Note: Please see here for a sample spec doc if you need help getting started.

Hispanic Scholarship Fund:
Text to Donate & other Texting applications

<table>
<thead>
<tr>
<th>Authors</th>
<th>Marcela Bailey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Last Updated</td>
<td>5/27/2013</td>
</tr>
</tbody>
</table>

**Purpose**
A brief description (2-3 sentences) of the purpose of this project. We will use this to gather student preferences for projects they will work on.

The purpose of this project is to create a texting process to generate an easy to capture interaction with various individuals who engage with HSF. This SMS integration will work in very similar ways but will have several applications to share information between HSF and its supporters. The integration will cover the following actions: DONATE, REGISTER, KEY DATES, NEWSLETTER, and APPLY.

**Background**
Background regarding the need for this project. Please include your current processes and the challenges you currently face that this project can help solve.

HSF currently has a very static website that has about 1.5mm visitors annually. Despite the high volume of visitors, HSF does not currently require registration. One of the changes, is to ensure that every interaction allows for users to register with HSF and to use mobile devices and SMS to interact with HSF.

**Goals and Objectives**
Detailed list of the goals/objectives of your project.

The objective is to use a long form text number to set up interactions with users directly with HSF.

**Skills Needed**
What are some skills that the students would need in order to be successful on this project? (e.g., coding languages, knowledge of APIs, etc.)

REST API
XML
HTML

UI
How will the product look like? How will it visually integrate with existing features?
Details on mocks, wireframes and UI research go here.

There should be an interface for HSF to configure the codewords and responses

Existing Technical Environment
e.g., Any current databases or technology you are already using, servers used, coding languages used, sample data

MySQL

Detailed Design
Technical specification details of the project

Donation
1. User will Text DONATE, DONATE833 or 833 to XXX-XXX-XXXX
2. HSF will receive text and send back the URL link to ProcessDONATION
3. Users will follow the link to process their donation via HSF’s donation page
4. A Thank you from HSF will be sent back to the user
5. a log of the interaction with the subscriber cell phone and the type of donation being made to the database

Registration
1. User will Text REGISTER to XXX-XXX-XXXX
2. HSF will receive text and send back a request for First Name, Last Name and email
3. Users will send their First name, Last Name and email back via text
4. HSF will receive information and send back a note to user to find out if they want to register for (text back one or more of the following numbers)
   a. R1- Scholarships
   b. R2- Donations
   c. R3- Newsletter
   d. R4- Resources
   e. R5- Internships
   f. R6- Volunteering
   g. R7- Mentoring
   h. R8- Being Mentored
5. The user will indicate one or more of the numbers above and text back to HSF
6. A Thank you from HSF will be sent back to the user
7. a log of the interaction with the subscriber cell phone, first name, last name and email and the numbers selected to the database

Keydates
1. User will Text KEYDATES to XXX-XXX-XXXX
2. HSF will receive text and send back a request for First Name, Last Name, and email
3. Users will send their First name, Last Name, and email back via text
4. HSF will receive information and send back a note to user to find out which dates they want (text back one or more of the following numbers)
   a. K1 - HSF General Scholarships
   b. K2 - HSF Specialty Scholarships
   c. K3 - Gates Millenium Scholarships (GMS)
   d. K4 - High School eligible
   e. K5 - College eligible
   f. K6 - Graduate eligible
   g. K7 - Post Graduate eligible
5. The user will indicate one or more of the numbers above and text back to HSF
6. A Thank you from HSF will be sent back to the user
7. HSF will use a list of key dates based on the above categories to publish back to the registered user.
8. A log of the interaction with the subscriber cell phone, first name, last name and email and the numbers selected to the database

Newsletter
1. User will Text NEWSLETTER to XXX-XXX-XXXX
2. HSF will receive text and send back a request for First Name, Last Name, and email
3. Users will send their First name, Last Name, and email back via text
4. HSF will receive information and send back a note to user to find out which newsletter they want (text back one or more of the following numbers)
   a. N1 - Alumni
   b. N2 - Scholars
   c. N3 - Amigo
   d. N4 - Community Partner
   e. N5 - Sponsor
   f. N6 - Dean’s List
   g. N7 - High Schoolers
5. The user will indicate one or more of the numbers above and text back to HSF
6. A Thank you from HSF will be sent back to the user
7. A log of the interaction with the subscriber cell phone, first name, last name and email and the numbers selected to the database

Apply
1. User will Text APPLY to XXX-XXX-XXXX
2. HSF will receive text and send back the URL link to ApplyHSF
3. Users will follow the link to apply to HSF’s scholarship
4. A Thank you from HSF will be sent back to the user
5. A log of the interaction with the subscriber cell phone and the type of interaction to the database
Success Metrics
How will you measure that this has been a successful project at the competition? i.e., Completed milestones

- Text messages successfully sent and received
- Database is updated

Related Links, Getting Started Resources:
Please include any additional details or links that could help the students get started on the project.

Twilio REST API
http://www.twilio.com/docs/api

Sample List of key dates
GMS - August 1st - applications are open
HSF Scholarship - September 1st - applications are open
HSF scholarship - December 10th - Deadline is in 5 days
HSF scholarship - December 15th - Deadline is today
HSF Scholarship - ?? - referrals are due
HSF scholarship - ?? - transcripts need to be loaded