical project schedule. This is just a guideline and may vary depending on your team's needs.

PHASE	TASK	HOURS	TYPE
<b>Discovery &amp; alignment</b>	Meet and greet	1	Meeting
	Kick-off & stakeholder meetings	1	Meeting
<b>Branding &amp; content direction</b>	Branding review	4	Work
	Branding feedback	1	Meeting
	Requirements & content audit	4	Work for the NPO Team
	Requirements & Content Audit feedback	1	Meeting
<b>Technical setup &amp; installation</b>	Hosting & domain setup	3	Work
	Wordpress Installation	2	Work
	Theme setup	4	Work
	Plugin installation	2	Work
<b>Training</b>	Wordpress basics training	2	Meeting
<b>Website design</b>	Visual design (high-fidelity)	8	Work
	Wordpress development	30	Work
	Design review & revisions	2	Meeting
<b>Site build &amp; content integration</b>	Page building	10	Work
	Content entry	8	Work
	Forms & functionality	4	Work
	Responsive testing	2	Work
<b>Review &amp; refinement</b>	Client review & revisions	2	Meeting
	Final approval	2	Meeting
<b>Launch &amp; handoff</b>	Pre-launch checklist	1	Work
	Website launch	1	Work
	Post-launch training	1	Work
	Documentation & wrap-up	4	Work
	<b>TOTAL</b>	<b>100</b>	

## What do we need to provide?

- Text content (or drafts)
- Images and media you have rights to
- Feedback during the process
- Final approval before launch

I guide you through what's needed at each step. A minimum of approximately 16 hours of active work and meetings is expected from your team.

## What costs are we responsible for?

- Your domain registration and webhosting renewal (about \$40–\$60 per year)
- Any paid WordPress plugins your site may require
- There is no fee for the website design and build itself

## Who owns the website?

You do. Once the site is live, it belongs fully to your organization.

## What responsibility do we have for content?

Your organization takes full responsibility for all published material – images, videos, or any written content -, including accuracy, legality, and permissions.

## What do you ask in return?

A small credit line and link at the bottom of the site: “Created by thomasfodor.design”. This helps the program continue.

After our joint work is finished, I may create and publish a case study about it, illustrated by the images you have previously provided. During our progress, I may capture images that could be featured on my website and social media platforms.

## What should we do if we need additional work or help with ongoing materials?

The program allows up to 100 hours of pro bono work at most. Additionally, all services continue to be offered at a 50% discount.

My work spans branding and visual identity, WordPress-based website development, desktop publishing, UX and product design, and business-focused UX audits. By combining creativity, user-centered design, and data-driven insights, I create intuitive experiences, clear communication, and scalable solutions that align user needs with business goals—helping projects grow, perform, and stand out over time.

Please request a quote and we can work out a mutually beneficial agreement and schedule.

## **We prefer meet and work together in person. Can we do that?**

We can arrange a workshop - from April to October - within the territory of the European Union, which can last a few days or week to do some high intensity work together. This requires careful planning and preparation from both parties, and your team must cover my accommodation.

During our live sessions, I may capture images that could be featured on my website and social media platforms.

## **Can we be in touch once the website is ready?**

Yes. I am always happy to hear about your success!

## **How do we apply?**

You can apply by completing the form at the bottom of the program's page:  
<https://www.thomasfodor.design/impact-by-design-program>