

# Traditionalist Royal Rosarian



Nancy, The  
Data-Driven  
Advocate

## QUOTATION

**"I want the foundation's website to be a place where anyone—donor, volunteer, or curious visitor—can immediately see the incredible work we're doing and feel inspired to get involved."**

## ROLE

Long-time supporter, volunteer, and advocate for the Royal Rosarian Foundation

## BACKGROUND

Nancy and her husband helped establish the foundation's first website in 2007. She has a long history of involvement with the foundation and its mission. A self-described "data person," Nancy values measurable outcomes and transparency

## MOTIVATION

**Commitment to Mission:** Passionate about the foundation's success and community impact.

**Advocacy for Transparency:** Believes in using data to attract long-term support.

**Desire to Inspire Action:** Wants the website to engage and inform both current supporters and new audiences

## GOALS

### Access Comprehensive Program Information:

Learn about key foundation programs, such as the Field Trip Project, Annual Auction, and Rose

**Garden Contest:** Understand program goals, activities, and measurable outcomes.

**Ensure Transparency:** Access detailed data on program results, such as schools involved and students reached. Build confidence in how donations are used to support initiatives.

### Enhance Donor and Volunteer Engagement:

Showcase inspiring stories and testimonials to attract more supporters. Provide clear opportunities for donors, sponsors, and volunteers to contribute.

**Improve Usability:** Ensure event information is easy to find, with clear instructions for participation.

## KEY BEHAVIORS AND INSIGHTS

**Regular Visitor:** Frequently explores the foundation's website to stay informed and provide feedback.

**Data-Driven Decision-Making:** Seeks actionable, transparent information to build trust and engagement.

**Advocacy for Improvement:** Offers suggestions to enhance the website's functionality and storytelling.

## FRUSTRATIONS, CHALLENGES OR OBSTACLES

- **Lack of Transparency:** Feels the website does not effectively communicate measurable program outcomes.
- **Difficult Navigation:** Struggles to find detailed information on events like the Annual Auction.
- **Limited Visibility of Success Stories:** Frustrated by the lack of publicity around accomplishments, such as Rose Garden Contest winners.
- **Uninspiring Design:** Finds the website unengaging and lacking impact-focused content.

## STRATEGIC OPPORTUNITY

1. **Add Impact Metrics:** Include detailed program results and outcomes.
2. **Showcase Success Stories:** Use testimonials and case studies to inspire support.
3. **Improve Navigation:** Make event and donation information more accessible.
4. **Incorporate Interactivity:** Add features like dashboards to visualize program impacts.

## Nancy's Task Flow

1. Explore Programs and Initiatives	2. Understand Program Impact and Details	3. Engage in Fundraising Events	4. Contribute Financially	5. Get Involved as a Volunteer	6. Learn About the Foundation's History and Leadership
<p>Locate key programs such as:</p> <p>Field Trip Project Annual Auction Rose Garden Contest Milk Carton Boat Race</p>	<p>Access detailed descriptions of each program's goals and activities.</p> <p>Review metrics on impact (e.g., number of participants, schools involved).</p> <p>Read stories or testimonials highlighting program success.</p>	<p>Discover information about the annual auction:</p> <p>Register as a bidder.</p> <p>Donate items or services.</p> <p>Volunteer to support the event.</p> <p>Learn about the auction's history and its role in fundraising.</p>	<p>Navigate to a prominent "Donate" section to:</p> <p>Make one-time or recurring donations.</p> <p>Explore giving levels and legacy options.</p> <p>Understand how contributions are used.</p>	<p>Find clear information about volunteering:</p> <p>Roles and responsibilities.</p> <p>Sign-up processes.</p> <p>Contact details for coordinators.</p>	<p>Explore the "About Us" section for:</p> <p>The foundation's history and mission.</p> <p>Board of directors and leadership bios.</p> <p>Compliance with 501(c)(3) and regulations.</p>

