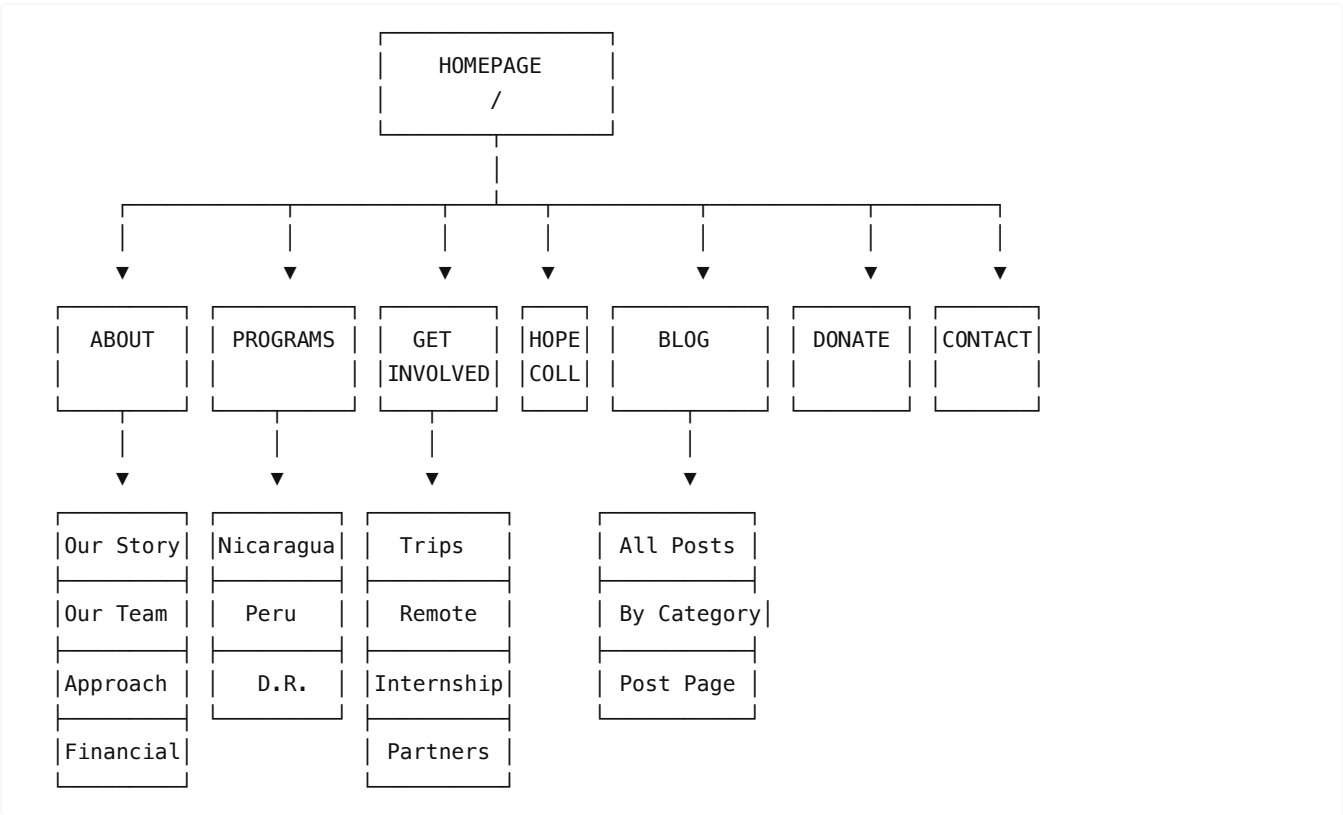


Website Sitemap & Content Plan

Version 1.0 | January 2026 Status: Draft - Pending Team Review

Part 1: Visual Overview

Site Structure



Pages at a Glance

Main Pages

Page	URL	Purpose
Home	/	Welcome, mission, drive action
About	/about	Organization story & team
Programs	/programs	Our work by country

Get Involved	/get-involved	Volunteer & partner
Hope Collective	/hope-collective	Monthly giving program
Blog	/blog	News & stories
Donate	/donate	Accept donations
Contact	/contact	Get in touch

