

# **Digital Facelift: Tips for Transforming Your Nonprofit Website**

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# Website Planning

- What is your GOAL? This includes:
  - Who are you trying to reach?
  - What do you want them to do on your site? (What is the call to action?)
  - What information are you trying to convey?
  - How do you want your visitors to feel?

# The Hunger Project: Before

THE HUNGER PROJECT

Empowering Women and Men to End Their Own Hunger

Home

Who we are | Where we work | Our strategies | Our goals | Learn more | Get involved

Support our work!

Our 30th Anniversary Fall Event!  
October 13 - New York Hilton Hotel

CHARITY NAVIGATOR  
Four Star Charity

BBB Wise Giving Alliance Standards  
give.org

We have moved!  
See new address below.

**What's New?**

- **New to the Hunger Project?** Click here and take a video tour! (Adobe Flash required)
- **Challenges for the Future of The Hunger Project:** Read Joan Holmes's presentation to the Global Board of Directors with the eight key challenges as The Hunger Project transitions into its future.
- **President Chissano, Celina Cossa and investors from five countries** attend inauguration of first epicenter in Mozambique.

**Strategic Initiatives**

- **Joan Holmes endorses** recommendation of High-level panel to create major gender agency - at World AIDS Day event with UN Secretary General Kofi Annan and UNAIDS Executive Director Peter Piot.
- **\$5 million foundation grant** catalyzes scale-up of our "epicenters" in Africa.
- **Most requested recent newsletters:** Why we don't teach people to fish; What we mean by "empowerment;" Leadership of the Human Spirit.

# The Hunger Project: After

The screenshot shows the homepage of The Hunger Project. The header features the organization's logo on the left, a navigation menu with links for Home, Who We Are, What We Do, Where We Work, Learn More, and Get Involved, and a search bar. A central banner reads "empowering women and men to end their own hunger" with a world map background. A green button on the right says "Stay Up-to-Date" and "Subscribe to our E-newsletter!". Below the navigation is a large photo of women in colorful saris. A dark blue overlay on the photo contains the text "Match Her Courage and We'll Match Your Money!" and a "Give Now" link. To the right of the photo is a "Give Now" button. Below the photo is a "Latest News" section with a "World AIDS Day 2009" article. On the right side of the page, there are three vertical panels: "Invest in People!" with a "Give Now" button, "Stay Up-to-Date" with an email sign-up form, and "Participate in Our Match!" with a "Give Now" button. At the bottom right, there is a "Get Connected" section with social media links for Facebook, Twitter, and YouTube, and a "Subscribe to a feed" section for RSS feeds. A footer at the bottom of the page reads "Vers Bradley Pledges Support from Market Tote Sales to THP".

**THE HUNGER PROJECT**

empowering women and men  
to end their own hunger

Stay Up-to-Date  
Subscribe to our E-newsletter!

Home Who We Are What We Do Where We Work Learn More Get Involved Search

**Match Her Courage and We'll Match Your Money!**

Rami Devi Nai, an elected representative in her village council, has an unrelenting commitment to her community. Invest in leaders like her as they chart a new course for the end of hunger. [Give Now](#)

**Invest in People!**

[Give Now](#)

**Stay Up-to-Date**

Sign up for our email newsletter.

Email:

Privacy by SafeSubscribe<sup>SM</sup>

**Participate in Our Match!**

From now until the end of the year, a group of committed investors will match every dollar up to \$300,000. Don't miss this opportunity! [Give Now!](#)

**Get Connected**

See us on:

Facebook Twitter YouTube

Subscribe to a feed:

The Hunger Project RSS feeds

Tell a friend, bookmark or share:

**World AIDS Day 2009**

World AIDS Day 2009 is being commemorated under the theme of "Universal Access and Human Rights." The Hunger Project's integrated development approach, which includes our response to HIV/AIDS, is based on a fundamental regard for human rights. To date, 880,000 people have taken our HIV/AIDS and Gender Inequality Workshop. [Read More](#)

[Vers Bradley Pledges Support from Market Tote Sales to THP](#)

# The Hunger Project: Goals

- Focus on their results and successes
- Convey a positive attitude, rather than gloom and doom
- Get people involved, as volunteers and as donors

# To Reach People, Step Outside

- Understand how the outside world sees you
- Start there, and lead them to what you want them to see
- Helpful to involve outsiders in this process, including your own constituents



# Website Content

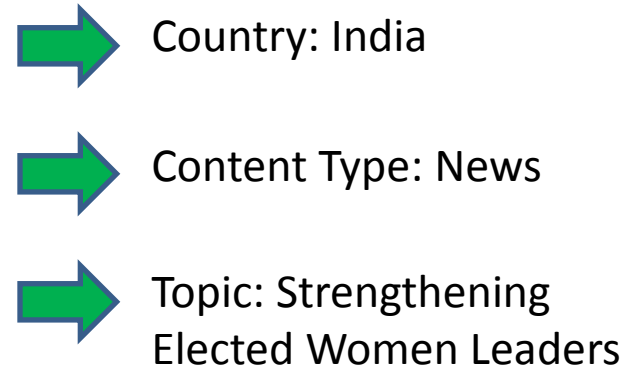
- What content you will have?
- How can you organize it?
- Remember the outside perspective. What will be important to your audience?

