



# WEBSITE CONTENT WORKBOOK

SECOND EDITION | 2024

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SO GLAD YOU'RE HERE!

YOU ARE PROBABLY READING THIS BECAUSE YOU ARE IN THE PROCESS OF BUILDING OR REFRESHING YOUR WEBSITE! WHICH MEANS... YOU ARE ALREADY AHEAD OF THE GAME!

*This Website Content Workbook will be your best tool for breaking through the overwhelming process of organizing your content and donor journey.*

*We have taken over a decade of experience from building custom websites for our own clients and packaged everything up into this easy-to-follow guide. While our workbook is not a "one size fits all" tool, it will get you well on your way whether you are planning to DIY, or hand things over to a professional website designer.*

*The best way to describe the Website Content Workbook is that it is a workbook full of prompts for what content your site CAN have rather than a best practice guide for HOW to write content. It is not to take the place of actual copywriting or to help you write content better.*

*It is focused on educating you as a web design client on what content you can prepare for your website designer or copywriter, and all the different ways in which you can add your brand tone of voice and messaging.*

*Lauren Rosenthal*

FOUNDER & CREATIVE DIRECTOR



CHAPTER 01.

## WEBSITE CLARITY

*Let's identify your purpose, goals, and ideal advocates so you can ensure you're communicating your mission with the right individuals.*



## BASIC INFORMATION

These are the details that build up the behind-the-scenes foundation of your website, and may differ from what the public will see. All fields are optional, but most websites recommend adding at least your organization's name and address if you're using their commerce functionality or email campaigns.

### ORGANIZATION INFORMATION

Organization Name (DBA):

Organization Legal Name (if different):

Established Date/Year:

Industry Category:

Organization Address:

Contact Phone Number:

Contact Email Address:

Working Hours/Timezone:

### SOCIAL MEDIA ACCOUNTS

Facebook:



Instagram:



Pinterest:



Twitter:



Youtube:



LinkedIn:



Other Accounts:

# WEBSITE PURPOSE & GOALS

This will help inform how you structure your website. It should also help inform how you should be writing your content (tone, message, purpose), and what sort of imagery you might need to pull it all together.

## WHAT IS THE MAIN PURPOSE OF YOUR WEBSITE?

**Promotional** - more text heavy, aimed at helping donors learn more about your operations, projects, and history.

**Educational** - teach your audience something, more resource/blog post heavy, instructional and informative language.

**To Sell Products and/or Services** - Feature products and items, use language to market and sell them for a specific cause, image-heavy.

**Motivational** - Inspire website visitors to do something, language use is more uplifting/guiding, resource and blog heavy.

**Functional** - Provide access to organizational services, view the status of ongoing projects, and/or submit applications.

**Engagement** - Provide a place for customers to interact with your organization, blog-like, submit questions, etc.

**Informational** - Provide information to current and potential donors, an overall look at your organization and the kind of work you're doing.

**Entertainment** - E.g. online articles, the arts, documentaries. Easy to navigate, frequently updated, engaging by using dynamic content, such as videos, Podcasts, slideshows, etc.

**Other** - Write in your own website purpose/plan:

## WHAT ARE YOUR WEBSITE GOALS?

**Serve as an Educational Resource** - Providing quality content on your website, regularly adding new information, establishing trust, marketing your site on other websites and social media.

**Improve Donor Engagement**- Email marketing lists, online support (live chat), webinars, and content designed to give your visitor a reason to come back.

**Build Your Brand** - Active social media program, promotions, reputation management.

**Increase Donor Acquisition (traffic/engagement/email capture)** - Clearly communicated content, consistently updated, search engine optimization, user-friendly site, effective calls to action, consistent sections for users to get in touch/contact/sign up.

**Increase Sales** - Search engine optimization, well-organized content, user-friendly site, effective calls to action, increase conversion rate.

**Other** - Write in your own website goals:

# TARGET AUDIENCE

This can differ from your main audience if your website serves a different purpose, such as acquiring donations, impact investors, or being more informational. What sort of individuals do you want to be looking at your website and engaging with it?

## THINK ABOUT YOUR IDEAL ADVOCATE\*

*\*Specifically the relevant details that relate to your organization.*

ONGOING INTERESTS:

STRONGEST PASSIONS:

BIGGEST PERSONAL/PROFESSIONAL GOAL:

WHAT THEY BELIEVE IN:

THEIR TOP PRIORITIES:

WHAT MOTIVATES THEM:

CHARACTERISTICS OF THEIR PERSONALITY:

## WHAT ARE THEIR PAIN POINTS?\*

*\*Specifically the ones you will be addressing/helping provide a solution for.*

WHAT SCARES THEM:

WHAT KEEPS THEM UP AT NIGHT:

THEIR FRUSTRATIONS:

CHALLENGES ARE THEY FACING:

WHAT THEY NEED/WANT THAT THEY CAN'T GET OR FIND HARD TO ACCESS:

ADDITIONAL NOTES:



# MISSION STATEMENT

A mission statement is defined as an action-based statement that declares the purpose of an organization and how they serve their customers. This sometimes includes a description of the company, what it does, and its objectives.

## **DESCRIBE YOUR ORGANIZATION.**

In 1-2 short sentences, explain who you are/what you do/your purpose.

## **HOW ARE YOU SERVING THIS AUDIENCE?**

In 1-2 short sentences, explain the different ways you are serving this audience.

