

Team: Franklin County Family & Community Services

Summary

Nonprofit organizations like any other businesses need to find ways to brand themselves and set themselves apart in a competitive environment for grants and other resources. This report details how the Franklin County & Family Services can successfully thrive in this environment by maintaining a cohesive image that includes language, content, and vision. Furthermore, the Franklin County & Family Services can accomplish this through employing appealing colors that complement the mission of the organization, developing a singular voice throughout the website, and prioritizing content based on the needs of the organization. The report includes background information on FCFS, evaluations of the five websites listed below, and recommendations at the end for the FCFS web presence.

Background: Franklin County & Family Services

The Franklin County & Family Services is a non-profit agency specializing in empowering individuals and family through support, advocacy, training, and counseling. The agency is staffed by professionals and volunteers who have significant experience in the areas listed above.

Organization goals (business):

1. Like most nonprofits, Franklin County & Family Services aims to increase donations
2. Bring on new volunteers and retain their current volunteer squad
3. Increase the number of community members that participate and/or utilize their services
4. Work more cohesively to inform community members about upcoming events etc

Website Function for Users

1. Inform community members of various programs and offering which includes listing upcoming events/fundraising events
 2. Encourage more donations
 3. Explanation of core mission and values
 4. Contact information provided for individuals to
 5. Careers and opportunities are less important to the overall scheme of the website
-

Organizations Evaluated

1. United Way- <https://www.unitedway.org>
2. Family Promise of Greater Cleveland- <https://familypromisecle.org>
3. Family and Community Services Inc.- <http://fcsserves.org>
4. Greenleaf Family Center- <http://greenleafctr.org>
5. Growing Minds Early Education Programs- <http://www.sdnccs.org>

Navigation and Labeling

Common main navigation: All the navigation bars include home, about us, volunteer, news and events, and contact us

Common footer navigation: All include a footer at the bottom that serves as a secondary or even back up navigation to the main navigation bar. It includes a regurgitation of the main navigation including volunteer, about us, contact us, connect with us, and career opportunities

Features of the navigation: Navigation on all the sites was displayed as a horizontal bar across the top of the page. The United Way includes submenus on the navigation bar but it is overwhelming with the amount of information placed in all of those submenus. The websites with less detail and more concise navigation function the best.

Screenshots of the main navigations and footers from selected websites analyzed:





Content and Features

Common Content: Content amongst these five sites includes donate, social media links, animations, images, and videos. The videos, animations, and images often demonstrate/highlight the overall goal, mission, and value statements.

Common Features: Branding logos within the header or navigation, visual aids (videos/images), contact forms, google maps (how to get to the offices), events calendar, search engine, and more

Example: United Way includes effective animated boxes that show the impact of donations, volunteer service, and other contributions

Missing Content/features: Greenleaf included testimonials which really added a nice character to their website. It demonstrated that they cared about the individuals that they served. FCS also included accreditations and sponsors as a scrolling banner on their page. Added credibility and worth to their page.

Voice and Tone

Common voice: Each of the websites brands themselves as demonstrating compassion, empathy, and service to their community. They are consistent in their use of this voice and tone across the websites.

Common words used/phrases: Helpful, Support, Health, Caring, Confidence, Resources, Services, Access, Make a Difference

Design Aesthetics and Layout

Common designs:

1. Scrolling banner of images of children, family groups, men, and women. Cobb County & Douglas County Community Services Boards is the most ineffective at this. It is far too large and takes too long for the web page to load.
2. Color palettes are often used from the logo or the websites utilize soft, natural colors for the pages. Common colors include greens, grays, blues, and purples. The United Way's is the most of the colors used of the websites. While effective for them and their mission, it may not necessarily work for every website.
3. Sans-serif fonts are utilized throughout most of the websites. Overall, this aids in the readability of the text.
4. Interactive/animated boxes or additional sliders with information are used on most of the websites. They serve as other areas for individuals to find content and information.
5. Email signs up are common to let individuals stay in touch with the organization
6. Typically layout amongst the pages includes the following: header, navigation, scrolling banner, interactive boxes with content/articles, footer.

Designs of websites:

Examples follow on the next page

[DONATE](#) >

Type and hit enter ...