About Section (4 pages)

Page	What's On It
Our Story	Founding story, mission, vision, values
Our Team	Staff, board, leadership photos & bios
Our Approach	Facilitate, Network, Empower philosophy
Financials	990s, annual reports, charity ratings

Programs Section (4+ pages)

Page	What's On It
Overview	All programs summary, impact stats
Nicaragua	Education, health, housing programs
Peru	Peru-specific programs
Dominican Republic	DR-specific programs

Get Involved Section (5 pages)

Page	What's On It
Overview	All ways to participate
Volunteer Trips	Upcoming trips, costs, signup
Remote Volunteering	Virtual opportunities
Internships	Internship program info
Partner With Us	Corporate & org partnerships

Navigation

Header Menu

[LOGO] About ▼ Programs ▼ Get Involved ▼ Blog [DONATE]

Footer

ABOUT PROGRAMS GET INVOLVED CONNECT

- Our Story • Nicaragua • Trips • Newsletter
- Team • Peru • Remote • Facebook
- Approach • D.R. • Internships • Instagram
- Financials • Partners • LinkedIn

501(c)(3) | EIN: 27-1792140 | East Weymouth, MA
info@fneinternational.org | (617) 383-1956

Content Inventory

Content Type	Quantity (Est.)	Example
Team Members	10-15	Photo, name, role, bio
Programs	5-10	Name, description, photos, stats
Blog Posts	20-50	Migrate from current site
Volunteer Trips	3-6 active	Dates, location, cost, signup
Testimonials	5-10	Quote, name, photo
Impact Stats	6-10	"15,000+ volunteer hours"

Timeline

Phase	What Happens	When
1. Plan	Finalize this sitemap	Week 1
2. Build	Develop pages & CMS	Weeks 2-3
3. Content	Migrate text & images	Week 4
4. Review	Test on staging site	Week 5

5. Launch	Go live	Week 6
-----------	---------	--------

Questions for Team Review

1. Does this page structure make sense? ☐ Yes ☐ Needs changes

2. Any pages to ADD? _____

3. Any pages to REMOVE? _____

4. Sponsor a Child - keep separate or merge into Hope Collective? ☐ Keep separate ☐ Merge

5. Languages needed? ☐ English only ☐ English + Spanish

6. Other notes: _____

\newpage

Part 2: Detailed Sitemap

Full URL Structure

fneinternational.org	
— HOME	
	/
— ABOUT	
	/about — Our Story
	/about/team — Our Team
	/about/approach — Our Approach (FNE Philosophy)
	/about/financials — Financials & Transparency
— PROGRAMS	
	/programs — Programs Overview
	/programs/nicaragua — Nicaragua Hub
	/programs/nicaragua/education
	/programs/nicaragua/health
	/programs/nicaragua/housing
	/programs/peru — Peru Hub
	/programs/dominican-republic — Dominican Republic Hub
— GET INVOLVED	
	/get-involved — Overview
	/get-involved/trips — Volunteer Trips
	/get-involved/remote — Remote Volunteering
	/get-involved/internships — Internship Program
	/get-involved/partners — Partner With Us

THE HOPE COLLECTIVE	
_ /hope-collective	Monthly Giving Program
DONATE	
_ /donate	Donation Page (GiveLively)
BLOG	
_ /blog	All Posts
_ /blog/category/[slug]	Category Archive
_ /blog/[slug]	Individual Post
CONTACT	
_ /contact	Contact Page
UTILITY PAGES	
_ /privacy	Privacy Policy
_ /terms	Terms of Service
_ /sponsor-a-child	Child Sponsorship

\newpage

Part 3: Page Descriptions

Homepage (/)

Purpose: First impression, communicate mission, drive action

Sections

Section	Content
Hero	Mission statement, compelling image, primary CTA
Impact Stats	Key numbers (lives impacted, volunteers, projects)
Programs Overview	Cards for each country/focus area
Featured Story	Recent blog post or testimonial
Hope Collective CTA	Monthly giving promotion
Upcoming Trips	Next 2-3 volunteer opportunities
Partners/Supporters	Logo grid (optional)

