

CAASE (Chicago Alliance Against Sexual Exploitation) Benchmark Analysis

1. Non-Profit
2. Competitive Analysis
3. Trends Analysis

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01. CAASE (Chicago Alliance Against Sexual Exploitation)

CAASE

1 Information Architecture

The organization's slogan doesn't stand out in any way. Orange visuals attract the eye, but don't compel me to click them.

2 Information Architecture

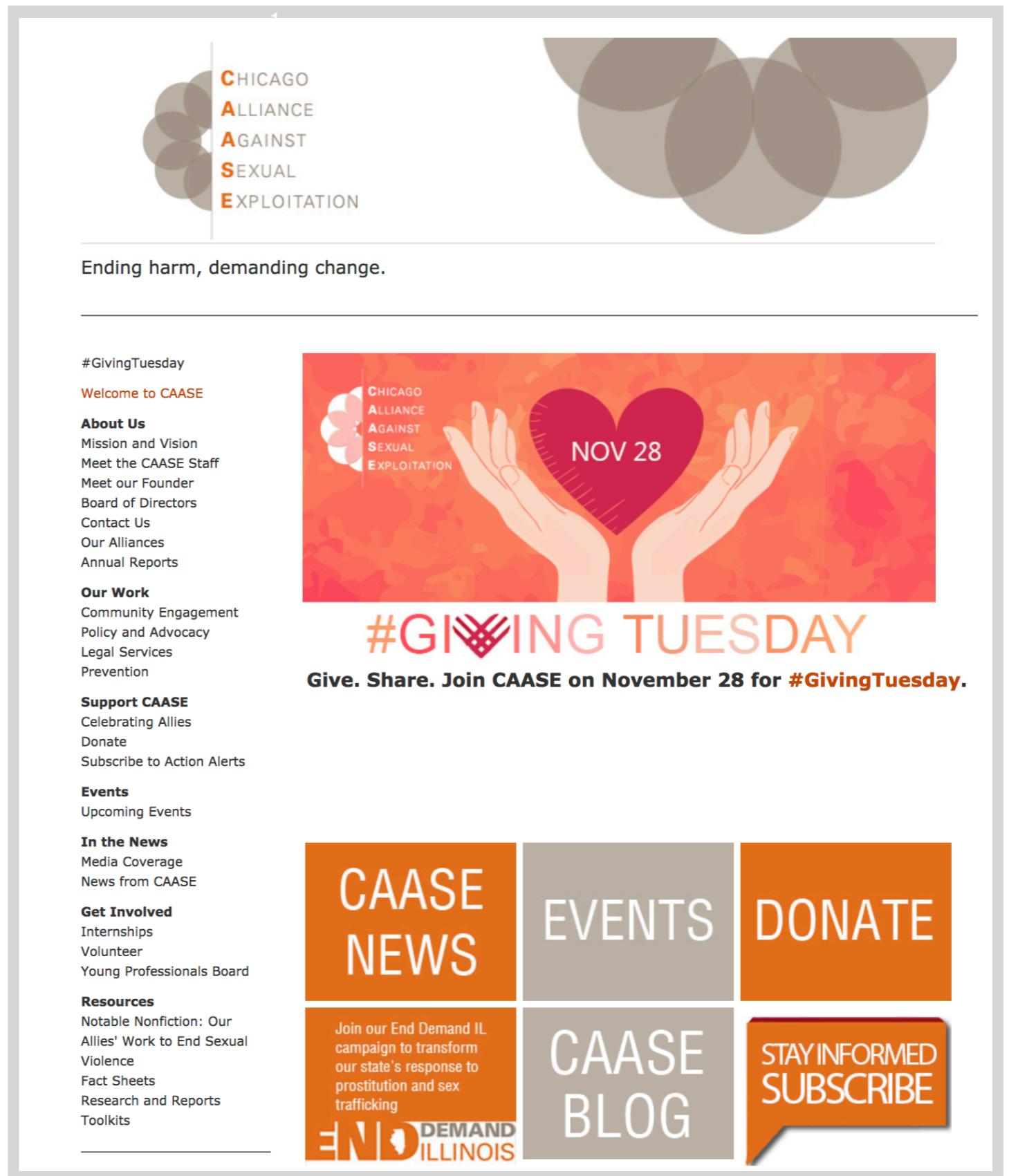
Menu headers don't stand out relative to the links under them. Having the menu fully written out gives the site a text heavy feel.

