



## LetsEndorse\_A Non-Profit Organization

### **Background**

LetsEndorse is an organization that works with NGO's, Corporates and common citizens to promote the welfare development efforts in the areas of Education, Health, Hunger and Malnutrition, Water, electricity, Air, Hygiene and other social causes. They take endorsements for social causes and are a social platform for people and community members to browse the available projects/ causes and endorse them for funds.

### **Solution**

Keeping in mind the specs of the project, the GCT tech team developed a custom solution that helped the client in achieving their goals.

The web portal includes an admin section for the organization to manage the content of all the pages and their respective volunteers. The frontend of the portal has the details of the various social projects which can be endorsed. The results are based on the user's location. The volunteers can register with the web portal for endorsements and can get updated for new projects lined up for the social cause.

There is an online chat feature that allows seekers to have a chat with the organization regarding their specific interests and queries.

The NGO's registered on the portal can manage content of their pages in the backend and add /update/ remove development projects on the web portal. They can track project status reports, payment reports and can send updated newsletters to the listed volunteers. A payment gateway has also been integrated to handle funds and donations.

On the **technical front**, the web portal utilizes PHP 5.0, java script, MYSQL server and Ecommerce platform

Third party API's from Google Maps, Facebook/LinkedIn/Twitter have also been integrated into the app. Zopim chat software is integrated for online chat.

The portal can be viewed at <https://www.letsendorse.com/>

### **Results**

1. The LetsEndorse web portal has been a huge success and has enabled the organization to expand its reach.
2. The portal has brought NGO's, corporate, citizens and volunteers on a common platform and has eased the process of meaningful social contributions.
3. A number of development projects have been successfully executed through the platform. The portal has enabled smaller NGO's to expand their reach to a wider audience.