## Nancy's Journey Map

1. Initial Awareness and Curiosity	2. Exploration and Information Gathering	3. Evaluation and Transparency Seeking	4. Considering Participation Options	5. Expanding Search for Resources	6 Providing Feedback and Recommendations
<p>Nancy visits the Royal Rosarian Foundation website, driven by curiosity about the organization's activities.</p> <p>She explores the homepage, looking for information on programs and events like the Field Trip Project, Annual Auction, and Rose Garden Contest.</p>	<p>Unable to find detailed information on the homepage, Nancy delves into the "Our Work" section.</p> <p>She locates general details about the foundation's programs but feels there is a lack of depth and specifics.</p>	<p>As a "data person," Nancy evaluates the site for concrete results, metrics, and program impact.</p> <p>She checks the "About Us" section for history, mission, and compliance but finds the information insufficient to gauge program success.</p>	<p>Nancy navigates to the "Support" section, exploring ways to contribute through donations or volunteer work.</p> <p>While basic donation options are available, she feels more emphasis could be placed on volunteer roles and impact stories.</p>	<p>Frustrated by gaps in detail, Nancy explores additional resources like the Royal Rosarian organizational website.</p> <p>She uncovers more auction details but sees room for overall online presence improvement.</p>	<p>Throughout her journey, Nancy shares feedback on how to enhance transparency, engagement, and usability.</p> <p>Her passion and expertise make her a valuable contributor to refining the website experience.</p>

# Contemporary Royal Rosarian



**Anette, the  
Community  
Builder**

## QUOTATION

**"I want the Rosarian website to showcase our amazing work and make it easy for everyone to join in and support our mission."**

## ROLE

Rosarian and Volunteer

## BACKGROUND

Anette is a dedicated and experienced Rosarian with a strong connection to the organization and its mission. She actively participates in Rosarian programs and is passionate about their impact on the community. Anette has personal ties to educators and local schools, influencing her advocacy for education-focused initiatives.

## MOTIVATION

**Support for Education:** Passionate about initiatives that create positive outcomes for local students and schools.

**Desire for Improvement:** Wants the website to better reflect the vibrancy and impact of Rosarian programs.

**Commitment to Community Engagement:** Advocates for an accessible platform that fosters active involvement.

## GOALS

**Understand Education Support:** Learn how Rosarian programs support local schools and students.

**Improve Website Experience:** Provide actionable feedback to enhance the website's content, usability, and engagement.

**Clarify Donation Benefits:** Understand the advantages of donating through the Rosarian Foundation website compared to other platforms.

**Encourage Participation:** Discover ways for both Rosarians and the public to engage in programs and events.

## FRUSTRATIONS, CHALLENGES OR OBSTACLES

- **Unclear Donation Benefits:** Confused about the specific advantages of donating through the website versus alternative methods.
- **Information Gaps:** Struggles to find comprehensive details about events and programs, such as dates, history, and impact metrics.
- **Lack of Guidance:** Finds it challenging to identify clear, actionable steps for participating in Rosarian initiatives.

## KEY BEHAVIORS AND INSIGHTS

**Education-Focused Perspective:** Draws on personal connections with educators to advocate for meaningful initiatives.

**Transparency and Engagement:** Values detailed and accessible information about event history, metrics, and community impact.

**Preference for Multimedia Content:** Enjoys videos and dynamic storytelling to convey the excitement of Rosarian events.

**Advocacy for Personalization:** Suggests adding leadership bios and contact information to humanize the organization.

**Focus on Usability:** Prioritizes straightforward calls-to-action and step-by-step guides for joining programs.

## STRATEGIC OPPORTUNITY

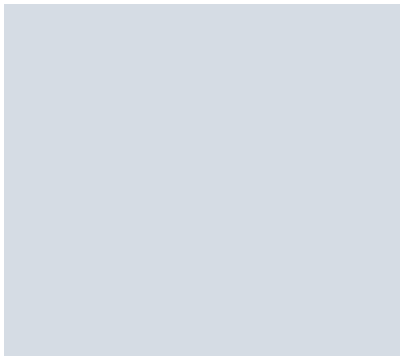
1. **Enhance Content Transparency:** Add detailed metrics, reports, and historical context for Rosarian events.
2. **Improve Calls-to-Action:** Create clear, visual guides for participation in programs.
3. **Incorporate Multimedia:** Use videos to showcase the energy of Rosarian initiatives.
4. **Humanize the Organization:** Feature leadership bios and contact details to build trust and connection.
5. **Clarify Donation Processes:** Offer a clear comparison of donation channels, highlighting the website's value.