3 Layout

Fixed width, could utilize more space.
Awkward white spaces.

4 Form & Data Entry

Orange buttons in the bottom right could be organized differently, may not need to be that big. The call to action should be more obvious.



The screenshot shows the CAASE website homepage. At the top left is the organization's logo, "CHICAGO ALLIANCE AGAINST SEXUAL EXPLOITATION", with a stylized cluster of overlapping circles to the left. To the right is a large graphic of three hands holding a red heart, with the text "Ending harm, demanding change." below it. The main navigation menu on the left includes sections like "#GivingTuesday", "Welcome to CAASE", "About Us" (Mission and Vision, Staff, Founder, Board, Contact, Alliances, Reports), "Our Work" (Community Engagement, Policy and Advocacy, Legal Services, Prevention), "Support CAASE" (Celebrating Allies, Donate, Action Alerts), "Events" (Upcoming Events), "In the News" (Media Coverage, News from CAASE), "Get Involved" (Internships, Volunteer, Young Professionals Board), and "Resources" (Nonfiction, Fact Sheets, Research Reports, Toolkits). On the right side, there are several large, colorful buttons: "CAASE NEWS" (orange), "EVENTS" (grey), "DONATE" (orange), "CAASE BLOG" (grey), and "STAY INFORMED SUBSCRIBE" (orange speech bubble). At the bottom left is the "END DEMAND ILLINOIS" logo.

CAASE

1 Information Architecture

Architecture is understood but feels like I'm reading a textbook. The information is necessary but could be displayed differently

2 Forms & Data Entry

Donate/Subsribe/Join should be prevalent



**CHICAGO
ALLIANCE
AGAINST
SEXUAL
EXPLOITATION**

Ending harm, demanding change.

#GivingTuesday

Welcome to CAASE

About Us

- [Mission and Vision](#)
- [Meet the CAASE Staff](#)
- [Meet our Founder](#)
- [Board of Directors](#)
- [Contact Us](#)
- [Our Alliances](#)
- [Annual Reports](#)

Our Work

- [Community Engagement](#)
- [Policy and Advocacy](#)
- [Legal Services](#)
- [Prevention](#)

Support CAASE

- [Celebrating Allies](#)
- [Donate](#)
- [Subscribe to Action Alerts](#)

Events

- [Upcoming Events](#)

In the News

- [Media Coverage](#)
- [News from CAASE](#)

Get Involved

- [Internships](#)
- [Volunteer](#)
- [Young Professionals Board](#)

Mission and Vision

Vision
CAASE envisions a community free from all forms of sexual exploitation, including sexual assault and the commercial sex trade.

Mission
CAASE addresses the culture, institutions, and individuals that perpetrate, profit from, or support sexual exploitation. Our work includes prevention, policy reform, community engagement, and legal services.

Our Work:

PREVENTION
CAASE creates and implements educational curricula that encourage high-school-age men and women to work against sexual exploitation. [Learn more.](#)

POLICY AND ADVOCACY
CAASE advocates for legislative and policy reforms that will increase legal and social accountability for perpetrators of harm, especially sex traffickers, pimps, people who buy sex, and those who commit sexual assault. We also promote broad community support for services and resources for survivors. CAASE advises law enforcement, policy makers, and other stakeholders on best practices relating to sex trafficking, prostitution, and rape. [Learn more.](#)

COMMUNITY ENGAGEMENT
CAASE works to prevent sexual exploitation by increasing public understanding of the harms inherent in the sex trade. Our approach to engagement includes research and the arts. Additionally, CAASE develops toolkits for nonprofits, faith-based groups, schools, businesses, feminist groups, and other communities and individuals who would like to take action against sexual harm. [Learn more.](#)

