Megan Smeznik
03/14/17

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

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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

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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

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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 ...
Family & Community Services
HOME
ABOUT US
NEWS
PROGRAMS
OPPORTUNITIES
GIVE
PROGRAMS
FAMILY SERVICES
KENT SOCIAL SERVICES
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
Read More
EVENTS
MAY 12
Painting it Forward 2017
Ravenna OH United States
AUG 05
Bounce Back Basketball Tournament
McDonald OH United States
View More...
Family & Community Services Inc. Promo
Family & Community Services, Inc.
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
FAMILY & COMMUNITY SERVICES, INC.
705 Oakwood St. Suite 221 Ravenna, Ohio 44266
330.297.7027
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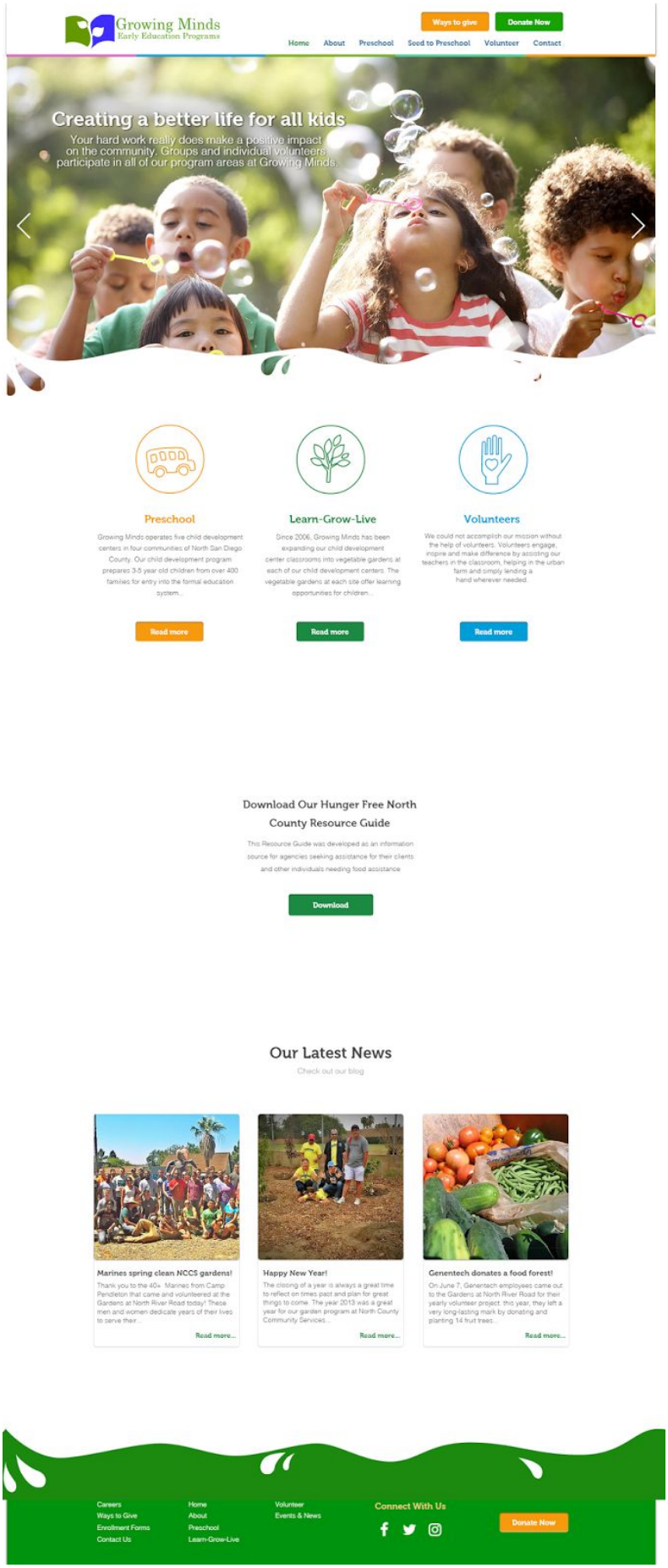
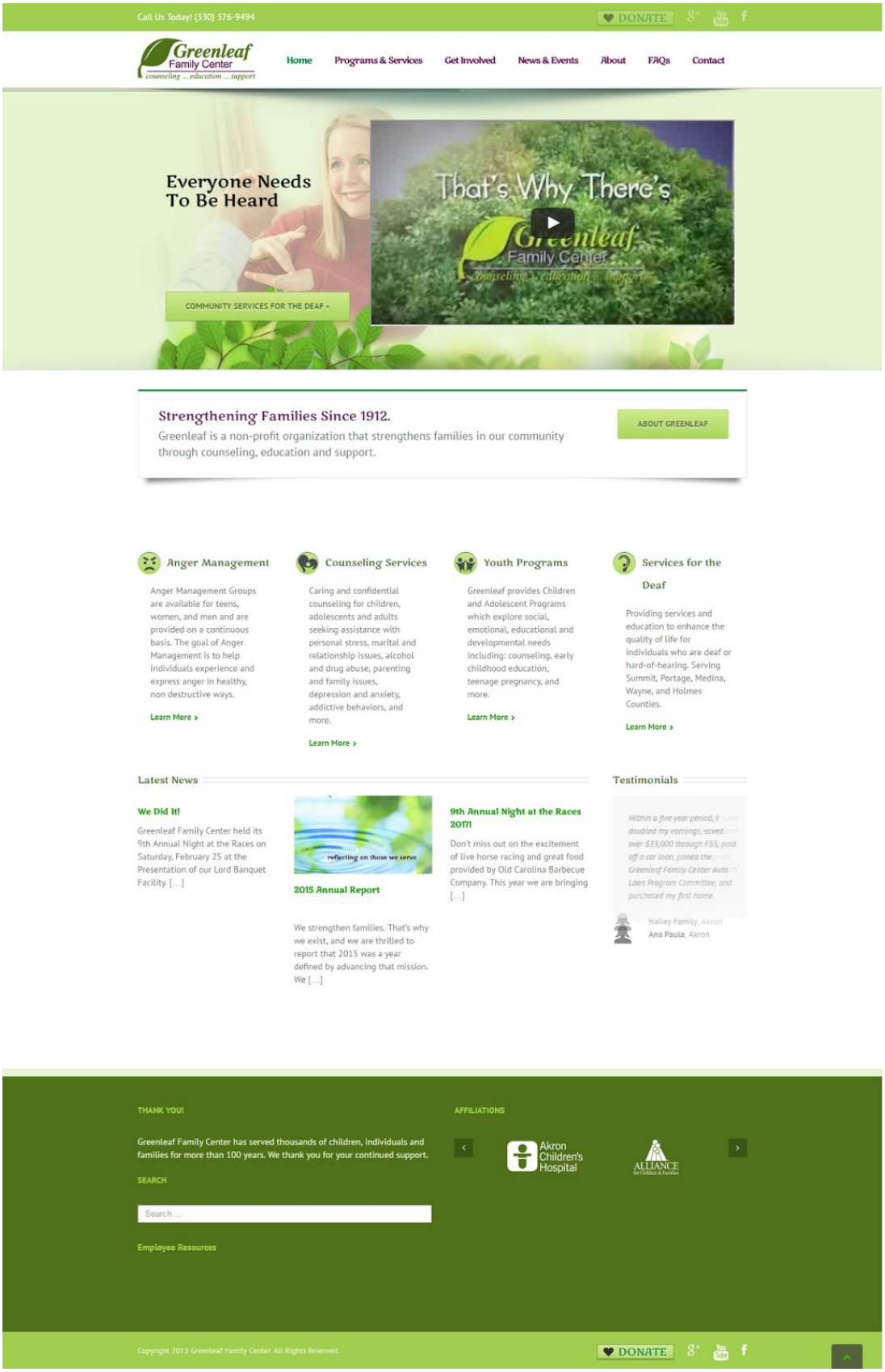
Akron Ohio Website Designers | Ohio Web Technologies