## Anette's Task Flow

1. Discover Educational Programs and Events	2. Learn About the Organization's Mission	3. Explore Ways to Contribute	4. Deepen Knowledge on Specific Programs	5. Provide Feedback and Suggestions
<p>Navigate to the Rosarian website and scan the homepage.</p> <p>Look for mentions of programs and events like the Milk Carton Boat Race and Christmas for Kids.</p>	<p>Click on the "Our Mission" page for details on focus areas.</p> <p>Review leadership team bios and contact details.</p>	<p>Visit the "Support" page to:</p> <p>Learn about initiatives like Fred Meyer rewards and recycling.</p> <p>Identify calls-to-action for community participation.</p>	<p>Search for links or references to program details (e.g., Milk Carton Boat Race).</p> <p>Evaluate content such as event history, participation data, and community impact.</p>	<p>Suggest website improvements such as:</p> <p>Adding multimedia (e.g., videos of events). Including clear instructions for involvement. Highlighting personal stories and leadership bios to humanize the organization.</p>

## Anette's Journey Map

1. Initial Awareness and Familiarity	2. Exploration and Learning	3. Evaluation and Content Review	4. Engagement and Feedback Sharing	5. Advocacy and Contribution
<p>Anette is a long-time Rosarian aware of the organization's educational support and events like the Milk Carton Boat Race.</p> <p>She has a personal connection to the Rosarian mission and its community impact.</p>	<p>Anette visits the website to learn more about educational programs and ways to get involved.</p> <p>She reviews the homepage and "Our Mission" page for details on events, initiatives, and donation benefits.</p>	<p>Anette assesses the website for specific details like event history, participation metrics, and community impact.</p> <p>She identifies missing information and unclear instructions for engagement opportunities, such as the Fred Meyer rewards program.</p>	<p>As an experienced volunteer, Anette shares constructive feedback.</p> <p>She suggests using multimedia content to highlight events and adding leadership bios for a more personal touch.</p>	<p>Anette draws on her expertise and connections to advocate for improving the website's usability and engagement.</p> <p>Her goal is to boost participation and support for Rosarian programs by enhancing the website's user experience.</p>



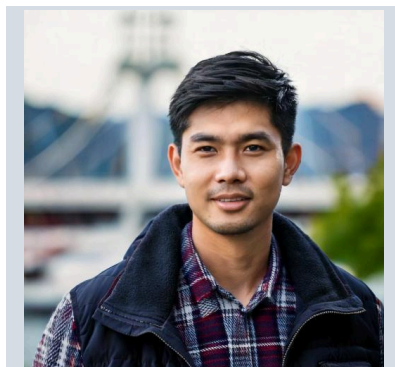





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1.

# Non-Member



Curious Chris

## QUOTATION

"I'm excited to learn more about the Royal Rosarians and how I can get involved in the Portland community. I'm looking for a clear and engaging website that will help me understand what they do and how I can participate."

**Alternate:** "Based on the information in their funding request, the Royal Rosarians seem to be quite active in the greater Portland area. I'd like to get a better feel for their org structure, financial situation, programs and what outcomes they've achieved."

## ROLE

Not currently active with the Rosarians, native Portlander, so is aware of Rosarians from parades. He's an outsider with no prior knowledge or connection to the organization.

**Alternate:** Not active with the Rosarians, may or may not have any prior awareness of them. An outsider with no prior connection to the organization.

## BACKGROUND

**Limited Awareness:** He's known about the Rosarians since being a kid, however only recently became interested in learning more due to a recent encounter at the airport.

**Alternate:** Little to no knowledge/awareness of the Rosarians. Wants information about their

## GOALS

- **Learn:** Wants to learn more about the Rosarians. Understand our mission, history, community programs and events.
- **Research charitable organizations:** Has a list of auctions and charity he has donated to in the past. He wants to see if we are something he'd like to support in the future.
- **See Portland thrive:** Looking for and wants to contribute to examples of Portland thriving. He wants reasons to be proud of his city and its uniqueness.
- **Get involved:** potentially as a volunteer or attendee at events.

