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Website: **Non-profit website**

My aunt's non-profit has been able to make a difference in a lot of people's lives; however, her existing site is confusing and makes it difficult for people to learn about all the great things the NGO has to offer.



Current site's landing page



ABOUT US

MISSION

Providing partnerships in infrastructure, rule of law, and educational development projects throughout the world that focus on people and nations in transition. The Institute's mission is to facilitate interaction in world affairs and foster intercultural communication among Minnesotans, international organizations and people in other countries.

DEDICATION TO COMMUNITY

The International Leadership Institute was established in 1994 to increase and strengthen international interchange and understanding between Minnesota and the world, with the goal of empowering communities of color everywhere by promoting leadership, justice, peace, and democracy.

COMPASSION IN ACTION

By seeking long-term solutions, the International Leadership Institute promotes partnerships in order to empower self-reliance and independence among communities and individuals.

RESPONDING TO A NEED

The International Leadership Institute directs the efforts of professionals, and others who share a commitment to social justice, representative democracy, and nurturing community leadership. The professionals who work through the Institute to improve their communities are widely experienced in international travel, providing technical assistance in diverse forms, from teaching to business consulting. The Institute relies upon the expertise of skilled professionals and upon cooperation with other organizations to identify and fill gaps in existing community services.

The Institute promotes partnerships in infrastructure, rule of law, and education development projects throughout the world. Utilizing resources from both the public and private sectors, it focuses on reaching people in the least developed nations of the world and restoring services in countries ravaged by war. The Institute's programs focus on improving the justice and education systems in host countries.

To this end, the Institute undertakes educational programs for children in science and computer technology building anti-corruption mechanisms within the judicial systems, and fostering economic development where immediate, as well as, long-term solutions are needed. The Institute develops and works on sustainable interventions that require the active collaboration of host country organizations in project planning, implementation and financing.

DEMOCRATIC GOVERNANCE

The International Leadership Institute (ILI) views the strengthening of democratic governance as a critical component of its mission. ILI's governance programs seek to promote - in nations in transition - effective public sector institutions and processes that operate in a manner consistent with democratic values of transparency, representation, pluralism and accountability. By improving governance institutions and processes, ILI seeks to ensure that progress in other areas of democratic development, such as elections, citizen participation and effective judicial systems become the foundation for national and local governance. Informal citizen participation is essential to sustain democratic reform.

ILI's democratic governance programming emphasizes the political dimension of democratic governance within four main practice areas, each of which are described in greater detail on the linked web pages to the left and below:

- **Constitutional Reform.**

ILI supports constitutional reform by providing technical expertise and comparative information on constitutional reform processes. In partnership with local political party and civil society partners, ILI promotes political party dialogue on constitutional reform issues, assists lawmakers in drafting and reviewing constitutional reform provisions, and educates citizens about proposed changes to their constitutions in secular and Islamic societies.

- **Legislative Development.**

ILI's programs in this area cover most facets of legislative and parliamentary strengthening. Given its comparative approach and worldwide network of legislative and parliamentary trainers, ILI is equally comfortable working in secular and Islamic contexts. ILI has expertise in developing representative new

Current site's about us page

For this reason, I created a new interactive website for her that focused on making it easy to learn about the non-profit and it's work in a manner that from the very informative while mitigating information overload. The target audience of the site is someone who is interested in learning what the non-profit is about and possibly donating. To make the site more interesting, engaging and break up large amounts of unnecessary text, I have added numerous animations:

- Hero Image: Subtle elevation of the bolded text over a large banner image grabs the user's attention without being too flashy
- Cards Describing the focus areas of the non-profit: Help the user immediately get an idea of what the non-profit does as well as the subtle animations of the "worlds" raising up when hovered over, offers a fun double meaning of the non-profit lifting the world up.
- Mission & Causes card: These cards breaks up the information about the non-profit in a digestible manner to make sure the most important points are scannable. The cards flip offer a fun interaction as well as opens a modal with more information if one card is of particular interest.
- Events cards- These cards have a subtle elevation of the images, a flipping of the calendar date and the button changing colors when hovered over to help users understand the current state (which one they are hovering over). These cards also have a modal with more information
- Donate jumbotron at bottom- using a texting animation to grab the user's attention in a subtle way and encourage them to donate.

Sources used:

Bootstrap

Code pen

W3 school

Google Fonts