# The Hunger Project: Content

- Took inventory of all info from their old site:
  - What to keep, as-is
  - What to keep, but with edits
  - What to delete
- Identified new items to be written
- Organized everything by:
  - Type (e.g. news, publications, videos, events)
  - Country
  - Topic or program area

# The Hunger Project: Info Architecture

- Multiple points of entry for many of the items:
  - By country
  - By content type
  - By topic
- This makes it easier for people to find what interest them
- CMSes like Drupal are handy for creating this kind of setup



# The Hunger Project: Design

- How best to present the information visually?
- Goals: Positive focus, and get people involved
- Chose bright and uplifting colors overall
- Strong and compelling close-up photos of people give a human, emotional connection



### Partnering with local government

THP partners with local government bodies to ensure they are effective, include women, are accountable to local people, and provide access to resources and information. [▶ Learn more](#) | [▶ Give now](#)



Invest in People!

[▶ Give Now](#)

Stay Up-to-Date

Sign up for our email newsletter.

Email:

Privacy by SafeSubscribe<sup>SM</sup>

Participate in Our Match!



From now until the end of the year, a group of committed investors will match every dollar up to \$300,000. Don't miss this opportunity! [Give Now!](#)

### Latest News



#### World AIDS Day 2009



World AIDS Day 2009 is being commemorated under the theme of "Universal Access and Human Rights." The Hunger Project's integrated development approach, which includes our response to HIV/AIDS, is based on a fundamental regard for human rights. To date, 880,000 people have taken our HIV/AIDS and Gender Inequality Workshop.

[Read More](#)

#### More Bradley Bledsoe Support from Market Tote Sales to THP

Get Connected

See us on:

Facebook Twitter YouTube

Subscribe to a feed:

[The Hunger Project RSS feeds](#)

Tell a friend, bookmark or share:

ADD THIS

# The Hunger Project: Get Involved

- These actions highlighted by color or location.
  - “Give” button is bright and prominent, but not obnoxious
  - Consistently placed so that when someone decides to donate, it’s easy
- “*Stay up-to-date*” (email newsletter signup) also bright, prominent and consistently placed in header

# More Nonprofit Case Studies!

- Coastal & Estuarine Research Federation  
(CERF)  
[www.erf.org](http://www.erf.org)
- Barker Foundation  
[www.barkerfoundation.org](http://www.barkerfoundation.org)

# CERF: Before

**MEMBER SERVICES**  
**C E R F**

HOME  
ABOUT CERF  
Mission  
Board & Staff  
JOB LIST  
PUBLICATIONS  
Journal  
Newsletter  
CESN  
MEMBER SERVICES  
Application  
Renewal  
Directory  
MEETINGS  
2009 Conference  
Other Conferences  
EDUCATION  
CEReFs  
AFFILIATES  
FEDERATION  
BUSINESS  
LINKS

Estuaries & Coasts

Search

## New Member Application

CERF membership applications received before September 1st are for the current year. Those membership applications received on or after September 1st will be applied to the following year, unless otherwise requested. Please note that the first issue of the journal is available in January.

To join CERF, please complete the following form. Online membership application and renewal require a credit card for processing and payment. If you prefer to handle your membership needs via postal mail, you may [download the appropriate forms](#) to do so.

Please fill out all applicable fields as correctly and completely as possible. Many items on this membership form will be used for correspondence and mailing purposes. Fields marked with an asterisk (\*) are required.

**Member Information**

Salutation/Greeting

Last Name\*

First Name\*

# CERF: After

**COASTAL & ESTUARINE RESEARCH FEDERATION**

▶ Login

Search

About Us ▾ Job Listings Publications ▾ Join Renew Meetings ▾ Committees ▾ Affiliates

## CERF 2009 Conference

CERF 2009: Estuaries and Coasts in a Changing World

**Thank you to all conference participants, volunteers, and student workers for making CERF 2009 a success!**

**The Conference Leadership Committee appreciates your feedback!** Please take time to fill out the [Participant Evaluation Form](#).