Primary CTAs

- Donate
- Join Hope Collective

- [View Volunteer Trips](#)

About Section

Our Story (/about)

Purpose: Build trust, explain history and mission

Content
Founding story (Michael Cipoletti, 2011)
Mission statement
Vision statement
Core values
Timeline of key milestones
Photo gallery

Our Team (/about/team)

Purpose: Humanize the organization, build credibility

Content
Executive Director
Staff members
Board of Directors
Country Directors
Key advisors (optional)

Display: Photo, name, title, short bio, optional contact

Our Approach (/about/approach)

Purpose: Explain the FNE methodology

Content
Facilitate - What this means
Network - Partnership philosophy
Empower - Community-led development
"Hand-in-hand, not hand-over-hand" explanation

Diagram or infographic

Financials & Transparency (/about/financials)

Purpose: Satisfy donors, foundations, researchers

Content
Annual reports (downloadable PDFs)
Form 990s
Charity Navigator rating/badge
GuideStar Seal
Breakdown of fund usage (pie chart)
EIN: 27-1792140

Programs Section

Programs Overview (/programs)

Purpose: Show breadth of work, direct to specific areas

Content
Introduction to program areas
Country cards (Nicaragua, Peru, DR)
Focus area cards (Education, Health, Housing, Agriculture)
Overall impact statistics

Country Pages (/programs/[country])

Purpose: Deep dive into work in each country

Content
Country overview
Active programs list
Local partners
Impact stats specific to country
Photo gallery

Related blog posts
CTA: Support this country's programs

Countries:

- Nicaragua (primary, most content)
- Peru
- Dominican Republic

Known Programs

Program	Country	Category
Niño Feliz School	Nicaragua	Education
SPTLN / Health for All Children	Nicaragua	Health
Fundación Juanita Scholarships	Nicaragua	Education
Housing & Latrine Construction	Nicaragua	Infrastructure
Medical Brigades	Multi-country	Health

Get Involved Section

Overview (/get-involved)

Purpose: Show all ways to participate

Content
Volunteer trips
Remote volunteering
Internships
Corporate partnerships
In-kind donations

Volunteer Trips (/get-involved/trips)

Purpose: Promote and fill service trips

Content
Upcoming trips calendar/list
What to expect

Trip costs and what's included
Age requirements (14+ groups, 18+ individuals)
Testimonials from past volunteers
FAQ
Application/signup link

Remote Volunteering (/get-involved/remote)

Purpose: Engage people who can't travel

Content
Available remote roles
Skills needed
Time commitment
Application process

Internships (/get-involved/internships)

Purpose: Recruit interns

Content
Available positions
Requirements
What interns gain
How to apply

Partner With Us (/get-involved/partners)

Purpose: Attract corporate and organizational partners

Content
Partnership opportunities
Current partners
Benefits of partnership
Contact for partnership inquiries

The Hope Collective (/hope-collective)

Purpose: Drive monthly recurring donations

Content
What is The Hope Collective
Why monthly giving matters
Giving levels and impact
Member benefits
Testimonials from current members
FAQ
Join CTA (links to GiveLively recurring)

Suggested Giving Levels

Level	Amount	Impact
Supporter	\$10/month	School supplies for 2 children
Advocate	\$25/month	Nutrition program for a family
Champion	\$50/month	Sponsor a child's education
Ambassador	\$100/month	Medical care for 10 children
Visionary	\$250+/month	Transform a community

Note: Verify these amounts and impacts with FNE team

Donate (/donate)

Purpose: Accept donations

Content
GiveLively donation widget (embedded)
One-time and recurring options
Designation options (general, specific program, country)
Other ways to give (stock, crypto, DAF)
Tax deductibility statement
Contact for large gifts

Blog (/blog)

Purpose: Share stories, updates, build SEO

Content
Recent posts (paginated, 10 per page)
Category filters
Search (optional)
Featured/pinned post (optional)

Categories:

- Stories (beneficiary and volunteer stories)
 - Updates (organizational news)
 - Events (trip recaps, fundraisers)
 - Impact Reports
-

Contact (/contact)

Purpose: Enable communication

Content
Contact form
Email: info@fneinternational.org
Phone: (617) 383-1956
Mailing address: PO Box 890286, East Weymouth, MA 02189
Social media links
For specific inquiries:
- Trips: travel@fneinternational.org
- Donations: (857) 205-0236

\newpage

Part 4: Content Types

These are the content models that will be created in the CMS (Storyblok).

