



Website review #1

Front page

- Logo- use transparent one
- Pictures/images need to be same size in hero banner
 - Video has white space on the sides
- Font needs to be consistent and more bold- at the top
- Featured Updates: link instagram
- Stats:
 - 2,000 people supported
 - 4 regions
 - 8 countries & counting
 - 25 + advocacy workshops
 - 100+ laptops given
 - 60+ scholarships
- Donations
 - Connect the donate button with donation link
 - Crypto donation information should only be on the donation page
 - <https://noirunited.app.neoncrm.com/forms/donation-form>
- Links at the bottom are broken
- Join our newsletter: Something bold like this

The screenshot shows a green rectangular sign-up form. At the top left, it says "SIGN UP FOR OUR GND NEWSLETTER". Below that are social media links for GND_Network (Instagram, Facebook, Twitter, LinkedIn). To the right are four input fields: "First name", "Last name", "Email", and "Zipcode". A checkbox labeled "I want to receive emails at this address" is next to the "Email" field. A large orange "SIGN UP" button is at the bottom right.

- Give API key for mail chimp (NoirUnited)
-
- History Gallery - move it to the about page
 - Make it a slide-show gallery

Where We Work Page

Map Code

```
<style>.embed-container {position: relative; padding-bottom: 80%; height: 0; max-width: 100%;}</style>
.embed-container iframe, .embed-container object, .embed-container iframe{position: absolute; top: 0; left:
```



0; width: 100%; height: 100%;} small{position: absolute; z-index: 40; bottom: 0; margin-bottom: -15px;}</style><div class="embed-container"><iframe width="500" height="400" frameborder="0" scrolling="no" marginheight="0" marginwidth="0" title="noirunited" src="//yalemaps.maps.arcgis.com/apps/Embed/index.html?webmap=fad5dd64231246c8912c603b57ab4080&extent=-133.2225,18.7958,-46.1229,57.0788&zoom=true&previewImage=false&scale=true&disable_scroll=true&theme=dark"></iframe></div>

NoirUnited International is a 501(c)(3) non-governmental organization dedicated to uplifting Black, African, and Indigenous communities worldwide. In our commitment to sustainable development, humanitarian aid, community-based research, and advocacy, we aim to address critical social, economic, and political issues seen historically and today. By focusing on key areas like education, health, environmental justice, and poverty alleviation, we strive to empower communities across Africa and the diaspora to identify and implement effective solutions.

We use our website as a central hub for our mission, showcasing our projects, facilitating community engagement, and serving as a platform for advocacy and education. Through compelling storytelling, interactive elements, and a user-friendly design, we aim to connect with our audience, share the impact of our work, and inspire action toward creating environments to advance Africa and its diaspora.

Theme and Tone

Bold Fonts: We use bold, impactful fonts for headings to grab attention and convey strength.

Readable Body Text: Pair bold headings with simple, highly readable fonts for body text to ensure messages are easily digestible.

Design Elements

1. Hero Images and Sliders:

Feature compelling, high-quality images of NoirUnited's projects and the communities you serve in the hero section. Incorporate sliders to showcase multiple images or stories, providing a dynamic introduction to your work.



2. Icons and Graphics:

Use custom icons and graphics that reflect the Afrocentric theme, such as patterns and motifs from African cultures, to visualize data, services, or impact areas. These elements should complement the color scheme and enhance the site's visual storytelling.

3. Infographics and Statistics:

Display key achievements, statistics, and impact through well-designed infographics that simplify complex information. This helps communicate the NGO's effectiveness and reach at a glance.

Functionality and User Experience

1. Navigation:

Implement a clean, intuitive navigation structure with a sticky header for easy access to main sections like 'About Us', 'Our Work', 'Get Involved', and 'Donate'. Consider dropdown menus for subcategories to keep the design uncluttered.

2. Mobile Responsiveness:

Prioritize a responsive design that ensures a seamless experience across devices. Mobile users should find it just as engaging and easy to navigate as on desktops.

3. Interactivity:

Incorporate interactive elements such as hover effects, animated counters for statistics, and clickable maps of project locations. These elements can enhance user engagement and provide a more immersive experience.

Social Proof and Testimonials:

Dedicate sections for testimonials from beneficiaries, partners, and volunteers. Use engaging layouts like sliders or grids, and include photos or videos to add authenticity.

Call-to-Action (CTA) Placement:

Strategically place CTAs throughout the site to guide users toward taking action, whether donating, volunteering, or signing up for newsletters. CTAs should stand out with accent colors and persuasive text.



Example Websites

Structure /Content Wise

- <https://www.oxfamamerica.org/>
- <https://www.care.org/>
- <https://www.mercycorps.org/who-we-are/our-efficiency>
- <https://www.projecthope.org/>
-

Style

- <https://www.justiceforblackgirls.com/>
- <https://www.flyhyer.com/>
- <https://thesolutionsproject.org/>

Old Theme



EN ▾

WHO WE ARE WHAT WE DO OUR IMPACT STORE GET INVOLVED DONATE

PARTNER WITH
NOIRUNITED INTERNATIONAL

At NoirUnited, we understand the importance of working together to solve the complex issues found within marginalized communities.

JOIN

NOIRUNITED
INTERNATIONAL

NoirUnited International (NUD) is a 501(c)(3) NGO focused on centering Black and other marginalized people in creating development solutions for their communities. NoirUnited provides community-

New Theme



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WHO WE ARE WHAT WE DO OUR IMPACT STORE GET INVOLVED

DONATE



NoirUnited International (NUI) is a 501(c)(3) NGO focused on centering Black and other marginalized