CAASE - Specific Areas of Improvement

1 Header

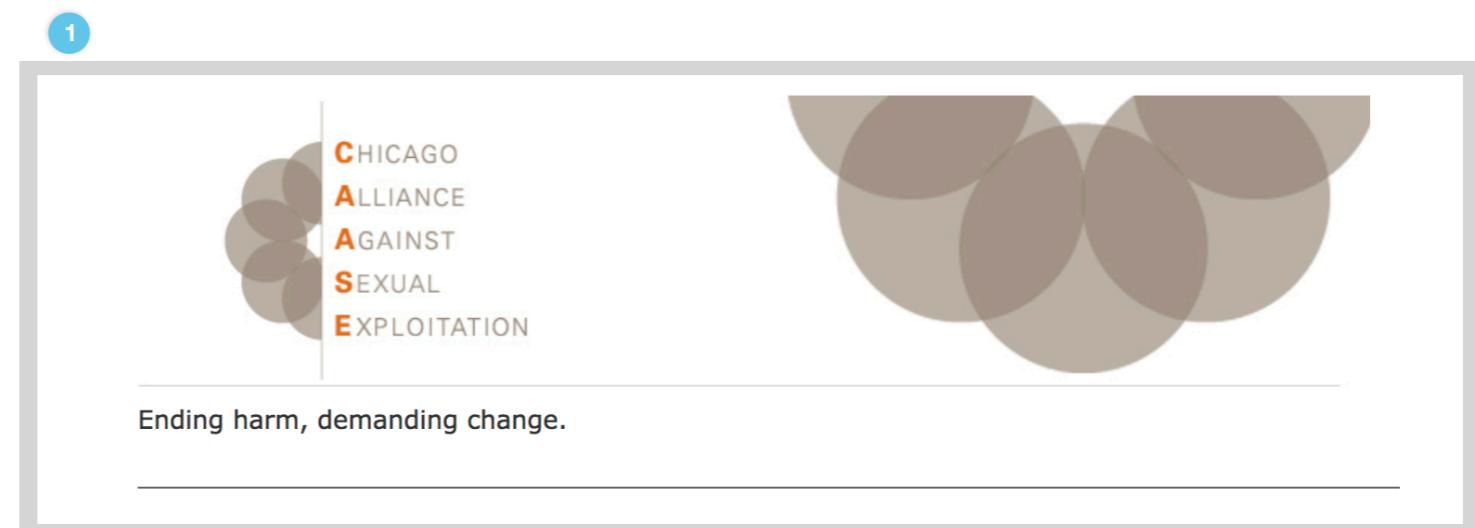
More emphasis on slogan

2 Menu

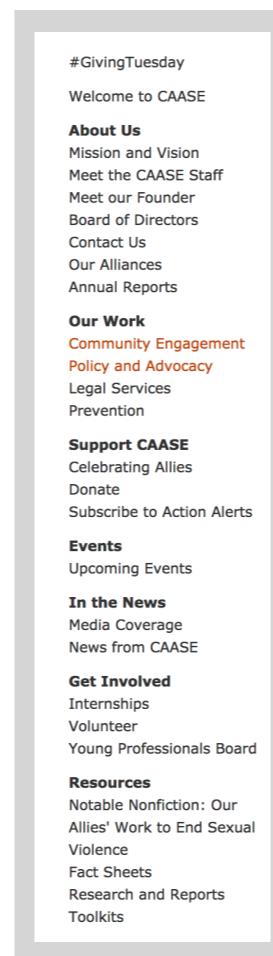
Collapsible, perhaps include in header

3 Welcome Page

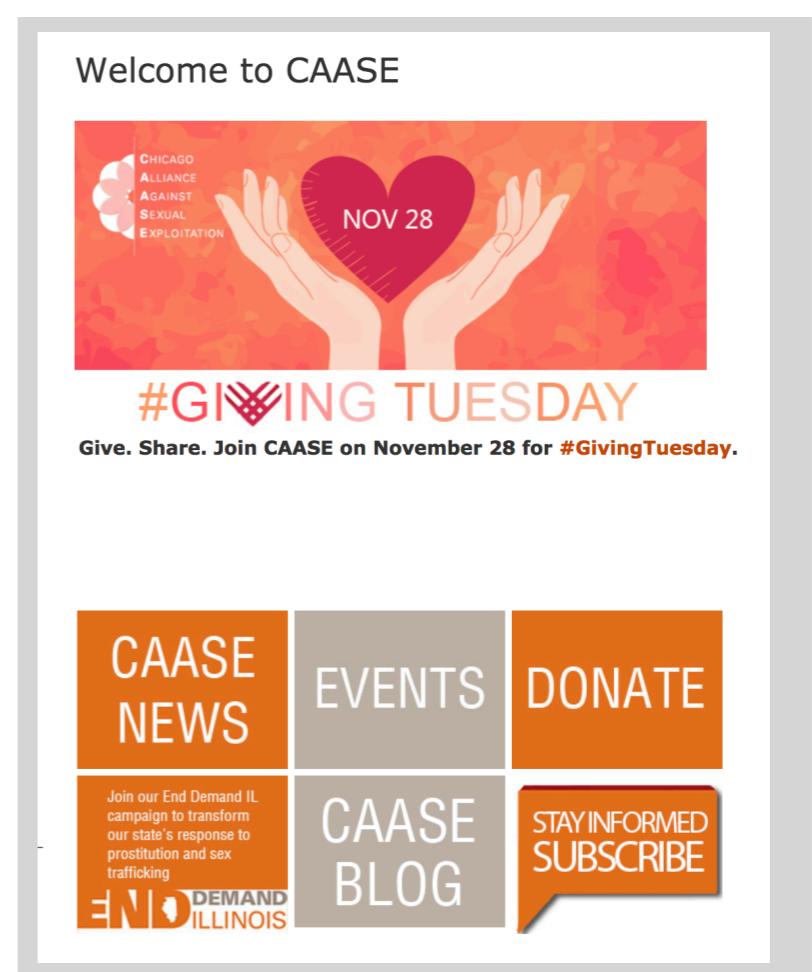
Doesn't engage the user, doesn't compel to give. The first thing people see when entering the page is an ask for donations – why should they donate?



2



3



Non-Profit Chosen Specific Areas of Improvement

1 Giving Tuesday

Big upcoming campaign, the page could use more visuals rather than just pure text

2 Subscribe/Donation Page

Some unnecessary parts, could be a faster and smoother way to do this

3 End Demand

The End Demand movement is a big part of CAASE's mission – it could almost be an entire website by itself. It could be more prominent on the welcome page

1

#GivingTuesday



Give more.

Give. Share. End sexual exploitation.

2

Subscribe to email alerts

Sign up for monthly e-newsletters, event announcements, action alerts & more! Hear the latest about how we're transforming our community response to sexual exploitation.

Title

First Name*

Middle Name

Last Name*

Suffix

Country

Address Lines

City/Town/District

State/Province/Region

Postal Code

County

Email*

Confirm Email*

Phone*

3

End Demand Illinois



End Demand Illinois (EDI) is a multi-year, statewide campaign to transform our community's response to prostitution.

02. COMPETITOR ANALYSIS

North Texas Coalition Against Human Trafficking

1 Information Architecture

Informs the user about human trafficking in general before giving any other information about the organization