1. Page (Generic)

For: Homepage, About, Contact, etc.

Field	Type	Required
title	Text	Yes
slug	Text	Yes
seo_title	Text	No
seo_description	Textarea	No
hero_image	Asset	No
hero_title	Text	No
hero_subtitle	Text	No
body	Blocks	Yes

2. Blog Post

Field	Type	Required
title	Text	Yes
slug	Text	Yes (auto-generate)
featured_image	Asset	Yes
excerpt	Textarea (150 chars)	Yes
author	Relation → Team Member	Yes
publish_date	Date	Yes
categories	Multi-select	Yes
content	Rich Text	Yes
related_programs	Relation → Program	No
featured	Boolean	No

Categories: Stories, Updates, Events, Impact Reports

3. Program

Field	Type	Required
name	Text	Yes
slug	Text	Yes

country	Select	Yes
category	Select	Yes
short_description	Textarea	Yes
full_description	Rich Text	Yes
featured_image	Asset	Yes
gallery	Multi-Asset	No
impact_stats	Repeatable Group	No
partners	Repeatable Group	No
is_active	Boolean	Yes
order	Number	No

Country options: Nicaragua, Peru, Dominican Republic

Category options: Education, Health, Housing, Agriculture, Economic Development

4. Team Member

Field	Type	Required
name	Text	Yes
slug	Text	Yes
role	Text	Yes
team_type	Select	Yes
photo	Asset	Yes
bio	Rich Text	Yes
email	Email	No
linkedin	URL	No
order	Number	No

Team type options: Leadership, Staff, Board, Advisor, Country Director

5. Volunteer Trip

Field	Type	Required
title	Text	Yes

slug	Text	Yes
country	Select	Yes
start_date	Date	Yes
end_date	Date	Yes
status	Select	Yes
focus_areas	Multi-select	Yes
short_description	Textarea	Yes
full_description	Rich Text	Yes
cost	Text	No
whats_included	Rich Text	No
featured_image	Asset	Yes
gallery	Multi-Asset	No
signup_url	URL	No
contact_email	Email	No

Status options: Open, Full, Completed, Cancelled

Focus areas: Construction, Medical, Education, Agriculture, Mixed

6. Testimonial

Field	Type	Required
quote	Textarea	Yes
person_name	Text	Yes
person_role	Text	Yes
photo	Asset	No
related_program	Relation → Program	No
related_trip	Relation → Trip	No
featured	Boolean	No

7. Partner

Field	Type	Required
-------	------	----------

name	Text	Yes
logo	Asset	Yes
website	URL	No
description	Textarea	No
partner_type	Select	Yes