## **WHY DO YOU DO THIS WORK?**

In 1-2 short sentences, explain the history of your organization and why it was formed.

## **WHAT PROBLEM ARE YOU SOLVING FOR THEM?**

In 1-2 short sentences, explain what solution you're providing to help this audience.

## **WHO ARE YOU SERVING THROUGH THIS?**

In 1-2 short sentences, explain the individuals you are seeking to help through this.

## **ORGANIZATIONAL MISSION STATEMENT:**

In 1-2 short sentences, pull all of these notes together for your mission statement.

# WEBSITE INSPIRATION

This is an exercise that will help you, your copywriter and your website designer really visualise your ideas for your new website. Start by finding inspirational websites or snippets of website sections that speak to you visually, through messaging, OR you simply like the way they operate.

## INSPIRATION EXAMPLE #1

Add link below:

Or print and paste!



### WHAT YOU LIKE ABOUT THIS EXAMPLE:

i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element

## INSPIRATION EXAMPLE #2

Add link below:

Or print and paste!



### WHAT YOU LIKE ABOUT THIS EXAMPLE:

i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element

## INSPIRATION EXAMPLE #3

Add link below:

Or print and paste!



### WHAT YOU LIKE ABOUT THIS EXAMPLE:

i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element

## INSPIRATION EXAMPLE #4

Add link below:

Or print and paste!



### WHAT YOU LIKE ABOUT THIS EXAMPLE:

i.e. color, layouts, sizing, notable features, things that it does, layering, image use, plugins, typography use, style of an element

CHAPTER 02.

## WEBSITE PLANNING

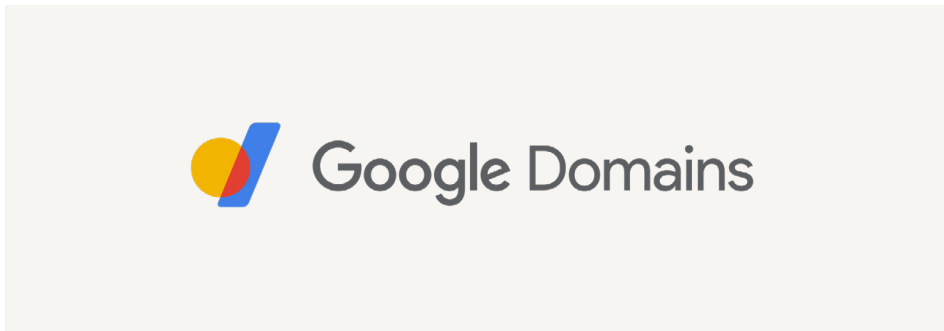
*In this chapter we will break down the bones of your website for user navigation, as well as address domain names and keyword planning.*



## DOMAIN INFORMATION

A domain name is your website name and the address your audience can search and find your website with. A domain name can be any combination of letters and numbers, and it can be used in combination of the various domain name extensions, such as .com, .org, and more - and whatever you choose, it should be easy to remember and type out. The domain name must be registered before you can use it.

### RECOMMENDED DOMAIN REGISTRARS:



#### GOOGLE DOMAINS - [domains.google.com](https://domains.google.com)

Reliable, custom emails, affordable, easy-to-manage, integrates well with all website platforms.



#### BLUEHOST - [bluehost.com](https://bluehost.com)

Reliable, custom emails, affordable, great customer support, integrates well with Wordpress.

What domain name have you chosen?

Have you purchased it yet?

**Yes** (great!)

**No** (get onto it, asap!)

If yes, who is your domain registrar (who did you buy it from)?

Please provide login details below (username, email, password) OR delegate access\*

Email Address:

Username:

Password:

Note - if you are working with a website designer, they may need to access your domain DNS settings in order to link your custom domain to your new website (we won't bore you with the tech jargon, but they are important) so you will need to provide them delegate access to your account. This is just something to keep in the back of your mind once you've purchased your domain.

# PAGE NAVIGATION BRAINSTORM

Use this interactive page as a guide for writing out the page navigation titles you need, and any pages that will be under a primary page. You can't go wrong with a pad and pen either so feel free to print this out and scribble all your ideas all over it!



Check which of the following pages you plan to include in your website before laying out the site architecture above:

Home	Support	Donation Page	Instagram Links	Shop Products
Our Story	Resource Links	Donor Login	Campaign Page	Team Page
Our Process	Events Calendar	Terms/Conditions	FAQs Page	Careers Page
Our Impact	Contact	Privacy Policy	Image Gallery	Annual Reports
Projects	Blog/News	Accessibility	Member Directory	Speaker Request
Partnerships	Media Kit	404 Page	Press Releases	Applications

## NAVIGATION TIP

*Your website will be mobile-responsive, but that doesn't mean you should have a tonne of pages in your navigation as it will be hard for your users to navigate. Suggestion: limiting it to about 6 main navigation titles and any more can go into a drop-down folder (i.e. an 'About' folder could contain 'Our Team', 'Our History' and 'Our Values' pages to store them neatly rather than an additional 3 pages in the main navigation.*

# SEO DESCRIPTIONS

All websites should be built for clean indexing by search engines (like Google), but the content you add to your site and how you present it plays a big role in how easily people are able to find your organization online. Ensure your website is optimized for both search engines and visitors alike.

## WHAT IS AN SEO DESCRIPTION?

A short (50-300 characters), relevant, readable description of your site to your site meta description. This description will appear below your link in Google. By writing an engaging meta description that includes relevant keywords, this will lead to a boost in your click-through rate (people visiting your site!).

