

Matt Russo

Pages/Content Ideas

(lines in italics are pulled directly from the current Tru Heart site)

Home Page

- **Header**
 - Fixed
 - Logo and name
 - Nav (hamburger for mobile)
 - Home
 - About
 - Events
 - Get Involved
 - Donate (nested in nav ul for mobile)
- **Main Image**
 - Have Jamel choose which image to use
 - One sentence summary:
 - *"A mind for change, a heart for the community"*
 - *"Restoring value within broken communities and instilling hope of a better future for children and their families within the Capital Region."*
 - Learn More button - leads to About page
- **General About Section**
 - Here, we want the user to know what cause they are contributing to, and feel inspired to participate by either donating or volunteering.
 - *Who We Are: Tru Heart, Inc. is a community based non-profit organization that strives*

to revitalize under served communities through volunteer efforts, community engagement and activism.

- *"We are the mentors and mentees of the Siena Mentoring program." (from the Jim's Way Scholarship page)*
- *Our Vision: Restoring value within broken communities and instilling hope of a better future for children and their families within the Capital Region.*
- *Our Mission: is to serve and provide disadvantaged communities with informative programs, community service events, collaborative art projects, mentorship and family engagement opportunities.*

- **Call to Action Section**

- *"SO far we've raised... \$2100 (and counting)" (from Jim's Way/How Much We've Raised)*
- Can we add the number of volunteering events held?
- Quick facts about how much money they've raised and how many events they've held. The user can get a snapshot of what they've done.
- Include volunteer event pictures in this section.
- Volunteer and Donate buttons/links

- **Footer**

- Social media - Facebook and Instagram
- Contact info

About Page

- **Main Section**

- *Who We Are: Tru Heart, Inc. is a community based non-profit organization that strives to revitalize under served communities through volunteer efforts, community engagement and activism.*
- *Our Vision: Restoring value within broken communities and instilling hope of a better future for children and their families within the Capital Region.*

- *Our Mission: is to serve and provide disadvantaged communities with informative programs, community service events, collaborative art projects, mentorship and family engagement opportunities.*
- *Founded by: Khalid Miller, and brought to life by directors Paul Collins-Hackett, Kelly Jean-Charles, Jose Romero, Kimyah Jean-Charles, Candace Dobbs, and Jamel Mosely.*

- **Jim's Way Section**

- *Over his 50 year tenure at Siena College, Jim dedicated his life to helping others-ESPECIALLY those in need or in low-income areas. He helped start and implement the Big Brothers and Sisters program that later blossomed into the Siena Mentoring Program--which has served thousands of children from the Albany area who were matched to Siena student volunteers. The devotion of generations of Siena students to serving urban youth was a powerful force in Jim's life. He cherished the generosity of spirit of the Siena Community. Jim was monumental in exposing children from high poverty areas to college campuses, and making them believe that they too could go to any college they wanted—with hard work, perseverance and dedication.*
- *Sadly, he passed away from cancer—leaving an indelible impact on the lives of people he came in contact with.*
- *Fast forward three years later, and we at Tru Heart are the fruits of his labor. We are the mentors and mentees of the Siena Mentoring program. He has made a positive impact on all of our lives in one way or another--which is why we have pledged to help keep his name alive. Jim was big on mentoring and helping kids go to college. He used his resources and reputation to help kids growing up in urban areas get into colleges, like Siena.*
- *Each member of Tru Heart's board has been deeply affected by Jim's passion to help others—so much that we have started a scholarship fund to help college-bound youth, from the inner-city of Albany, with the strenuous costs that come with college! It's called "Jim's Way" because we are picking up where he left off—doing things his way!*

- **Timeline Infograph**

- *Big Brothers and Sister's program (year founded?) => Siena Mentoring Program (year founded) => Tru Heart (year founded?)*

Events Page

- **Quote section**
 - *Make a Difference, Volunteer!*
 - *Service to others is the rent you pay for your room here on earth!*
 - *We at Tru Heart wholeheartedly believe and agree with the words of the great Muhammad Ali. If you would like to pay your rent, please join us ~~as we~~*
- **Upcoming**
- **Annual**
- **Recurring**
- **2018 highlights / Past Events**
 - It might not make much sense to include the full list of 20+ events they've hosted. Maybe Jamel can let us know a few he'd like to include?

Get Involved Page

- **Donate Section**
 - *Your donation will go a long way in making a difference in the community we serve. It allows us to help put college bound students through college, and fulfill our community's needs.*
 - Donate button - PayPal link
- **Volunteer Section**
 - *Make a Difference, Volunteer!*
 - *"Service to others is the rent you pay for your room here on earth!" - Muhammad Ali*
 - *We at Tru Heart wholeheartedly believe and agree with the words of the great Muhammad Ali. If you would like to pay your rent, please join us as we*
 - Possible overlap between this section and Events Page

- **Sign Up Section**

- *There's no better way to make an impact than to become an active volunteer yourself.
Join now and make an impact!*
- Include the form on this page
- *Sign up for volunteer opportunities*
- Email
- First Name
- Last Name
- Any other info?
- Should this be in Events page instead?