## FRUSTRATIONS, CHALLENGES OR OBSTACLES

- **Time:** Time is a main obstacle right now. The Rosarians are not currently a priority in his life, so any time he'd give to them would take away from something else that is a priority. He needs reasons why

## KEY BEHAVIORS AND INSIGHTS

- **Low engagement:** Is interested in the moment at the airport, but distracted. He's heading off for a trip, and has many things in his life that need to get done asap when he gets home.
- **Emotional Decision Making:** Doesn't know much about charitable activities of the Rosarians. If he's going to engage with us, he needs to be excited by the idea of helping Portland.
- **New to Portland:** Unfamiliar with the city's culture and organizations.
- **Active Lifestyle:** Enjoys attending events and meeting new people.
- **Civic-Minded:** Interested in contributing to the community.
- **Tech-Savvy:** Comfortable using websites and social media for information.
- **Alternate: Non-emotional Decision Making:** Representing a potential funding source (trust, foundation, business, etc.) needs easy access to credible information to make a well-informed decision.

## STRATEGIC OPPORTUNITY

1. **Create a "New to the Rosarians" Section:** Develop a dedicated webpage with introductory information about the organization's history, mission, and key activities.

financial and program history and outcomes to help him decide whether to give them any amount of funding.

**Growing Disposable Income:** Chris and his husband are used to living on a budget, due to raising a family, however are now adjusting to being empty nesters. They allocate a few thousand dollars per year for charitable donations.

**MOTIVATION**

Primarily motivated by curiosity and a desire to help Portland be a city to be proud of.. He sees the Rosarians as a potential avenue for community involvement and engagement.

Alternate: Primarily motivated to best understand the RRF, it's activities and outcomes, so he can make a recommendation on the request the RRF made for funding from his organization.

the Rosarians should be important to him.

- **Portland's image:** Does not like to see Portland struggle, and feels a bit helpless about how we can turn things around. Helplessness leads to lethargy. He recognizes this and works to avoid it.
- **Lack of Concise Information:** May find it difficult to locate clear, introductory information about the Royal Rosarians and their activities.
- **Overwhelmed with Details:** Could be overwhelmed by the sheer amount of information on the website, especially if it's not well-organized.
- **Unclear Paths to Involvement:** Might struggle to find clear instructions on how to participate in events or volunteer.

2. **Simplify Website Navigation:** Ensure clear and intuitive navigation to help visitors easily find the information they need.
3. **Highlight Opportunities for Involvement:** Prominently feature calls to action for volunteering, attending events, or donating.
4. **Impact forward UX:** Show low engagement ways that people can support the Rosarians and their activities.
5. **Easy ways to connect deeper:** Show simple steps for people to become more engaged with the Rosarians, like the Auction, MCBR, and other activities.
6. **Make it easy to connect:** Nothing beats talking with a real person, and the website can provide ways for non-Rosarians to engage directly with Rosarians.