Google

[www.google.co.nz](http://www.google.co.nz)

Offers the choice of searching the whole web or web pages from Australia. Also advanced search, image and groups search, news and directory from the Open Directory.

Think of it like an elevator pitch but in a short statement that you have 5 seconds to tell someone. A good thing to think about is what your potential advocates and donors are searching for and typing in. when they visit Google.

## GREAT REAL-WORLD EXAMPLES:

- **Taco Bell:** Taco Bell brings people together with Mexican-inspired food. We're one of a kind—like you. Customize your faves. Sign up for exclusive offers. Order now!
- **Lonely Planet:** Love travel? Discover, plan and book your perfect trip with expert advice, travel guides, destination information and inspiration from Lonely Planet.
- **Lululemon:** Lululemon makes technical athletic clothes for yoga, running, working out, and most other sweaty pursuits. As always, shipping is free.
- **Jenna Kutcher:** I'm an expert at online marketing, a nerd when it comes to the numbers, and my obsession is teaching others how to make a living doing what they love.
- **Dharma Bums:** Dharma Bums is an ethical yoga and activewear brand providing beautiful, high performance activewear that performs flawlessly.

## WEBSITE HOMEPAGE TITLE

## WEBSITE HOMEPAGE URL

## WEBSITE SEO DESCRIPTION/META DESCRIPTION

CHAPTER 03.

## DESIGN & VISUALS

*Identify all of your necessary branding basics in order to create a cohesive design experience when visitors and donors come to your website.*



# BRANDING LOGOS & ASSETS

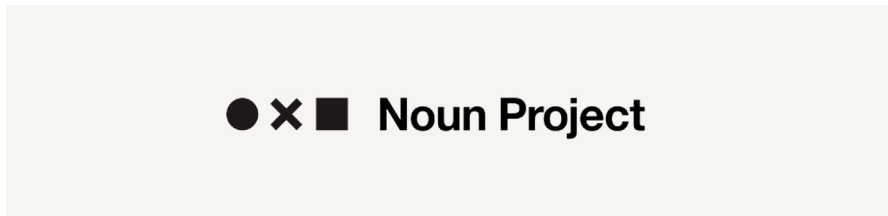
Brand design is the process of crafting visual identity, your brand's signature look and feel that is instantly recognizable in a crowded market landscape. To create a visual identity that refuses to be ignored, you need strategic, intentional brand design.

## RECOMMENDED BRANDING ELEMENTS:



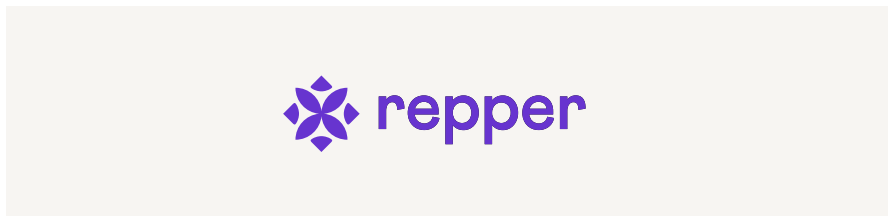
**LOGO DESIGN: LOGOPONY** - [logopony.com](https://logopony.com)

AI-generated, aesthetic logo designs and other design files for your new brand.



**ICONOGRAPHY: THE NOUN PROJECT** - [thenounproject.com](https://thenounproject.com)

Diverse iconography for universal communication, crossing language and cultural boundaries.



**PATTERN DESIGN: REPPER** - [repper.app](https://repper.app)

Turn any image into a pattern collection that works with any aesthetic and style.

## VISUAL BRANDING SELECTIONS:

A strong brand identity doesn't happen overnight. You can't just pick a few colors and haphazardly slap a logo together. You need to approach your design strategically to build an identity that truly reflects your brand—and can support you as you grow. This requires deep thinking, a team with strong communication and design skills, and an intimate understanding of who you are, what you do, and how you want to present your brand to the world.

To truly succeed, you need to build a brand identity that is...

- **Distinct:** It stands out among competitors and catches people's attention.
- **Memorable:** It makes a visual impact (Apple now only uses their logomark, no words).
- **Scalable:** It can grow and evolve with the brand.
- **Flexible:** It can be used in many different applications (web, print, etc.).
- **Cohesive:** Each piece complements the other, especially throughout marketing materials.
- **Easy to Apply:** It's intuitive and clear for designers to use.

Link to Branding Assets Folder:

## THINGS TO CONSIDER:

Do I have comprehensive brand elements, not just a logo?

Are all of my branding assets cohesive with each other?

Have I saved different file versions for these elements (png, svg, pdf, etc.)?

Do I have a logomark (icon) independent of the logotype (name)?



# BRAND TYPOGRAPHY

While less flashy than brand logos and imagery, solid brand font selection is the glue that ties your whole organization together. Fonts tell a story by bringing a voice and personality to your work. Whether in print or online, a good typeface can engage your audience—while a bad one can drive them away.