[CERF the Turf Fun 2009 Results](#)

**1-5 November 2009, Portland Oregon**  
[CERF 2009 website](#)

## CERF 2009 Conference

CERF is pleased to welcome the following new members to our 2009 - 2011 Governing Board:

**President-Elect**  
**Walter R. Boynton**

**Secretary**  
**Leila J. Hamdan**

**Members At Large**  
**Robert Díaz**  
**Janet Nestlerode**

## CERF Journal Online

 Estuaries & Coasts, the journal of the Coastal and Estuarine Research Federation, is available online for CERF Members.

## Join Us

The Federation advances understanding and wise stewardship of estuarine and coastal ecosystems worldwide.

Please help us by:

- [Joining](#)
- [Membership Login](#)
- [Donating to CERF](#)

## Job Funding & Scholarship Opportunities

- [IGERT - Marine Ecosystem Sustainability Fellowships Available](#)  
Posted: 12/07/2009
- [Graduate Assistantship](#)  
Posted: 12/01/2009
- [Graduate student assistantships at Romberg Tiburon Center, SFSU:](#)

## LATEST NEWS

- [Opportunity To Support First US Ocean Policy Initiative](#)  
12/11/2009
- [CERF 2009 Portland, Oregon Conference Student Presentation Award Winners](#)  
12/07/2009

# CERF

- Mission:
  - Support education of scientists, decision-makers and the public;
  - Facilitate communication among these groups
- Job postings
  - Newest job listings in sidebar
  - Full list in main menu
  - Easy to submit jobs to be posted there
- Publications and membership
- Flexible focus box(es) on homepage

# Barker Foundation: Before



# Barker Foundation: After

[Search](#)

**Call us toll-free: 1-800-673-8489**

**Crisis Pregnancy Hotline (24/7): 301-602-7173**

[Home](#) | [Pregnancy Services](#) | [Adoption Programs](#) | [Post Adoption](#) | [Events & Education](#) | [News & Resources](#) | [About Us](#) | [Ways to Help](#) | [Contact](#)



**Our Mission:** The Barker Foundation serves all members of the adoption circle – birth parents, adoptive parents, adopted persons, and anyone whose life is touched by adoption. The Barker Foundation is a committed advocate for ethical, respectful and child-centered adoption practices. **We welcome your support.**

[Make a Donation](#)

[Why Choose Barker](#)

[Program Overview](#)

[Get Started](#)

[Request Info](#)

■ [Register for free information meeting](#)

■ [Adoption Info Pack - Download Now](#)

[Sign Up for Newsletter](#)

Since 1945, the Barker Foundation has served all members of the adoption circle as a **licensed, non-profit agency serving Maryland, Virginia and the District of Columbia.**

Our comprehensive adoption center offers **pregnancy services, domestic and international adoption services, counseling and education,** and a **lifelong commitment** to the individuals and families we serve.

Today, Barker is regarded as one of the nation's premier adoption agencies. Our life-cycle model of comprehensive services, **robust educational programs,** and commitment to the highest standards of ethical practice are the hallmarks of our work.



[A Holiday Appeal from Marilyn Regier, Executive Director](#)

Dear Friends,  
The year of 2009 has been a year of challenge and achievement for The Barker

# Barker Foundation

- Goals
  - Serve birth parents, adoptive parents, adopted persons
  - Streamline procedures
- Design and layout are easy and comfortable
  - Respectful of visitors in crisis
  - Testimonials / stories build confidence
  - Contact info prominent
- Procedures are simpler
  - Event registration (helps staff and participants)
  - Inquiry process integrates with 3rd-party adoption management software

# Remember...

- Identify your goals and make a plan
- Step outside for a new point of view
- Identify your content
- Organize your content
- Design the page and graphics to highlight your most important content
- Showcase the calls to action

# Long-Term Investment

- Don't assume that spending money on it *now* will mean you don't have to spend anything *next year*.
- Phased approach:
  - You can probably deploy new site sooner
  - New features = new reasons for people to visit
  - Funders like continual measureable successes

# Total Cost of Ownership (TCO)

- Platform licenses
- Training
- Supporting software
- Hardware procurement
- Software licenses
- Maintenance
- Security and bug fixes
- Feature upgrades
- Implementation
- Data migration
- Training
- Anticipated life of software
- Anticipated life of hardware
- Hosting

# Developing a Fundraising Strategy

- It's easier to fund solutions/services than tools.
- Talk about the problems you are trying to solve – not just technology.
- Consider asking your existing base – don't just apply for grants.
- Your website/technology plan can become your proposal(s).

# Logistical Tips for Success

- Clarify schedules and responsibilities.
  - Identify outside project manager
  - Document your release schedule on a shared wiki/calendar
  - Frequent routine/scheduled service releases
- Take an iterative approach.
  - Implement in Stages.
  - Don't wait, iterate.
  - Build what you need today by distilling your requirements.
  - Reserve funds for training, support and extension.
  - Review your website/technology plan.

# Questions? Discussion? Keep in touch!

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