2 Visuals

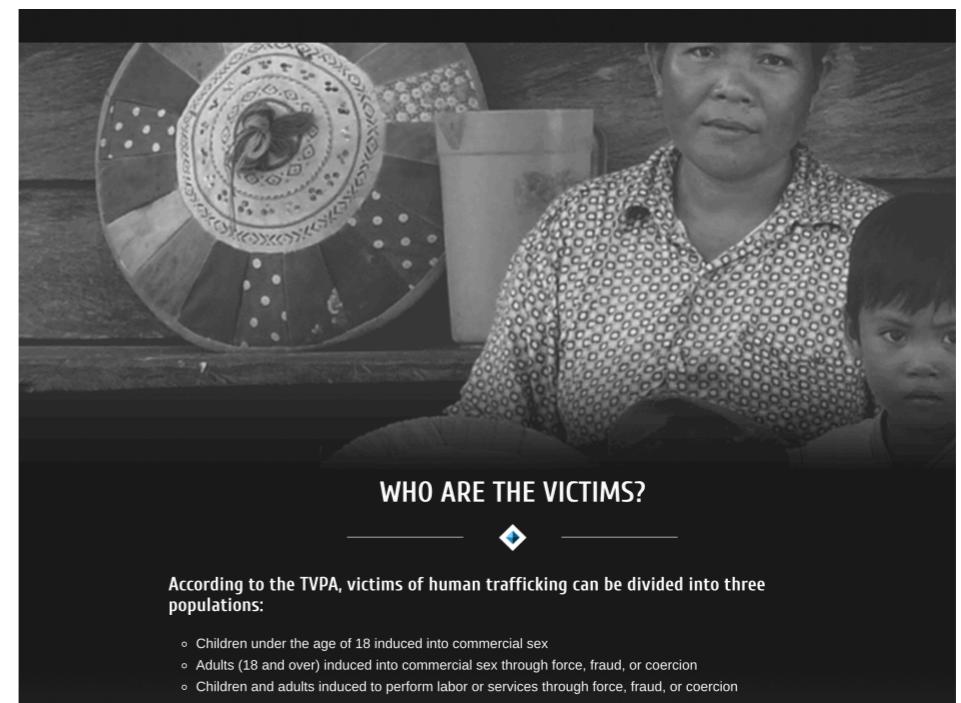
Engaging and evocative

3 Form & Data Entry

Donate and Contact/Subscribe are easy to find but not so in your face

4 Layout

Not totally consistent on all pages, but easy to navigate and establishes hierarchy



CAST (Coalition to Abolish Slavery and Trafficking)

1 Information Architecture

Key words/trigger words are presented first and emphasized. There is no heavy body text until you navigate to other pages.

2 Visuals

Text over image, colors to create hierarchy. Nice combos of color overlaying images and text on top.

3 Form & Data Entry

Donate button is at the top and in red (compared to other menu items that are black) but I don't think it's totally in the user's face.

4 Layout

Copy is not super dense but still informative. Statistics are laid out well, compared to CAASE who's statistics are written in body paragraphs.



THE ISSUE	TRAINING & RESOURCES	ABOUT CAST
ABOUT HUMAN TRAFFICKING GET INVOLVED EDUCATE REPORT HUMAN TRAFFICKING SUPPORT CONNECT VOLUNTEER CAREERS INTERNSHIPS SUPPORT POLICY POLICY INITIATIVES POLICY SUCCESSES EVENTS	TRAINING HUMAN TRAFFICKING 101 TRAINING PRO BONO TRAINING LEGAL ANTI-TRAFFICKING WEEKLY WORKING GROUP SOCIAL SERVICES MONTHLY TECHNICAL ASSISTANCE CALL 16-HOUR LEGAL TRAINING 8-HOUR LEGAL SERVICES TRAINING FOR SOCIAL SERVICE PROVIDERS RESOURCES CAST PUBLICATIONS & REPORTS ADDITIONAL RESOURCES RESOURCES FOR LEGAL SERVICE PROVIDERS	SERVICES & PROGRAMS HOTLINE & EMERGENCY RESPONSE SOCIAL SERVICES LEGAL SERVICES SHELTER YOUTH PROGRAM SURVIVOR LEADERSHIP PARTNERSHIPS & OUTREACH TRAINING & TECHNICAL ASSISTANCE ADVOCACY & PUBLIC POLICY LEADERSHIP TEAM FINANCIALS IN THE NEWS CONTACT

Allies Against Slavery

1 Information Architecture

Inclusion of the learn more button is effective, rather than just automatically displaying all the info. The user knows exactly what they're getting in to.