[f](#) [t](#) [g+](#) [in](#)

[HOME](#) [ABOUT US](#) [NEWS](#) [PROGRAMS](#) [OPPORTUNITIES](#) [GIVE](#)





PROGRAMS

**FAMILY SERVICES**
KENT SOCIAL SERVICES
Kent Social Services (KSS) is dedicated to enhancing the nutrition of low-income people in the Kent area.
[Read More](#)

**COMMUNITY SERVICES**
SENIOR COMPANION PROGRAM
The Senior Companion Program brings together volunteers ages 55 and better with adults in their community who have difficulty with the simple tasks of day-to-day living.
[Read More](#)

**COMMUNITY SERVICES**
UNIFIED RESOURCES
Unified Resources is the one-stop location to provide employment, transportation and recreation for those with developmental disabilities.
[Read More](#)

**COMMUNITY SERVICES**
SCOPE
SCOPE operates six senior centers in Trumbull County serving adults with day recreational activities, educational events, lunch, socialization, and fitness programs.
[Read More](#)

EVENTS

MAY 12

Painting it Forward 2017
May 12 @ 4:00 pm - 6:30 pm
Ravenna OH United States

AUG 05

Bounce Back Basketball Tournament
August 5 @ 7:30 am
McDonald OH United States

[View More...](#)

Family & Community Services Inc. Promo





[HOME](#) [ABOUT US](#) [NEWS](#) [PROGRAMS](#) [OPPORTUNITIES](#) [GIVE](#)

NEWS ARTICLES

Feb. 15

"Jars of Inspiration" Give Thanks and Appreciation to Valor Home Residents

Jan. 27

Operation Restoration: Enhancing Veterans' Lives, Preserving a Piece of Ravenna

Jan. 3

Valor Home can be like Family to Homeless Veterans

SIGNUP FOR UP TO DATE NEWS

[SUBMIT](#)

SUPPORTERS AND ACCREDITATIONS






SOCIAL SHARE

[f](#) [t](#) [g+](#) [in](#)

FAMILY & COMMUNITY SERVICES, INC.
705 Oakwood St. Suite 221 Ravenna, Ohio 44266
330.297.7027

© 2017 Family & Community Services, Inc. All rights reserved | Privacy Practices

Akron Ohio Website Designers | Ohio Web Technologies




Growing Minds
Early Education Programs

[Home](#) [About](#) [Preschool](#) [Seed to Preschool](#) [Volunteer](#) [Contact](#)

[Ways to give](#) [Donate Now](#)

Creating a better life for all kids


Your hard work really does make a positive impact on the community. Groups and individual volunteers participate in all of our program areas at Growing Minds.



Preschool

Growing Minds operates five child development centers in four communities of North San Diego County. Our child development program prepares 3-5 year old children from over 400 families for entry into the formal education system...


[Read more](#)



Learn-Grow-Live

Since 2006, Growing Minds has been expanding our child development center classrooms into vegetable gardens at each of our child development centers. The vegetable gardens at each site offer learning opportunities for children...

[Read more](#)



Volunteers

We could not accomplish our mission without the help of volunteers. Volunteers engage, inspire and make difference by assisting our teachers in the classroom, helping in the urban farm and simply lending a hand wherever needed.

[Read more](#)


Download Our Hunger Free North County Resource Guide

This Resource Guide was developed as an information source for agencies seeking assistance for their clients and other individuals needing food assistance.

[Download](#)

Our Latest News


Check out our blog



Marines spring clean NCCS gardens!

Thank you to the 40+ Marines from Camp Pendleton that came and volunteered at the Gardens at North River Road today! These men and women dedicate years of their lives to serve their...


[Read more...](#)



Happy New Year!

The closing of a year is always a great time to reflect on times past and plan for great things to come. The year 2015 was a great year for our garden program at North County Community Services...

[Read more...](#)



Genentech donates a food forest!




On June 7, Genentech employees came out to the Gardens at North River Road for their yearly volunteer project this year, they left a very long-lasting mark by donating and planting 14 fruit trees...

[Read more...](#)

[Careers](#) [Ways to Give](#) [Enrollment Forms](#) [Contact Us](#)


[Home](#) [About](#) [Preschool](#) [Learn-Grow-Live](#)

[Volunteer](#) [Events & News](#)

[Connect With Us](#)   

[Donate Now](#)

Call Us Today! (330) 376-9494


 **Greenleaf**
Family Center
counseling • education • support

[Home](#) [Programs & Services](#) [Get Involved](#) [News & Events](#) [About](#) [FAQs](#) [Contact](#)

Everyone Needs To Be Heard

COMMUNITY SERVICES FOR THE DEAF >


That's Why There's

 **Greenleaf**
Family Center
counseling • education • support

Strengthening Families Since 1912.


Greenleaf is a non-profit organization that strengthens families in our community through counseling, education and support.

[ABOUT GREENLEAF](#)

**Anger Management**


Anger Management Groups are available for teens, women, and men and are provided on a continuous basis. The goal of Anger Management is to help individuals experience and express anger in healthy, non destructive ways.

