Kierstynn Lund & Josh Graef | Team 1 | September 20, 2016

FRANKLIN COUNTY
Family & Community Services

Top goals

• <u>Increase Donations</u> - Our organization depends on funds from the community
• <u>Involve</u> — Involve new volunteers and retain our current volunteers
• <u>Increase Community</u> – Increase the amount of community members who utilize our services
• <u>Upcoming Events</u> – Do a better job of informing community members of upcoming events

Content Sections

• Inform community members of the various programs and services offered to them:
 • Counseling
 • Crisis intervention
 • Workforce development
 • Financial education
• Encourage more fortunate community members to volunteer or donate
• List upcoming events, including fundraising events
• Explain our core mission and values
• Allow people to contact us and our various departments
• Less important - list careers and job openings

Templates/Layouts

• Home
• Services
• Donate
• Events/News
• Mission
• Volunteer
• Contact
• Job Openings
• Search bar

Competitive Analysis

Common Navigation
• Typical navigation bars include: Home, what we do, about us, donate, get involved, contact, news, events, volunteer.
• They all display their navigation bar horizontally, and at the top of the page.
• Most feature scrolling photos near top of page
• The footer offers last minute navigation as well if you reach the bottom of the page without finding what you need.

Content Voice/Tone
• Compassionate and caring, the loving voice of a motherly figure.
• The supportive community aims to be portrayed through the website with a soft-spoken but firm and capable voice.
• The services we offer make a difference in our community
• You can help us make a difference

Design Aesthetic
• The photography among our competition consists of many people. They are often smiling, hugging, holding hands, and supporting the "kind and caring" theme.
• The colors tend to be relaxing, natural, and desaturated. With the exception of "United Way World", which uses an intense red that may be too powerful in contrast to their "touching" theme.
• Most use san serifs in navigation for ease of reading

Layout
• An immediate donation option is often available to increase donations.
• Much of the space is given to photography to enforce a human element of care and comfort.
• Cheesy pro-action phrases and quotes help people learn about their mission quickly.
• Some have large footers to offer last minute actions like donating, connecting with social media, and general methods for navigating the website.
• Footer also includes funding sources

Websites Analyzed
• http://www.unitedway.org/
• http://www.communityservicesofstark.org/index.php
• http://www.cobbcsb.com/
• http://www.sdnccs.org/
• http://greenleafctr.org/