Partner type options: Corporate, Foundation, Nonprofit, Government, Individual

8. Impact Stat (Reusable Component)

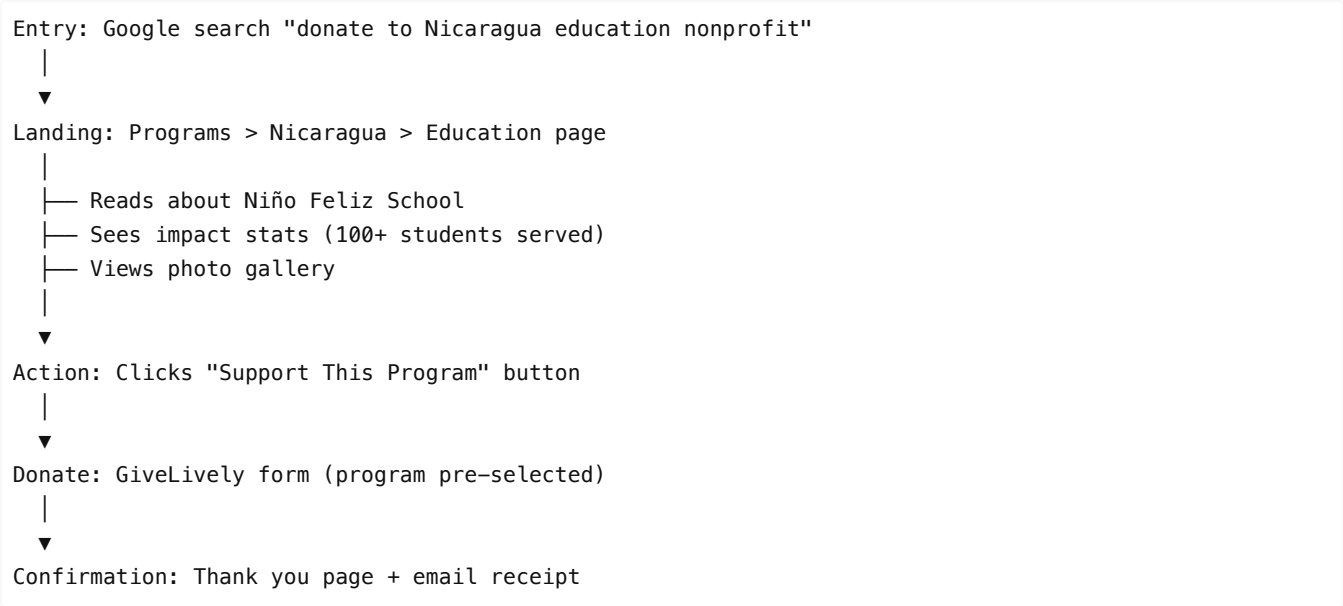
Field	Type	Required
number	Text	Yes
label	Text	Yes
icon	Select	No

Example: "15,000+" / "Volunteer Hours"

\newpage

Part 5: User Journeys

Journey 1: First-Time Donor



Key elements needed:

- Strong SEO on program pages
- Compelling impact statistics
- Clear CTAs on every program page
- GiveLively designation options

Journey 2: Prospective Volunteer

```
Entry: Instagram post about upcoming trip
|
▼
Landing: Get Involved > Trips > Specific Trip page
|
|— Reviews dates, cost, itinerary
|— Reads FAQ
|— Views testimonials from past volunteers
|
▼
Action: Clicks "Apply Now" / "Sign Up"
|
▼
Application: Form or external link
|
▼
Confirmation: Email with next steps
```

Key elements needed:

- Trip detail pages with complete information
- Testimonials/social proof
- Clear cost breakdown
- Easy application process

Journey 3: Monthly Donor Conversion

```
Entry: Email campaign about Hope Collective
|
▼
Landing: Hope Collective page
|
|— Learns about monthly giving impact
|— Views giving levels
|— Reads member testimonials
|
▼
Action: Clicks "Become a Member" at $25/month level
|
▼
Donate: GiveLively recurring donation form
```




Confirmation: Welcome email + onboarding sequence

Key elements needed:

- Compelling Hope Collective page
- Clear giving level benefits
- GiveLively recurring setup
- Email welcome sequence

Journey 4: Foundation/Grant Researcher

Entry: Direct navigation or Google search



Landing: About > Financials & Transparency



- Reviews 990 tax documents
- Downloads annual report
- Checks Charity Navigator rating
- Reviews program outcomes



Action: Clicks "Contact for Partnerships"



Contact: Form or direct email to partnerships

Key elements needed:

- Easy-to-find financials page
- Downloadable documents
- Third-party validation badges
- Partnership contact info

\newpage

Part 6: Content Audit Questions

Please answer these questions to finalize the sitemap.

General

1. **Mission statement** - What is the official current wording?

2. **Tagline** - Do you have one? (e.g., "Facilitating, Networking, Empowering")

3. **Brand colors** - What are the official hex codes?

4. **Logo files** - Do you have SVG/PNG versions available? ☐ Yes ☐ No

About

5. **Team size** - How many people should appear on the team page?

- o Leadership: _____
 - o Staff: _____
 - o Board: _____
 - o Country Directors: _____
-

Programs

6. **Active programs** - Which programs are currently active?

- o Nicaragua: _____
- o Peru: _____
- o Dominican Republic: _____

7. **Retired programs** - Any that should NOT appear on the new site?