[Learn More >](#)

**Counseling Services**


Caring and confidential counseling for children, adolescents and adults seeking assistance with personal stress, marital and relationship issues, alcohol and drug abuse, parenting and family issues, depression and anxiety, addictive behaviors, and more.

[Learn More >](#)

**Youth Programs**

Greenleaf provides Children and Adolescent Programs which explore social, emotional, educational and developmental needs including: counseling, early childhood education, teenage pregnancy, and more.

[Learn More >](#)

**Services for the Deaf**


Providing services and education to enhance the quality of life for individuals who are deaf or hard-of-hearing. Serving Summit, Portage, Medina, Wayne, and Holmes Counties.

[Learn More >](#)

Latest News

We Did It!

Greenleaf Family Center held its 9th Annual Night at the Races on Saturday, February 25 at the Presentation of our Lord Banquet Facility. [...]

**2015 Annual Report**


We strengthen families. That's why we exist, and we are thrilled to report that 2015 was a year defined by advancing that mission. We [...]

9th Annual Night at the Races 2017!

Don't miss out on the excitement of live horse racing and great food provided by Old Carolina Barbecue Company. This year we are bringing [...]

Testimonials

Within a five year period, I have doubled my earnings, saved more over \$33,000 through FSS, paid off a car loan, joined the main Greenleaf Family Center Autism Loan Program Committee, and purchased my first home.

**Hailey Family, Akron**
Ana Paula, Akron


THANK YOU!


Greenleaf Family Center has served thousands of children, individuals and families for more than 100 years. We thank you for your continued support.

SEARCH





Employee Resources


AFFILIATIONS

 Akron Children's Hospital

 ALLIANCE
for Children & Families

Copyright 2013 Greenleaf Family Center. All Rights Reserved.



8

WELCOME TO CDCSB

The Cobb County Community Services Board (CCCSB) is a Georgia state agency that provides behavioral health services to residents of Cobb and Douglas Counties. The agency is committed to providing high-quality, evidence-based services to all residents of the counties it serves.

[LEARN MORE](#)

Our Services

Addictive Disease

The Cobb Community Center (CCC) is a 501(c)(3) non-profit organization that provides addiction treatment and recovery services to residents of Cobb and Douglas Counties.

[LEARN MORE](#)

Child + Adolescent

Child + Adolescent Services (CAS) is a division of the CCCSB that provides behavioral health services to children and adolescents.

[LEARN MORE](#)

Developmental Disabilities

Developmental Disabilities Services (DDS) is a division of the CCCSB that provides behavioral health services to individuals with developmental disabilities.

[LEARN MORE](#)

Mental Health

Mental Health Services (MHS) is a division of the CCCSB that provides behavioral health services to individuals with mental health conditions.

[LEARN MORE](#)

Access Center (770)422-0202

The Access Center Links The Residents Of Cobb And Douglas Counties To Behavioral Health Care Services.


[LEARN MORE](#)

JOIN OUR TEAM

[f](#) [t](#) [i](#) [g+](#) [in](#) [a](#)

[JOIN OUR TALENT NETWORK](#)

A message from CEO



Thank you for visiting the Cobb and Douglas Community Services Board. Our agency is fully committed to a mission to provide the highest quality of care to our residents. The goal of the Cobb & Douglas CDCSB is to provide behavioral health services through a system of care that is responsive to the individual needs of our residents.

At Cobb & Douglas CDCSB, we have assembled an exceptional and dedicated team of professionals who are committed to helping individuals in their recovery journey. We are proud to have a team of professionals who are committed to the long-term success of our residents.

We look forward to the opportunity to serve you and your family. For more information, please contact our CEO, Robert G. Stephens, at (770)422-0202.

Robert G. Stephens, CEO Cobb Douglas CDCSB

About Us

The Cobb and Douglas Community Services Board (CDCSB) provides services to residents of Cobb and Douglas Counties who are challenged by mental health, developmental disabilities and/or addictive disease issues with appropriate care and resources. The agency serves children, adolescents and adults and offers a wide range of clinical and support services. The CDCSB serves individuals in multiple agency locations in the two county areas. Community service boards in Georgia are required to provide a wide range of services to all residents of the counties they serve. The CDCSB is committed to providing high-quality, evidence-based services to all residents of the counties it serves.

Recent news of our organization includes the CDCSB's commitment to the development of a new facility in the county's downtown area.