## WEBSITE FONT SELECTION:

*Title Font Name*

*Heading Font Name*

*Subheading Font Name*

*Paragraph Font Name*

*Button (CTA) Font Name*

*Script/Accent Font Name*

## FONT PSYCHOLOGY OVERVIEW:

SERIF ---- CLASSIC - SOPHISTICATED - EXPENSIVE - DELICATE - STABLE

SANS-SERIF ----- MODERN - GEOMETRIC - MINIMAL - SIMPLE - VERSATILE

*Script* ----- *Creative - Personal - Feminine - Natural - Delicate*

SLAB SERIF ----- SIMPLE - CONFIDENT - VERSATILE - SOLID - BALANCED

DISPLAY --- UNIQUE - CREATIVE - MODERN - FRIENDLY - EXPRESSIVE

# BRAND COLOR PALETTE

A brand color palette is a crucial part of building a successful organizational identity. The shades you select to represent your company in its logo and website design will help to create the defining elements of your organization and make you more recognizable to your advocates and donors.

## COLOR PSYCHOLOGY OVERVIEW:

COLOR	SWATCH	ATTRIBUTES
Red		power, attention grabbing, strength, passion
Pink		feminine, compassion, romantic, playful
Orange		creativity, confident, optimistic, exciting
Green		health, nature, fresh, balanced, restorative
Blue		calm, serene, loyal, trustworthy, progress
Purple		luxury, ambition, purposeful, ambitious
Yellow		cheerful, youthful, optimism, energetic
Gray		sleek, modern, tech, sophisticated, classic
Beige		earthy, comforting, friendly, stability, simple
Black		timeless, classy, dramatic, sophisticated

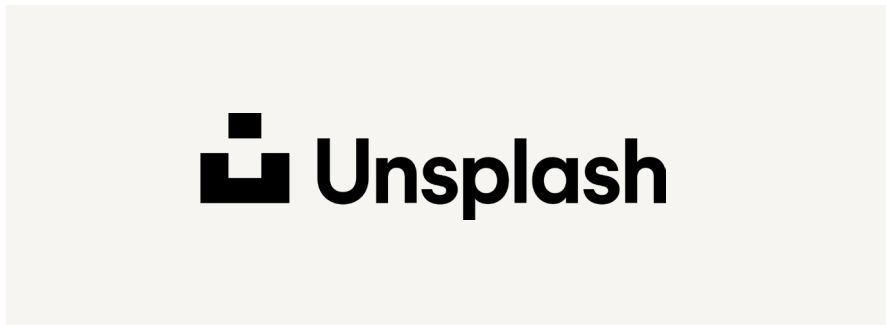
## BRAND COLOR PALETTE SELECTION:

			
NAME: HEX #:	NAME: HEX #:	NAME: HEX #:	NAME: HEX #:
			
NAME: HEX #:	NAME: HEX #:	NAME: HEX #:	NAME: HEX #:

# PROFESSIONAL PHOTOGRAPHY

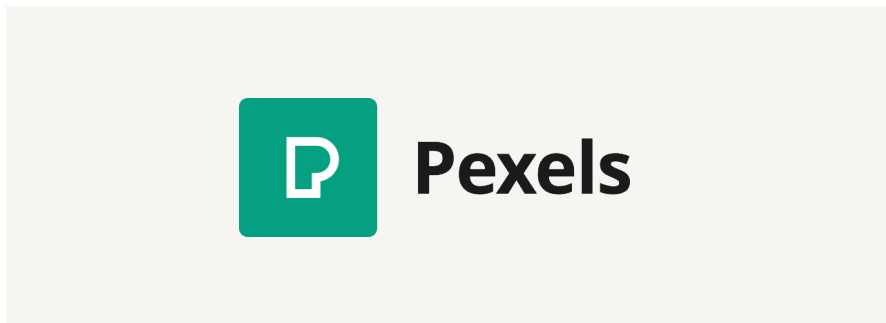
Whether you decide to use stock photography or hire a professional to capture custom images for your website, strong photography is one of the best ways to connect with your advocates and draw them in quickly to your mission when attention spans are now shorter than ever.

## RECOMMENDED STOCK PHOTOGRAPHY:



**UNSPLASH** - [unsplash.com](https://unsplash.com)

Beautiful, free images and photos that you can download and use for any project.



**PEXELS** - [pexels.com](https://pexels.com)

Browse millions of high-quality royalty free stock images & copyright free pictures.

## DEFINING PHOTOGRAPHY DIRECTION:

It is useful to know a bit about the photography style you gravitate towards so that you can communicate your vision to your photographer.

- **Lifestyle:** Lifestyle photography is capturing the subject living their life in their natural environment. This can include the home, workplace or a location in their hometown. These pictures lean towards a more candid feel, but can include some setup or staging.
- **Documentary:** Documentary photography is usually associated with a chronological series of events. It is storytelling of a visual nature. The beauty of this style is that it tells the story while capturing the associated emotions.
- **Traditional/Posed:** The subject of the photo is positioned to capture the light or a particular pose. In the past, these type of portraits were usually taken inside in a studio using backdrops and skillfully placed artificial lighting.
- **Artistic:** Artistic photography allows both the photographer and the subject the most freedom. With artful backdrops, costumes, and make-up as well as heavy post-processing to achieve the look of fantasy, there are also no limits to the creative touches and ideas used.

Selected Photography Direction:

Link to Brand Photography Folder:

## THINGS TO CONSIDER:

Do the images used convey your brand voice?

Are the style of the images consistent throughout your website?

Have you resized the images for your website?

Make sure to edit the image title and alt description before uploading.

# WEBSITE COPYWRITING

Website copywriting is the process of writing digital content for landing pages, product pages, blog posts, and everything in between. Compelling copy can keep your website visitors engaged and lead them to take actions that are both important to you and meaningful to them.