# Website Script

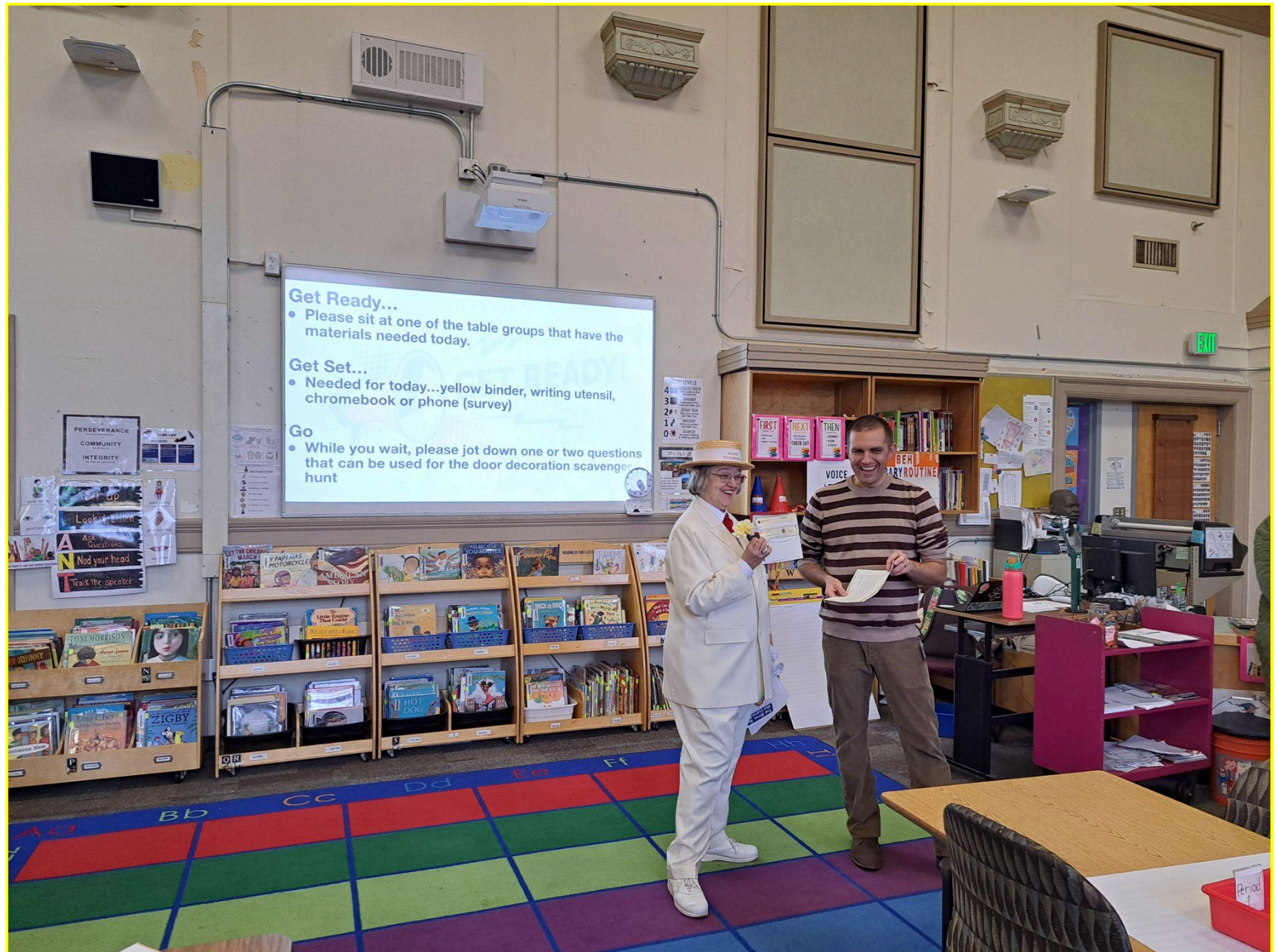
## Navigation Menu

<HEADER;ROLE=BANNER> <H1 PAGE TITLE>				
"Welcome to the Royal Rosarian Foundation – Supporting Community Growth and Service" [PURPOSE: One statement explanation of the purpose of the Foundation website ]				
LOGO; Alt="Click here to return to homepage"		SEARCH; Alt="Search Bar"		
<NAV;ROLE=NAVIGATION><FAT MENU>				
<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> Impact	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> Legacy	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> Partner	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> Royal Rosarian Site	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> Support
<MENU ITEM><H4> <MENU ITEM><H4> <MENU ITEM><H4>	<MENU ITEM><H4> <MENU ITEM><H4> <MENU ITEM><H4>	<MENU ITEM><H4> <MENU ITEM><H4> <MENU ITEM><H4>	[Portal; External link to the organization website]	[Donation Button; External link to Stripe?]

# Homepage Content

<MAIN;ROLE=MAIN><H2 MAIN HEADING>
<SECTION;ROLE=REGION> <H3 SUBHEADER>
<ARTICLE;ROLE=ARTICLE> <H4 SUBHEADER> "Support Community Programs" [PURPOSE: Broad label title for this section]
<TITLE> <H5 SUBHEADER> "For You, a Rose in Portland Grows" [PURPOSE: Giant hero image]
[Hero Image; Alt: "Image of happy elementary school children holding roses up to the camera" >> Need real images ] "Learn about our mission and impact." [Donate Now; Link to Stripe] [Learn More; Link to about page]





### Get Ready...

- Please sit at one of the table groups that have the materials needed today.

### Get Set...

- Needed for today...yellow binder, writing utensil, chromebook or phone (survey)

### Go

- While you wait, please jot down one or two questions that can be used for the door decoration scavenger hunt







November 2024; Royal Rosarian Foundation – Meghan Jimenez; MeghanJ64@gmail.com



<SECTION;ROLE=REGION> <H3 SUBHEADER>

<ARTICLE;ROLE=ARTICLE> <H4 SUBHEADER> **Cultivating Portland's Future [PURPOSE : high level metrics, vanity stats that appeal to potential donors]**