2 Visuals

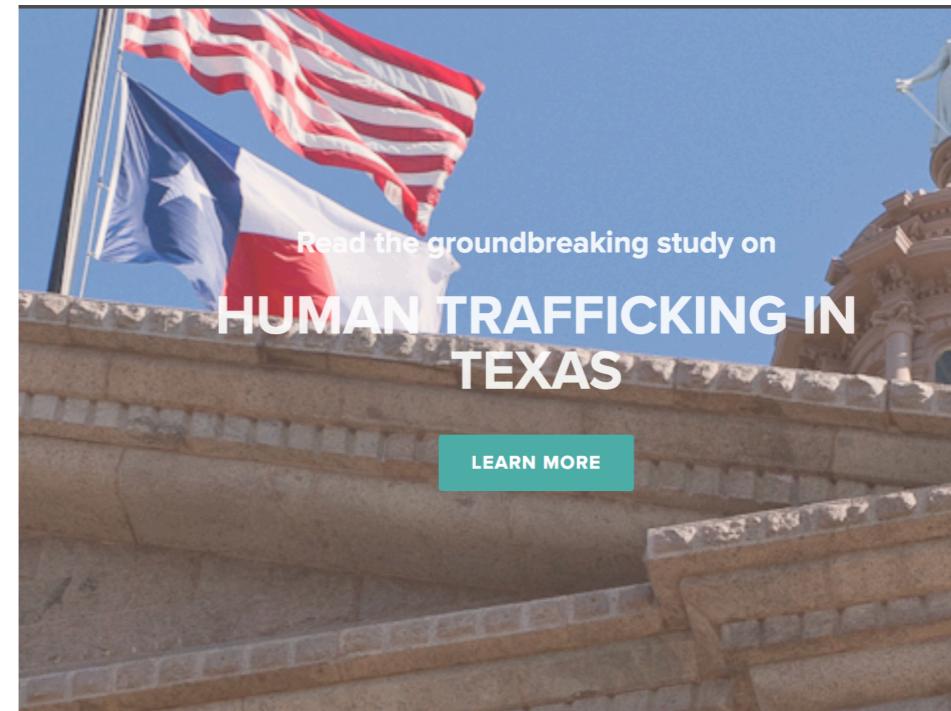
Some low quality images which aren't ideal, but they still work to communicate a message and create empathy.

3 Form & Data Entry

Mailing list is towards the bottom and only requires 3 fields. Donate button is off to the side at the top

4 Layout

On subpages, the text is split up nicely and effectively. It somehow includes a ton of info yet the user doesn't feel like they're reading an essay.



We build Slave-Free Cities by giving survivors and professionals the tools and strategies they need to overcome human trafficking together.



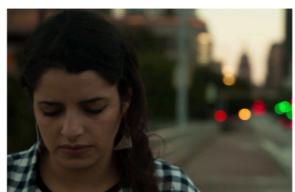
Become A Sustaining Member

Sustaining Allies Members help lay a strong foundation for a slave-free city.



Join The Movement

From justice parties to community events, you can get involved as an advocate.



Learn About Modern Slavery

Over 21 million people are enslaved today, around the world and around the corner.

Join Our Mailing List

Be the first to know about the most recent news, events and other ways to get involved in the slave-free city movement.

JOIN

We respect your privacy and promise to never share your information or send you spam.

End It Movement

1 Information Architecture

Site is more about a movement, but it effectively shares what the mission is.

Might be too much emphasis on the people involved in the movement at first. You have to scroll a bit to see who is being impacted by the movement

2 Visuals

A lot overlays and some moving imagery and animated type which may cause a little over stimulation.

