CAIR Michigan Website
Required Assets & Content from Client

December 2025

1. Contact Information to Verify

Please confirm or provide the correct details for the website footer and contact page.

- Office address – currently showing: 1905 Haggerty Rd. Suite #5, Canton, MI 48188
- Phone number – currently showing: 248-559-2247
- General email – currently showing: info@cairmichigan.org
- Office hours – currently showing: Mon-Fri, 10am-4pm
- Media inquiries email – for press/journalist contact form
- Volunteer coordinator email – for volunteer application submissions
- Internship inquiries email – for internship applications
- Speaker requests email – for speaker booking requests

2. Social Media Links to Verify

Provide the official account URLs for social media icons in the footer.

- Twitter/X – full URL (e.g., https://twitter.com/CAIRMichigan)
- Facebook – full URL to official page
- Instagram – full URL to official profile
- YouTube – full URL to official channel
- LinkedIn – full URL to company page (if applicable)

3. Legal & Organization Info

Required for donations page and legal compliance.

- EIN Number – displayed on donations page for tax-deductible receipts
- 501(c)(3) registration details – confirmation text for nonprofit status
- Zakat eligibility statement – text confirming if donations qualify as Zakat
- Privacy Policy content – full text or existing document to display
- Terms of Service content – full text or existing document to display

4. Downloadable Resources

Note: *The items listed below are placeholder examples we used while building the website. Please provide the actual PDFs, guides, reports, and resources that CAIR Michigan wants to offer for download. You can add, remove, or rename any of these based on what you actually have available.*

Know Your Rights Materials:

- Any "Know Your Rights" guides or pocket cards you have

- Guides about interacting with law enforcement, FBI, etc.
- Airport/travel rights information
- Workplace and student rights materials

Template Letters & Guides:
- Any accommodation request letter templates (prayer, religious dress, holidays, etc.)
- Guides for parents, students, or community members
- Any other helpful documents you provide to the community

Reports & Publications:
- Annual civil rights reports (any years available)
- Research reports or studies
- Policy briefs or white papers

5. Event Photos Needed

High-quality photos (min 1200px wide) for the Events page gallery. JPG or PNG format.
Note: Please provide photos from any past events you want to showcase. Examples might include:
- Annual banquets or galas
- Workshops or training sessions
- Community gatherings or interfaith events
- Advocacy events
- Youth programs
- Fundraising events
- 10-15 general event photos for the gallery carousel

6. Hero/Banner Images

Large banner images (min 1920x800px) for page headers. Professional quality required.
- Home page – community gathering or group photo
- About page – diverse Muslim community members
- Advocacy page – meeting or advocacy work in action
- Safe Space page – students or community working together
- Volunteer page – volunteers helping at an event
- Internships page – young professionals or interns collaborating
- Speaker page – speaker presenting to an audience
- Media page – press conference or media interview

7. Testimonials Needed

Real quotes with permission to publish. Include name and brief identifier.
- 3 volunteer testimonials – name, volunteer role, 2-3 sentence quote about experience
- 2 intern/alumni testimonials – name, internship year, current position, quote
- 3 donor testimonials – name, donor type (monthly/annual), quote about why they give
- 3 case success stories – anonymized stories of people CAIR helped (with permission)

8. Statistics to Verify

Confirm these numbers are accurate or provide correct figures for the website.

- Years of service – currently showing: 25+ years
- Total cases handled – currently showing: 10,000+
- Events annually – currently showing: 500+
- Seminars presented – currently showing: 500+
- Legal representations – currently showing: 1,000+
- Trainings conducted – currently showing: 300+
- Media quotes – currently showing: 2,000+
- Schools for Safe Spaces – currently showing: 150+
- Active volunteers – currently showing: 200+

9. Upcoming Events Data

Information for the Events page calendar. Provide for each upcoming event:
- Event name – official title of the event
- Description – 2-3 sentences about what the event is
- Date and time – specific date, start time, end time
- Location/venue – full address or "Virtual" if online
- Registration link – URL where people can sign up (if applicable)

10. Media & Press Materials

Materials for journalists and media professionals.
- Recent press releases – PDF or text of 3-5 recent releases
- Links to media coverage – URLs to TV, radio, print articles featuring CAIR MI
- Press kit PDF – downloadable media kit with org info
- High-res logo files – PNG and SVG versions for media use
- Leadership bios – short bios (100-150 words) for Executive Director and key staff

11. Form Setup Requirements

Technical details needed to make website forms functional.
- Contact form destination – email address to receive general inquiries
- Report incident form destination – email for civil rights complaints
- Volunteer application destination – email for volunteer signups
- Internship application destination – email for internship applications
- Speaker request form destination – email for speaker booking requests
- Media request form destination – email for press/media inquiries
- Newsletter signup integration – Mailchimp API key or preferred email service
- Donation payment processor – Stripe/PayPal account details for donation processing

Image Requirements:
- All images should be high-resolution (minimum 1200px wide)
- Preferred formats: JPG for photos, PNG for graphics with transparency
- Hero/banner images should be at least 1920x800 pixels
- All photos should be professional quality with good lighting
- Ensure you have permission to use all photos on the website

PDF Requirements:
- All PDFs should be accessible (text-selectable, not scanned images)

- File size should be optimized for web download (under 5MB preferred)
- Include CAIR Michigan branding on all documents