<TITLE>  
<H5 SUBHEADER>

<P> **Example: Transitional School**  
<figure> XXX Helped

<TITLE>  
<H5 SUBHEADER>

<P> **Example: Field Trips**  
<figure> XXX Helped

<TITLE>  
<H5 SUBHEADER>

<P> **Example: Community Enrichment**  
<figure> XXX Helped

<SECTION;ROLE=REGION> <H3 SUBHEADER> **Mission Statement**

<ARTICLE;ROLE=ARTICLE> <H4 SUBHEADER> To provide financial support for programs and projects that improve the livability of the greater Portland community and promote or enable participation in the Portland Rose Festival. Fund programs to foster the education of young individuals through our Field Trip program and music scholarships. Also serve the community through various historical activities that honor the Portland Rose Festival Foundation and the Royal Rosarians.  
**"Dedicated to enriching the community through charitable support, education, and the celebration of tradition."** [A: [Learn More](#)]

<NAV;ROLE=NAVIGATION><FAT MENU> **Make an Impact...** [Purpose: highlight all the causes the RRF serves to establish credibility]

<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> <b>Children</b>	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> <b>Community</b>	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER> <b>Members</b>
<MENU ITEM><H4> <b>Transitional School</b> <MENU ITEM><H4> <b>Field Trips</b> <MENU ITEM><H4> <b>Christmas for kids</b>	<MENU ITEM><H4> <b>Rose Garden Contest</b> <MENU ITEM><H4> <b>Queens' Garden Party</b> <MENU ITEM><H4> <b>Royal Rosarian Floats</b> <MENU ITEM><H4> <b>Milk Carton Boat Race</b>	<MENU ITEM><H4> <b>Clothing Closet</b> <MENU ITEM><H4>

<SECTION;ROLE=REGION> <H3 SUBHEADER> **Stories** [PURPOSE: Call out success stories from community and/or members]

<ARTICLE;ROLE=ARTICLE> <H4 SUBHEADER>**Testimonials...** See Thank you notes tab

<TITLE>Field Trip Program <H5 SUBHEADER>	<TITLE> <H5 SUBHEADER>	<TITLE> <H5 SUBHEADER>
<P> Lorem <a> <b>Learn More...</b>	<P> Lorem <a> <b>Learn More...</b>	<P> Lorem <a> <b>Learn More...</b>

<SECTION;ROLE=REGION> <H3 SUBHEADER> **Impact Report** [Purpose: More metrics/ numbers / stats to demonstrate organization's transparency]

<ARTICLE;ROLE=ARTICLE> <H4 SUBHEADER>  
**Securing Your Support for Community Programs.**" [A: Learn More]

<SECTION;ROLE=REGION> <H3 SUBHEADER> **Join Us** [PURPOSE: Encourage site visitors to learn more about membership benefits or ways to support]

<ARTICLE;ROLE=ARTICLE> <H4 SUBHEADER> **Ways to get involved**

<TITLE> <H5 SUBHEADER>	<TITLE> <H5 SUBHEADER>	<TITLE> <H5 SUBHEADER>
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<p>&lt;P&gt; Donate</p> <p>&lt;a&gt; Learn More...</p>	<p>&lt;P&gt; Membership</p> <p>&lt;a&gt; Learn More...</p>	<p>&lt;P&gt; Auction</p> <p>&lt;a&gt; Learn More...</p>
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## Footer Section

<FOOTER; ROLE=CONTENTINFO>		
Informational child.content.such as footnotes.copyrights. links to privacy statements. links preferences,etc		
<NAV;ROLE=NAVIGATION><FAT MENU>		
The area that contains the navigation links for the document or web site.		
<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER>	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER>	<SECTION;ROLE=REGION><TITLE><H3 SUBHEADER>
<p>&lt;MENU ITEM&gt;&lt;H4&gt;</p> <p>&lt;MENU ITEM&gt;&lt;H4&gt;</p> <p>&lt;MENU ITEM&gt;&lt;H4&gt;</p>	<p>&lt;MENU ITEM&gt;&lt;H4&gt;</p> <p>&lt;MENU ITEM&gt;&lt;H4&gt;</p> <p>&lt;MENU ITEM&gt;&lt;H4&gt;</p>	<p>&lt;MENU ITEM&gt;&lt;H4&gt;</p> <p>&lt;MENU ITEM&gt;&lt;H4&gt;</p> <p>&lt;MENU ITEM&gt;&lt;H4&gt;</p>