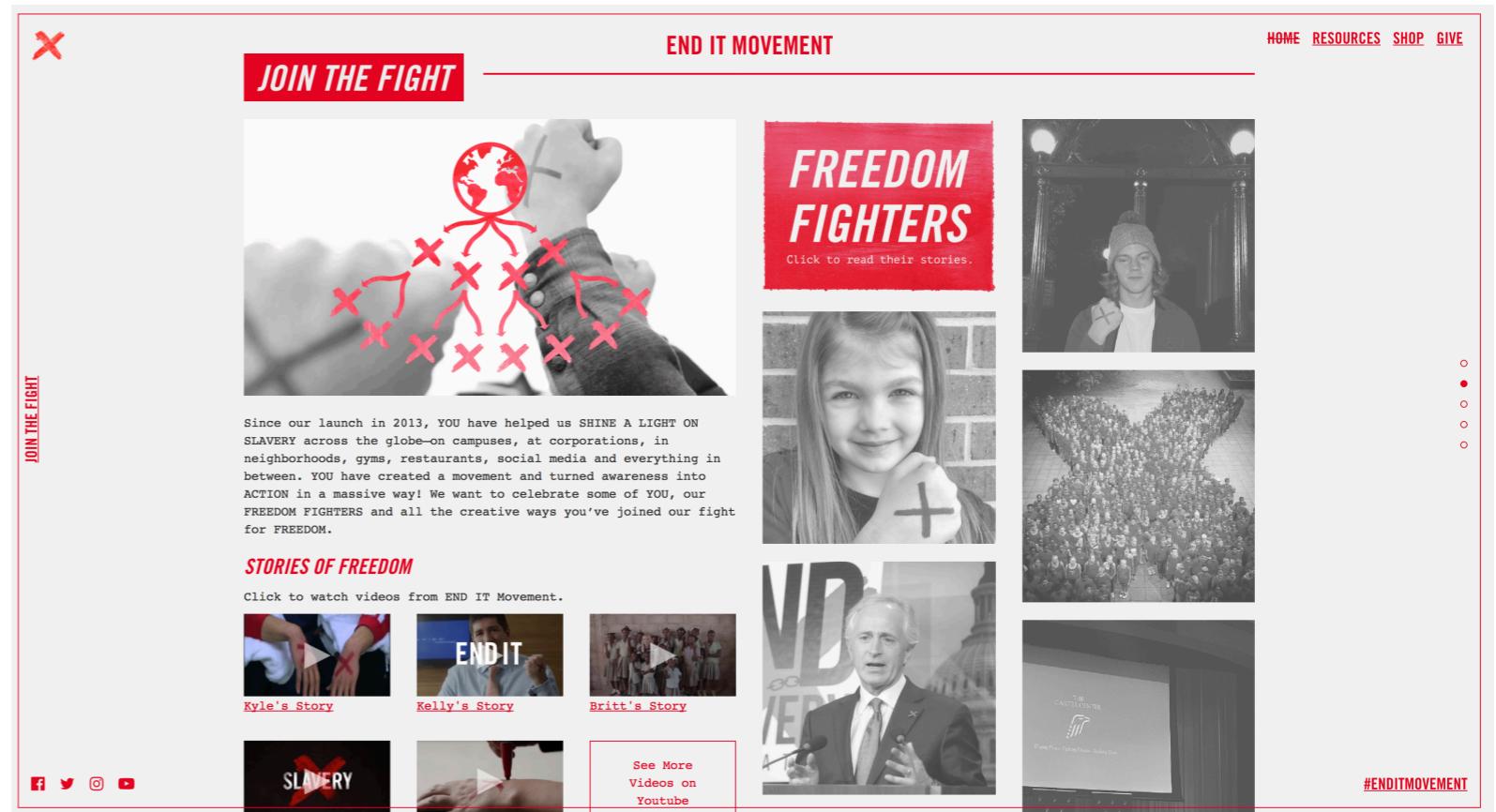
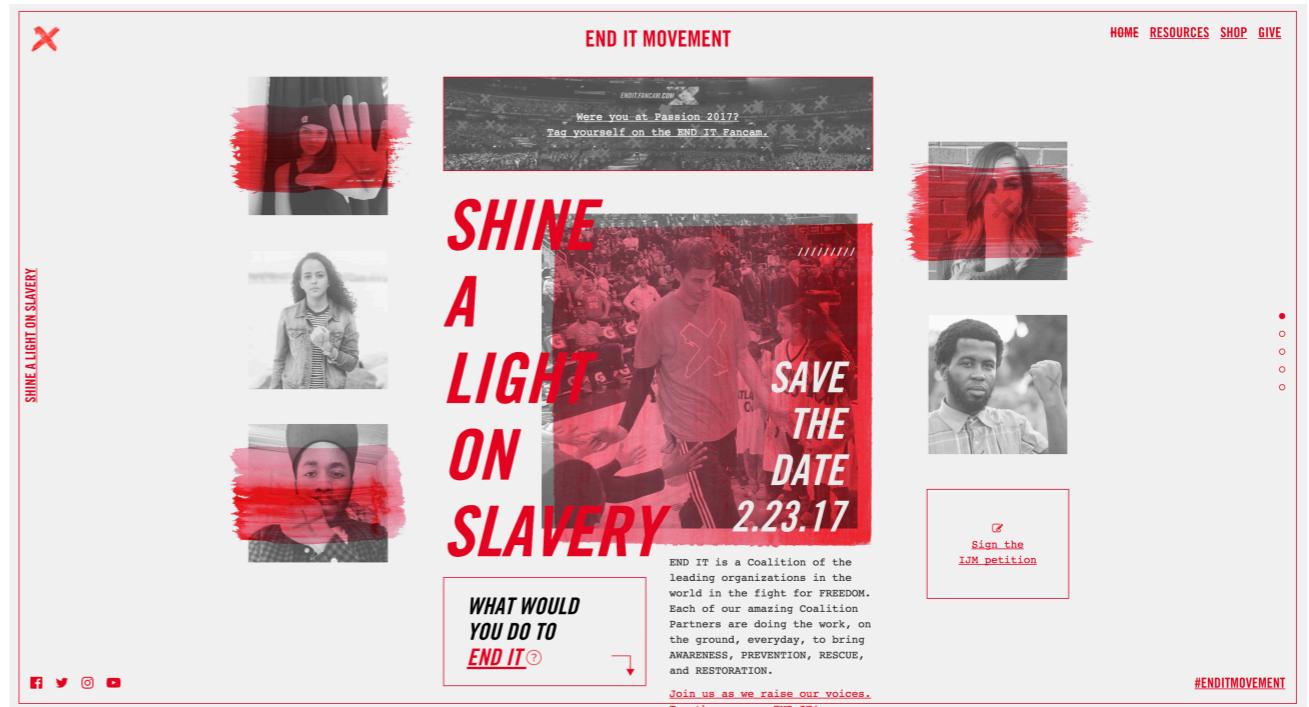
Consistent style throughout. Red accents are effective but overused