## RECOMMENDED COPYWRITING TEMPLATES:



**THE COPY BAR** - [thecopy.bar](https://thecopy.bar)

Key mindset shifts to get clear about what you do—even if you \*hate\* writing and selling.



**THE PROMPTLATE SHOP** - [jessicajordana.com/shop](https://jessicajordana.com/shop)

The do-it-yourself process for value-driven website words that connects and converts.

## DEFINING BRAND VOICE & COPYWRITING:

The reason we feel drawn to brands is based on the way they communicate with us. They do this through their brand voice/personality. Based on this, which archetype best describes your brand?

- **Outlaw:** Revolutionary, Disruptive, Rebellious, Combative
- **Magician:** Powerful, Mystical, Informed, Reassuring
- **Hero:** Masterful, Honest, Candid, Brave
- **Lover:** Intimate, Sensual, Empathetic, Soothing
- **Jester:** Pleasure-Seeking, Fun-Loving, Playful, Optimistic
- **Everyman:** Inclusive, Friendly, Humble, Authentic
- **Caregiver:** Service-Oriented, Caring, Warm, Reassuring
- **Ruler:** Control, Commanding, Refined, Articulate
- **Creator:** Innovative, Inspirational, Daring, Provocative
- **Innocent:** Simplicity, Optimistic, Honest, Humble
- **Sage:** Understanding, Knowledgeable, Assuring, Guiding
- **Explorer:** Freedom-Seeking, Exciting, Fearless, Daring

Selected Brand Archetype:

Link to Website Copywriting Document:

## THINGS TO CONSIDER:

Does the copywriting I'm using convey my brand archetype?

Is the level at which I'm communicating consistent throughout?

Do you have a clear call-to-action developed for each of your pages?

Clearly define/divide the copywriting for website sections in your files.

CHAPTER 04.

## PAGE CONTENT

*By planning the individual pages for your website, you can easily gather your new content so that building out your website comes naturally.*



# HOME PAGE

Your homepage is sometimes the first touch point your visitors have with your brand - so you want to make a great first impression! Your home page can usually be broken into sections (again, this will differ between every organization) so start by thinking of what your TOP main points/messages/offering you want to showcase on this first critical page.

## ORGANIZATIONAL MISSION STATEMENT

In 1-2 short sentences, explain who you are/what you do/your purpose/mission statement.

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

## OUTLINE YOUR FEATURED PROJECTS:

Create a list of the projects or services you'd like to feature on the homepage.

## CALL-TO-ACTION PATHWAYS

List any new paths you want your visitors to take from your homepage:

*Pathway #1 (i.e. learn more)*      *Additional text/elaborate on why they need to perform the action*

*Pathway #2 (i.e. view projects)*      *Additional text/elaborate on why they need to perform the action*

*Pathway #3 (i.e. contact us)*      *Additional text/elaborate on why they need to perform the action*

## NEWSLETTER SUBSCRIBE FORM

Write down what your newsletter is called and why individuals should subscribe to it.

*Title e.g. Subscribe Now*      *Description*

*Form Name*      *Disclaimer*

*Submit Button (default is 'Submit' but you can snazz it up)*      *Post-Submit (default is 'Thank You' but you can change it)*

## PRE-FOOTER CALL-TO-ACTION

Use the last content area before the footer for a strong call-to-action (i.e. "support" or "donate").

# ABOUT PAGE

Your About page can often become one of your most visited pages on your entire website, so now is the time to wow your visitors (no pressure!). A good way to start is to envision your target audience and what THEY want to hear. It comes down to writing something engaging for your audience, leaving them inspired to support your work.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'About' or 'About Us'.*

## CONTENT PROMPTS

- What You Do & Why
- Who You're Serving
- Your Solutions (Projects)
- History of the Organization
- Community/Global Map of Service
- Board Members Listing
- Behind-the-Scenes Process
- Organization Statistics & Impact

## OUR STORY

Draft your About page content here:

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'Meet The Founder' or 'About the Nonprofit'.*

- Published Annual Report
- Recipient Testimonials
- Ongoing Vision/Bigger Impact
- Founder's Story
- Locations/Where You're Serving
- Featured Press Articles
- Nonprofit/Business Partnerships
- Featured Campaign CTAs

## CALL-TO-ACTION PATHWAYS

List any new paths you want your visitors to take from your About page:

*Pathway #1 (i.e. learn more)      Additional text/elaborate on why they need to perform the action*

*Pathway #2 (i.e. support us)      Additional text/elaborate on why they need to perform the action*

*Pathway #3 (i.e. contact us)      Additional text/elaborate on why they need to perform the action*

## SEO DESCRIPTION

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional Content/Notes for your Designer/Copywriter:

# PROJECTS PAGE (1/2)

This page is important to educate your audience on the work you're doing directly with your recipients. It is where you want to be adding key information, project goals, links, and as many details as you can so that your visitors have a good idea of the work you're doing and how they can help support this work.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Projects' or 'Our Projects'.*

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: '[Name] Projects' or 'Our Global Work on the Ground'.*

## CALL-TO-ACTION PATHWAYS

List any new paths you want your visitors to take from your About page:

*Pathway #1 (i.e. learn more)      Additional text/elaborate on why they need to perform the action*

*Pathway #2 (i.e. support us)      Additional text/elaborate on why they need to perform the action*

*Pathway #3 (i.e. contact us)      Additional text/elaborate on why they need to perform the action*

## MISSION/PROJECT GOALS

Write/begin with an introduction of the mission you're working to address and/or big-picture problems you are solving. Example: 'On a Mission to Eradicate...' or 'Funding Small Business...'