8. **Impact statistics** - What are the current verified numbers?

- o Lives impacted: _____
 - o Volunteer hours: _____
 - o Houses built: _____
 - o Latrines built: _____
 - o Students supported: _____
 - o Medical brigades: _____
-

Get Involved

9. **Trip frequency** - How often do trips run? ☐ Monthly ☐ Quarterly ☐ Other: _____

10. **Trip pricing** - What's the typical cost range? \$_____ to \$_____

11. **Age requirements** - Confirmed? ☐ 14+ for groups ☐ 18+ for individuals

12. **Remote volunteering** - What roles are currently available?

13. **Internships** - Is this program active? ☐ Yes ☐ No

Hope Collective

14. **Giving levels** - What are the actual tiers and amounts?

15. **Current members** - Approximately how many monthly donors? _____

Donate

16. **Designation options** - What can donors choose to support? ☐ General fund ☐ Specific country ☐ Specific program ☐ Other: _____

17. **Other giving methods** - Do you accept? ☐ Stock ☐ Crypto ☐ DAF ☐ Other: _____

Blog

18. **Existing posts** - Approximately how many blog posts exist? _____

19. **Migration** - Should all be migrated or just recent? ☐ All ☐ Last 2 years ☐ Last year only

20. **Categories** - What categories make sense? ☐ Stories ☐ Updates ☐ Events ☐ Impact Reports ☐ Other: _____

Technical

21. **Newsletter** - What service do you use? ☐ Mailchimp ☐ Constant Contact ☐ Other: _____ ☐ None

22. **Forms** - Besides contact, what other forms exist? ☐ Volunteer application ☐ Trip registration ☐ Other: _____

23. **Languages** - ☐ English only ☐ English + Spanish

Content

24. **Sponsor a Child** - Is this separate from Hope Collective? ☐ Keep as separate page ☐ Merge into Hope Collective ☐ Redirect to Hope Collective

25. **Social media** - Confirm active accounts:

- o Facebook: _____
- o Instagram: @fne.international ☐ Confirmed
- o Twitter/X: @FNEIORG ☐ Confirmed
- o LinkedIn: /company/fne-international-inc ☐ Confirmed
- o YouTube: _____

26. **Photos/Videos** - Do you have a media library? Where is it stored?

\newpage

Part 7: Technical Notes

Platform Stack

Component	Service	Purpose
Framework	Astro	Static site generator
CMS	Storyblok	Content management
Hosting	Vercel	Deployment & CDN
Donations	GiveLively	Payment processing
Analytics	Google Analytics	Traffic tracking
Forms	TBD	Contact/applications

URL Redirects Needed

Old Wix URLs that need redirects to new structure:

Old URL	New URL	Type
/holiday-campaign-2017	/blog	301 Redirect
/en/overview	/about	301 Redirect
/tag/nicaragua	/programs/nicaragua	301 Redirect
/sponsor-a-child	TBD	TBD

SEO Requirements

- All pages need unique meta titles and descriptions
- Blog posts need Open Graph tags for social sharing
- Programs pages should target location + cause keywords
- Implement structured data (Organization, NonprofitOrganization schema)

Performance Targets

Metric	Target
PageSpeed Mobile	90+
PageSpeed Desktop	95+
First Contentful Paint	< 1.5s
Largest Contentful Paint	< 2.5s
Time to Interactive	< 3.5s

Project Timeline

Phase	Tasks	Duration
1. Planning	Finalize sitemap, gather assets	Week 1
2. Setup	Create accounts, project structure	Week 1
3. Development	Build pages, components, CMS	Weeks 2-3
4. Content	Migrate content from Wix	Week 4
5. Testing	Review on staging, fix issues	Week 5
6. Launch	DNS switch, go live, monitor	Week 6

Next Steps

- 1. ☐ Review this document
- 2. ☐ Answer content audit questions (Part 6)
- 3. ☐ Gather brand assets (logo, colors, fonts)
- 4. ☐ Confirm page structure
- 5. ☐ Begin technical setup

Document prepared for FNE International website redesign

Version 1.0 | January 2026