Recent Douglas Support Services

October 25, 2016

Shelter Proceedings

October 17, 2016

Administration For Community Living (ACCL) releases funds to senior advocacy organization

October 17, 2016

Recovery Month Rally

October 17, 2016

[View All News](#)

Our Statistics

Recent Douglas Support Services

October 25, 2016

Shelter Proceedings

October 17, 2016

Administration For Community Living (ACCL) releases funds to senior advocacy organization

October 17, 2016

Recovery Month Rally

October 17, 2016

[View All News](#)

Our Statistics

Recent Douglas Support Services

October 25, 2016

Shelter Proceedings

October 17, 2016

Administration For Community Living (ACCL) releases funds to senior advocacy organization

October 17, 2016

Recovery Month Rally

October 17, 2016

[View All News](#)

Our Statistics

Recent Douglas Support Services

October 25, 2016

Shelter Proceedings

October 17, 2016


Administration For Community Living (ACCL) releases funds to senior advocacy organization

October 17, 2016

Recovery Month Rally

October 17, 2016

[View All News](#)



RECENT POSTS

[Project Risk and Control with David Smith, Director of Risk Management](#)
[Project Risk and Control with David Smith, Director of Risk Management](#)
[Project Risk and Control with David Smith, Director of Risk Management](#)

CDCSB

1000 Peachtree Street, Suite 1000
Atlanta, GA 30309
(404) 422-0202
Toll-free (800) 422-0202
Fax: (404) 422-0202
Email: info@cdcbsb.org

© 2016 Cobb Douglas Community Services Board. All Rights Reserved.

The screenshot shows the United Way website homepage. At the top is a red navigation bar with the United Way logo on the left and links for TRANSLATE, VOLUNTEER, GET UPDATES, CAREERS, 2-1-1, FIND YOUR UNITED WAY, and DONATE on the right. Below the navigation bar is a secondary menu with links for Our Impact, Our Partners, Get Involved, and The Latest, along with a search icon. The main content area features a large hero image of a woman looking at a laptop. Overlaid on this image is a text box that says "File your taxes for free if you make under \$64,000/year." with a "FILE NOW" button. Below the hero image are three statistics: "2,800,000 volunteers helping to improve their communities" with a "START VOLUNTEERING" button, "50,000,000 lives impacted around the world" with a "MORE ABOUT OUR IMPACT" button, and "1,800 local United Ways in 40 countries and territories" with a "FIND YOUR UNITED WAY" button. Below these statistics is a featured article titled "Raising Readers in Story County Strives for Fairy Tale Ending: A City of Readers" with a "READ MORE" button. Below the featured article is a section titled "TUNE IN" with the text "Watch the latest episode of The Hero Effect Saturday, March 11 at 10AM / 9 CT on OWN" and a "READ MORE" button. Below this is a section titled "The Latest" with a search bar and a "FIND YOUR UNITED WAY" button. At the bottom of the page is a footer with the United Way logo, a list of links (ABOUT, SOCIAL, FIND YOUR UNITED WAY, CONTACT US, PRIVACY POLICY, CAREERS, SHOP), and a world map background.

United Way

TRANSLATE VOLUNTEER GET UPDATES CAREERS 2-1-1 FIND YOUR UNITED WAY DONATE

Our Impact Our Partners Get Involved The Latest

File your taxes for free if you make under \$64,000/year.

FILE NOW

2,800,000
volunteers helping to improve their communities
START VOLUNTEERING

50,000,000
lives impacted around the world
MORE ABOUT OUR IMPACT

1,800
local United Ways in 40 countries and territories
FIND YOUR UNITED WAY

FEATURED

Raising Readers in Story County Strives for Fairy Tale Ending: A City of Readers

Raising Readers is improving literacy in Story County by envisioning a world filled with books. To learn more, watch Episode 5 of The Hero Effect, airing 3/11 on OWN

READ MORE

TUNE IN

Watch the latest episode of The Hero Effect Saturday, March 11 at 10AM / 9 CT on OWN READ MORE

Nearly 1,800 Local United Ways Around the World. Find yours:

Zip code OR Select country

The Latest

United Way

ABOUT
Our History
Our Mission
Diversity & Inclusion
Our Leadership
Public Reporting
Media Library

CONTACT US
Frequently Asked Questions

PRIVACY POLICY

CAREERS
Working at United Way

SHOP

SOCIAL

FIND YOUR UNITED WAY
Zip code OR Select country

Recommendations and Strategy

Based on the research of these websites, I recommend the following for the project at hand:

1. Provide clear navigation that allows users to interact with the website and the content effectively
2. Scrolling bar of images is a possibility for the website but it should not overtake the website or seem to have a greater presence than the information that needs to be presented in the website
3. Colors should complement the mission of the website not overpower it. With the logo containing greys and blues it would be possibly beneficial to use a color palette that complements those colors.
4. Make donations, events, core mission and values as some of the most important pages part of the website. Those pages should help to complete these organizational goals.