Digital Platform Business Case

Justifying Your Website Project to the Board

***Document Purpose****:*

*The aim of this document is to help you consider the various types of information that you will need to create a strong business case for a new charity website. A fact-based approach will help you deliver the justification for your proposed project and enable board members to see the need for, and value in investing in a new website.*

*Headlines have been provided to ensure you cover key areas of information that may be required by your board members, whilst guidance notes are added in grey text to help you develop your content into the final document.*

**Date:**

**Project Title:**

**Prepared By:**

**Project Team:**

**1. Introduction**

**Project overview**

***Provide a brief summary of your proposed project. Include for example;***

* ***What you want to achieve***
* ***Why you want to achieve it (e.g. to meet organisational objectives/ grow online support/improve internal processes)***
* ***What is stopping you at present (e.g. poorly performing website, no internal system integrations)***
* ***What you want your board members to do (e.g. evaluate the facts provided and give approval for the estimated budget)***

**2. Current Situation**

**Current website limitations**

***Use this section to explain the current limitations of the website in achieving goals such as:***

* ***Achieving organisational goals***
* ***Growing online donations***
* ***Providing greater beneficiary support online***

**Current website issues**

***Add a high-level summary of how the current website is failing to function or meet organisational objectives. For example***

* ***Poor user experience***
* ***Poor representation of the organisation***
* ***Technical complications/outdated technology***

**Current website wider organisational impact**

***Also consider wider issues the current website is causing such as:***

* ***Overly time consuming to manage/edit***
* ***Inefficient data processing (adding additional processes for team)***
* ***Incurring additional costs for edits/page updates***
* ***(it can be helpful to gain feedback from other teams to help demonstrate that the website issues are having an impact across the organisation)***

**3. Proposed Solution**

**Solution overview**

***Give an outline of what you propose to remedy the issues and concerns listed above***

**Solution benefits**

***Be specific here – list out how this solution will resolve existing issues, and meet any organisational objectives. Will it also meet any security, accessibility and sustainability requirements?***

**Solution risks & limitations**

***It is good to demonstrate you have considered the limitations or impact of a new platform, (and how these might be overcome) for example:***

* ***The time need for team training in a new CMS to ensure success (may take time to adapt)***
* ***New processes needed that will take time to embed***
* ***The need for commitment to maintaining the site (SEO, Accessibility best practice etc.)***
* ***Team resistance to change in working practices (and how you’ll address this)***
* ***Capacity limitations for project management or content creation – maybe needing temporary external support at an additional cost***

**Solution approach**

***Outline how you propose to carry out the project implementation including a brief overview of:***

* ***What you expect the project timescale to be***
* ***What internal resource/support you will need***
* ***Whether there are any technical considerations (e.g. IT support for integrations etc.)***
* ***Whether there are any key events/dates in your organisational calendar that might need to be considered or that will impact launch***

**Solution investment**

***Here it is good to demonstrate that you have done research into at least 3 different solutions – this will allow senior team members to understand the investment required based on more than 1 quote. The below grid may be helpful in presenting this.***

|  |  |  |  |
| --- | --- | --- | --- |
| ***Supplier Name*** | ***Solution summary*** | ***Approx. cost estimate*** | ***Comments*** |
| ***1.*** |  |  |  |
| ***2.*** |  |  |  |
| ***3.*** |  |  |  |
| ***Estimated budget required:*** | ***£xxx*** |  |  |

***(NB: It is also helpful to explain that any digital investment will bring benefit and returns over the life of the website, which can span several years)***

**4. Evaluation**

**Desired impact / KPIs**

***Think about what success looks like and how you’ll measure it – e.g. increasing online donations by 30% in the next 12 months, improving online volunteer sign-up by 20% this quarter etc. Be specific here so senior team members can understand the value of investing in a new platform***

**Solution comparison table**

***Use the below table to add a tick or cross, and any notes, to sum up which of the solutions you’ve chosen to compare meet the requirements of your organisation.***

|  |  |  |  |
| --- | --- | --- | --- |
| **Business Case Requirement** | **Solution 1** | **Solution 2** | **Solution 3** |
| ***Solution meets current requirements/could help achieve goals*** |  |  |  |
| ***Solution has minimal limitations*** |  |  |  |
| ***Solution offers value for money*** |  |  |  |
| ***Solution technology offers flexibility and longevity*** |  |  |  |
| ***Solution meets timescale requirements*** |  |  |  |
| ***Solution meets security, accessibility and sustainability requirements*** |  |  |  |
| ***Solution provider offers a good fit with the team and organisation*** |  |  |  |

**5. Recommendation**

***Use this section to provide a brief summary of your recommended choice of solution and the justification for this.***