## EXPLAIN YOUR PROCESS

This can be written out on your Projects page, or linked to if you want to have it as a separate page. Think about the steps your audience wants to know about in your behind-the-scenes work and how operating in that way will make the biggest difference or greatest impact.

## LIST YOUR ONGOING PROJECTS

This will be dependent on your organization, but you can either showcase your projects as clearly defined goals with a sentence or two explaining them, or you can keep it simple and just list out what you're working on in general and have a call-to-action for more information

## EXAMPLES OF YOUR PROJECTS/CASE STUDIES

This is great for most organizations and can be exactly the visuals needed to inspire your advocates to support your work. Your visitors will want to know more about where you're doing the work, who you're working with directly, any images you've acquired, and recipient testimonials that allow them to feel confident in their giving to your organization.

## INCLUDE RECIPIENT TESTIMONIALS

Instead of addressing the work you're doing as it pertains to internal statistics and plans, try humanizing your website by getting direct testimonies of those you've served and the impact that it's made in their lives. This will also help attract impact investors to your mission.

## INCLUDE FREQUENTLY ASKED QUESTIONS

You can either have them on the Projects page, as drop-downs, or on a separate page link. Think about your most frequently asked questions from the community, advocates, investors, and donors, as well as what would be most helpful for your audience to know about your work.

## CTA FOR FUNDRAISING/DONATIONS

Don't forget to create a way for your advocates to get involved by directing them to take action on this Projects page. This can link to your Support page, Contact Page, or a link to donate directly. If you don't supply this option to take action, you will be losing out on engagement.

## SEO DESCRIPTION

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional Content/Notes for your Designer/Copywriter:



## PROJECTS PAGE (2/2)

If you have more than three projects/case studies, just duplicate this page and use it to list out more of your projects!

### PROJECT #1

Title:

Subtitle:

Description:

Goal Fundraising Amount (\$):

Link to specific project images (Dropbox/Google Drive):

### PROJECT #2

Title:

Subtitle:

Description:

Goal Fundraising Amount (\$):

Link to specific project images (Dropbox/Google Drive):

### PROJECT #3

Title:

Subtitle:

Description:

Goal Fundraising Amount (\$):

Link to specific project images (Dropbox/Google Drive):

# SUPPORT PAGE (1/2)

Depending on your organization, this page could be the BIG push you need on your website to get advocates involved. This page is essentially the biggest call-to-action page on the entire website, enabling your advocates to learn about direct ways to get involved, both on the ground and financially to support your growth.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Support' or 'Volunteer'.*

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'Support Our Work' or "Help Us Grow'.*

## IDEAS TO GET YOUR AUDIENCE INVOLVED:

- **Volunteer:** Ask individuals to donate their time at your next in-person/virtual event.
- **Sponsorship:** This can be 1:1 (i.e. Sponsor a Child) or ask a business to sponsor your work.
- **Community Event:** Host a local gathering that introduces new faces to your organization.
- **5K Run:** Many people love to participate in 5Ks! Try offering one annually as a fundraiser.
- **On-Site Visit:** When safe to do so, offer in-person visits at your office, local happy hours, or even on-site internationally to help your advocates learn more about your impact.
- **Host a Dinner:** Invite family and friends to join you to raise funds for an upcoming campaign.
- **Birthday Fundraiser:** Fun for all ages! A great way to give back in lieu of presents.
- **Community Partnership:** Find other organizations that you align with and work together on a partnership for ongoing projects, local events, and more.
- **Social Media Advocate:** Have a tech-savvy millennial in your advocate group? Ask them if they're willing to take on responsibility of sharing your posts to their wider audience.
- **Join the Team:** Offer ongoing opportunities to individuals who are really wanting to engage their time with your mission. Find what they're best at and keep things moving!
- **General Fund Donations:** Make sure to always communicate about your request for donations that support the general fund needed to continue your operations.
- **Matching Challenge:** Get your workplace and friends involved! Communicate with your audience about organizing a matching challenge where you approve that their business would be willing to match any donation made in a specific campaign season.

## CALL-TO-ACTION PATHWAYS

List any new paths you want your visitors to take from your About page:

*Pathway #1 (i.e. learn more)      Additional text/elaborate on why they need to perform the action*

*Pathway #2 (i.e. view projects)      Additional text/elaborate on why they need to perform the action*

*Pathway #3 (i.e. contact us)      Additional text/elaborate on why they need to perform the action*

## SEO DESCRIPTION

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

Additional Content/Notes for your Designer/Copywriter:

## SUPPORT PAGE (2/2)

If you have more than three opportunities for your audience to get involved, just duplicate this page and use it to list out more of your opportunities!

### SUPPORT CTA #1

Title:

Subtitle:

Description:

Support CTA Button Link:

Link to specific project images (Dropbox/Google Drive):

### SUPPORT CTA #2

Title:

Subtitle:

Description:

Support CTA Button Link:

Link to specific project images (Dropbox/Google Drive):

### SUPPORT CTA #3

Title:

Subtitle:

Description:

Support CTA Button Link:

Link to specific project images (Dropbox/Google Drive):

# CONTACT PAGE

You can add a Contact page to your site with content like your contact information, a form, a map, and hours of operation. Often overlooked as just a information page, your Contact page should still carry across your branding and tone of voice, and don't be afraid to have fun with it! Especially if it's the one way your audience is supposed to get in touch with you.

