

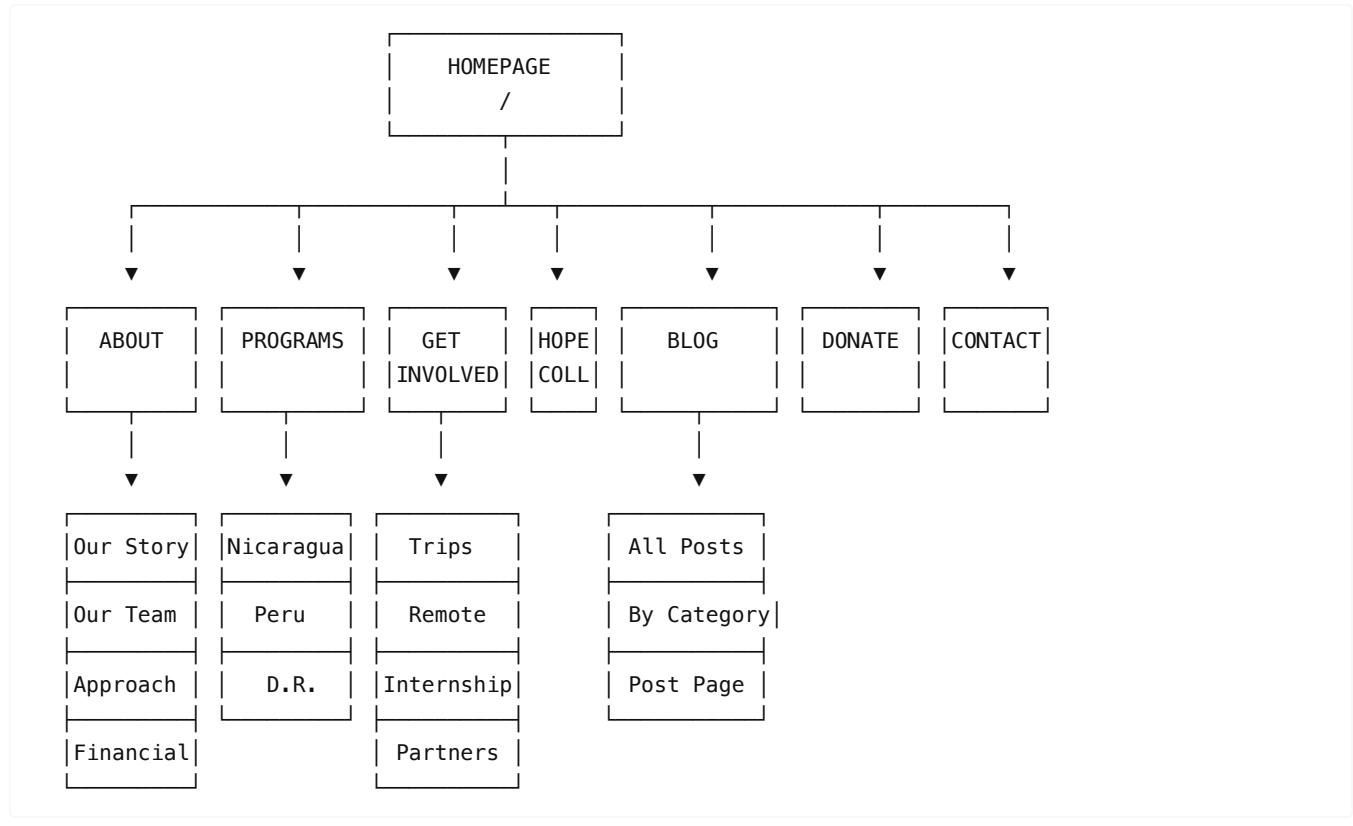
# FNE International

## 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

## Footer

- |              |             |               |              |
|--------------|-------------|---------------|--------------|
| ABOUT        | PROGRAMS    | GET INVOLVED  | CONNECT      |
| • Our Story  | • Nicaragua | • Trips       | • Newsletter |
| • Team       | • Peru      | • Remote      | • Facebook   |
| • Approach   | • D.R.      | • Internships | • Instagram  |
| • Financials |             | • Partners    | • LinkedIn   |

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## 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
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## 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: \_\_\_\_\_

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## 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

```

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## 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

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### Our Approach (/about/approach)

**Purpose:** Explain the FNE methodology

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

Diagram or infographic

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## 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

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## 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

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## Get Involved Section

### Overview ([/get-involved](#))

**Purpose:** Show all ways to participate

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

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### 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

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## 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*

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## 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

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## 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

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## Contact (/contact)

**Purpose:** Enable communication

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

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## 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

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## 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

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## 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

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## 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

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## 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

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## 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

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## 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

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## 8. Impact Stat (Reusable Component)

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

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

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## Part 5: User Journeys

### Journey 1: First-Time Donor

Entry: Google search "donate to Nicaragua education nonprofit"

|

▼

Landing: Programs > Nicaragua > Education page

|

  |— Reads about Niño Feliz School

  |— Sees impact stats (100+ students served)

  |— Views photo gallery

|

▼

Action: Clicks "Support This Program" button

|

▼

Donate: GiveLively form (program pre-selected)

|

▼

Confirmation: Thank you page + email receipt

**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

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## 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

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## 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?

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

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## 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?

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

---

## Hope Collective

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

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

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## 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

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## 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:

- Facebook: \_\_\_\_\_
- Instagram: @fne.international  Confirmed
- Twitter/X: @FNEIORG  Confirmed
- LinkedIn: /company/fne-international-inc  Confirmed
- YouTube: \_\_\_\_\_

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

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## 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

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## 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

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## 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

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## 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

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## 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

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**Document prepared for FNE International website redesign**

**Version 1.0 | January 2026**