Growing Minds
Early Education Programs
Ways to give
Donate Now
Home
About
Preschool
Seed to Preschool
Volunteer
Contact
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 2013 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) 576-9494
DONATE
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
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. [...]
reflecting on those we serve
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 [illegible] doubled my earnings, saved [illegible] over $33,000 through FSS, paid off a car loan, joined the [illegible] Greenleaf Family Center Auto [illegible] 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
Search ...
Employee Resources
AFFILIATIONS
Akron Children's Hospital
ALLIANCE for Children & Families
Copyright 2013 Greenleaf Family Center. All Rights Reserved.
DONATE

WELCOME TO CDCSB
LEARN MORE
COBB COUNTY & DOUGLAS COUNTY
COMMUNITY SERVICES BOARDS

Our Services
Addictive Disease
Child + Adolescent
Developmental Disabilities
Mental Health

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
JOIN OUR TALENT NETWORK

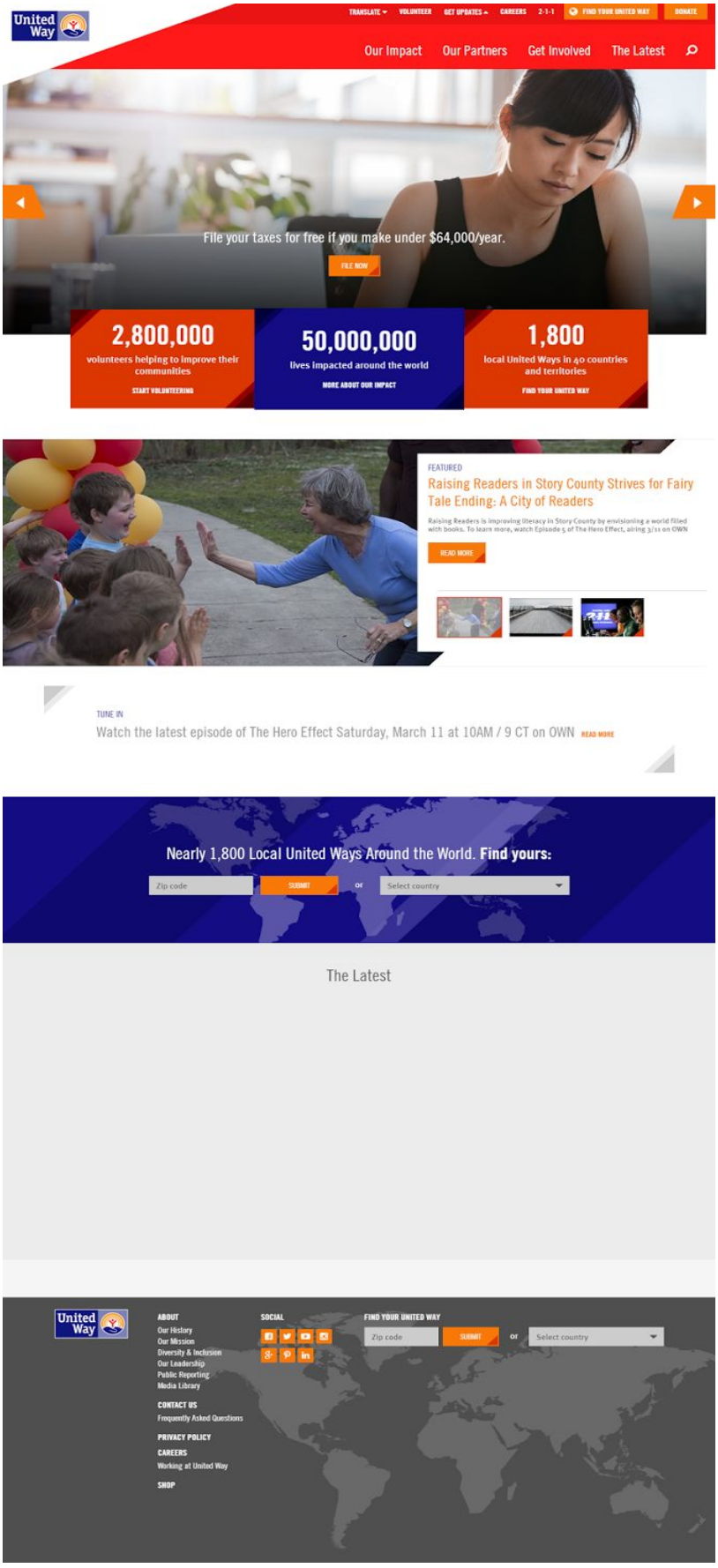
A message from CEO

About Us

Our Statistics

Our Statistics

Our Statistics
RECENT POSTS
CDCSB


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
SUBMIT
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
SUBMIT
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.