## NAVIGATION TITLE:

*Short and sweet, usually 1-2 words as this will be what shows in your main navigation. Example: 'Contact' or 'Contact Us'.*

ADD SOCIAL MEDIA LINKS

ADD NEWSLETTER SUBSCRIBE

ADD FAQS TO THIS PAGE

## DETAILS YOU WANT TO PROVIDE:

Contact Phone Number

Location/s (if applicable)

Working Hours

Other Relevant Information

## PAGE TITLE:

*The page title is what appears in the top of the browser window. Example: 'Get in Touch' or 'Chat with Our Team'.*

Contact Email Address

Operation Information (i.e. EIN #, etc.)

Working Timezone

## SEO DESCRIPTION

*Search results typically show your SEO title and description. Depending on the search engine, descriptions displayed can be 50 to 300 characters long. If you don't add a title or description, search engines will default to use your page title and content.*

## IMAGES

Add a Dropbox/Google Drive link to the images you want to use below:

## CALL-TO-ACTION PATHWAYS

List any new paths you want your visitors to take from your Contact page:

Pathway #1 (i.e. learn more)      Additional text/elaborate on why they need to perform the action

Pathway #2 (i.e. view projects)      Additional text/elaborate on why they need to perform the action

Pathway #3 (i.e. support us)      Additional text/elaborate on why they need to perform the action

## CONTACT FORM

*This the most important part of your Contact page. Really think about what information you want to elicit from your audience, what's going to help YOU service their needs properly and efficiently. Note: Discuss with your web designer the option of embedding another contact form if you use a CRM platform.*

*Some examples are below, but try to personalise it to your own organization:*

First & Last Name

Email Address

Phone Number (if applicable)

Message

Company Name (if applicable)

Website URL (if applicable)

Location/Address (if applicable)

How did you hear about us? (if applicable)

Additional Form Fields:

Additional Content/Notes for your Designer/Copywriter:

# ADDITIONAL CONTENT

These additional content area names should be able to be applied to whatever platform you are using. By filling out these fields you are weaving your branding and tone of voice through more pages and areas and building more rapport with your audience!

## ANNOUNCEMENT BAR

You can display a featured message in a bar across the top of your website that will be visible on both your mobile and desktop site. This is useful if you have new or important news to report.

## ENGAGEMENT POP-UP

You can create a pop-up that appears when visitors land on your site to collect emails, showcase a new campaign, or drive traffic to specific pieces of content.

### Primary Goal

You can enable a newsletter or button pop-up, but not both at the same time. What do you want visitors to do with your pop-up?

**Newsletter Signup**

**Visit Campaign Page**

**Donate to General Fund**

**Support/Fundraise**

**Contact Our Team**

**View Press Release**

Button text:

Link to where do you want to send people:

Pop-up headline/title:

Body copy:

Link to Dropbox/Google Drive folder with what image you want to use:

## COMING SOON/LAUNCH PAGE

A cover page can be used to present info in a single page format. Cover Pages are great for:

- Promoting an Upcoming Event
- Collecting Email Addresses
- Sharing Press Releases
- Showcasing New Campaign
- Displaying a Featured Project
- Announcing New Products
- Displaying an Image Slideshow
- "Coming Soon" Page While Your Website is In-Progress

Headline/title:

Body copy:

Link to Dropbox/Google Drive folder with what image you want to use (if applicable):

Your Cover Page should have a clear goal. Choose which type best meets your needs:

**Promoting an Event**

**Collect Email Addresses**

**Share Press Releases**

**Showcase Campaign**

**Announce Products**

**Coming Soon Page**

Button text:

Link to where do you want to send people:

Additional content/notes for your designer/copywriter:

CHAPTER 05.

## BONUS RESOURCES

*Inlcuded is tips on preparing content, organizing files, and optimizing images for your website, especially if sharing with a designer.*



# PREPARING & SENDING YOUR FILES TO A DESIGNER

Disclaimer: This will vary wildly between every single designer out there, so this is really a basic recommendation for sending content. Your own designer or copywriter will most likely take you through their personal process, so this is just a guide to help you on your way!

## 01. PROOFREAD & FORMAT

- **DO A COMPREHENSIVE SPELL-CHECK**

Chances are, your designer is not a copywriter or proof-reader (if they are wow, keep them forever), so you are in charge of ensuring your content is spick and span. They will be looking at the design, they won't be going through it with a fine tooth comb to see if it reads well/makes sense/has mistakes in it.

- **FORMAT IT THOUGHTFULLY**

If you want something bold/highlighted/bigger/smaller etc - make a note of it. Designers although very good at what they do, are not mindreaders. If you want a word to link to page leave a little note stating this, if you want a button, great! Note down where you want the button to go and what the button should say (e.g. 'Learn more about poverty').

- **BE SPECIFIC**

Following on from formatting it thoughtfully, make sure you are specific with your instructions. It's fine if you really don't care what goes where, but if you more of a details person, leaving a note such as 'choose either title A or B' leaves too much room for interpretation. Just make a decision to save time and hassle on both ends.

## 02. PLAN & CURATE

- **DECIDE YOUR TOOL FOR COPYWRITING**

If you are proficient in Microsoft Word, then use that. If you prefer Google Docs or Keynote or whatever you are most comfortable in, just go with that. It doesn't have to be hard, your designer just needs to be able to read it and copy it to upload easily.

- **DECIDE HOW YOU WANT TO SEND IT**

Your designer will let you know their preferred way, but in this case, it's advisable if it's a small website with only a few pages of short content, via email as a Word doc is fine, but if it's a large website, lots of pages and content and images - via a Cloud platform like Dropbox or Google Drive is best.

- **BE THOUGHTFUL WITH IMAGES**

Whether your website is small or large, organising your images for your designer to use is very important. Recommendation: put them in a separate Dropbox/Google Drive (D/GD) folder per page and clearly labeling them so your designer knows what to use and where, so it leaves less room for interpretation and quicker uploading time. If they need to be in a specific order, label them 1,2,3 etc. If your designer has asked for hi-res, think 200kb-5mb ish and try to have them as PNGs or JPGs depending on your organization/website.

## 03. ORGANIZE & SEND

- **ORGANIZE YOUR FOLDERS BY PAGE**

Any content for a specific page should go in a folder named what you want to call the navigation title (Example: put all About page content in a folder called 'About'). Same with images, any images for a specific page should go in that folder.

- **SHARE PERMISSIONS**

Ensure when you finally share your content folder that your designer can access every file and nothing is missing. It can also help to give them access to edit so in real time they can tap out a note or question within your content that needs clarifying.

- **INCLUDE RELEVANT BRANDING FILES**

If your website designer is different from your graphic designer, make sure to include a folder of branding assets that can be used to style your site. This can include the color palette, fonts, logo files (vector or PNG are the most helpful for web), any patterns or textures, website favicon and a social sharing image (like a profile pic).

- **REMOVE DUPLICATE/UNNECESSARY FILES**

Don't put anything in your folders that doesn't need to be there. Double up photos, old notes, draft versions, photos you don't like, random files that your designer doesn't need to see - delete them, keep it clean and pristine!

# EXAMPLE FOLDER CONTENT SYSTEM WITH DROPBOX/GOOGLE DRIVE



[Organization Name] Content Folder



Branding Assets



Website Content



Brand Guidelines



Font Files



Logos/Favicon



Patterns/Textures



Iconography



Home



About



Projects



Support



Contact



Images



Images



Images



Images



Images



Home\_Content.doc



About\_Content.doc



Project\_List.doc



Support\_List.doc



Contact\_Content.doc



## TIPS FOR PREPARING & OPTIMIZING IMAGES/FILES TO BE UPLOADED

FILE RESOLUTION	FILE TYPE	IMAGE SIZE/RATIO	NAMING	STYLE
<p><b>Look to keep your images between 200kb-5mb max.</b></p> <p><i>If you can't make them smaller, please at least keep them under 25mb so your designer can optimise them with some thing like TinyPNG.</i></p> <p>It can vary depending on what the image/file is being used for, so for example a large banner image could afford to be a little bigger/high-resolution (in the 1-3mb range) whereas a thumbnail image could be smaller (in the 200-300kb range). PDF docs should be less than 5mb.</p>	<p><b>Please send either PNG or JPG for images, and PDF for files.</b></p> <p>PNG is a good choice for line drawings, text, and iconic graphics at a small file size.</p> <p>JPG is a good choice for photographs and realistic images.</p> <p>PDF is for sharing documents that cannot be modified but still need to be easily shared, downloaded, read and printed.</p> <p><i>Please do not send Word docs to be uploaded to the site, or the TIFF file format.</i></p> <p><i>Remember to remove crop marks from any PDF ebook or digital resources.</i></p>	<p><b>Good practices to follow:</b></p> <p>If the image needs to be a banner, try - 16:9 or 1500px h x 800px w.</p> <p>If the image needs to go on the page, try - 3:2 or something like 800px x 600px. Your designer can then crop in if the image needs to be square, but it just gives them padding to play with.</p> <p>A4 landscape or portrait will work best for PDF documents you'd like people to read online or download. A3/A5 etc might not have the desired effect for reading but would work if the purpose is to just print the file.</p>	<p><b>Please use a consistent and thoughtful file naming convention that makes sense for the project and where the image/file will go.</b></p> <p><u>Good Examples:</u></p> <p>About_banner_yourname.jpg</p> <p>Images in a gallery (if wanting in order) - 1_James_gallery.jpg, 2_Laurel_gallery.jpg etc</p> <p>2022 Info Pack Your Name.pdf</p> <p><u>Bad Examples:</u></p> <p>560nsn94dhs.jpg</p> <p>Final_FINAL_2_revised.jpg</p> <p>image (no extension)</p>	<p><b>Good practices to follow:</b></p> <p>Stick to images that aren't too complex/layered/intricate if you want text to go over top (like a page title).</p> <p>Choose images that aren't overused/can be identified as stock right away.</p> <p>Give the focal point of the image a lot of room so your site can respond to different device sizes and not crop anything out.</p> <p>If your image needs a transparent background, you'll need to get this clear cut BEFORE sending the image.</p>



WE WANT YOU TO MAKE A POWERFUL IMPACT

STATISTICS SHOW THAT 75% OF CONSUMERS ADMIT  
TO MAKING JUDGEMENTS ON AN ORGANIZATION'S  
CREDIBILITY BASED ON ITS WEBSITE.

*Congratulations on taking the first step in creating the most powerful tool your business will ever  
use — your website! We hope that this workbook helped you to gain clarity on your goals and  
gather the content for a clear client journey.*

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