3 Form & Data Entry

Popup window, effective, doesn't take you away from what you're looking at, reinforces why you're giving.

4 Layout

Dense layout, but not extremely text heavy. Navigation is simple.



03. TRENDS ANALYSIS

Information

The way information is presented on the competing sites seems to give more info on human trafficking in general, before going in depth about their own organization.

We build Slave-Free Cities by giving survivors and professionals the tools and strategies they need to overcome human trafficking together.



Become A Sustaining Member

Sustaining Allies Members help lay a strong foundation for a slave-free city.

Join The Movement

From justice parties to community events, you can get involved as an advocate.

Learn About Modern Slavery

Over 21 million people are enslaved today, around the world and around the corner.

A large, dark, moody photograph of a woman's face in profile, looking down with a somber expression. Overlaid on the right side is text and a logo.

If you or someone you know might be a victim of human trafficking, call our free and anonymous hotline for shelter and access to services.

Free & Anonymous
Hotline: 214.823.1911
24 Hours, 7 Days a Week

A small blue diamond-shaped logo with a white outline, positioned between the text and the woman's face.

In North Texas, people are being exploited on construction sites and farms, in houses, restaurants, hotels, shops, massage parlors, factories, and in many other places.

It's Happening Here

Women, men, and children are living in situations of forced labor and commercial sexual exploitation. Through force, fraud, or coercion, they were promised better lives, then trapped by threats or violence.

It's Happening Now

By learning more and sharing your knowledge with others, you can stand up for freedom and help the most marginalized members of society reclaim their lives and voices. By joining the NTCAHT you can help us fight against human trafficking in our communities while learning about and supporting anti-trafficking efforts across North Texas.

You Can Help End It

Visuals

All the competitors heavily rely on images and use bodies of text as a supplement rather than the main content.

Visuals work to create a more engaging page and evoke a sense of empathy.

CAASE has powerful and informative video as well, it make work as something that's on autoplay on the welcoming page.



Refuge City

About Get Involved Wings Resources Blog Contact DONATE

what does the future hold?

The average age of entry into the commercial sex industry in the U.S. is between 12 and 14 years old and the average life span of a person in the sex trade is 7 years. Texas is one of the top ten states involved and there are many issues in the rescue of these children.

Read More

AWARENESS PREVENTION RESTORATION

2017 From Slavery to Freedom Gala. Explore >

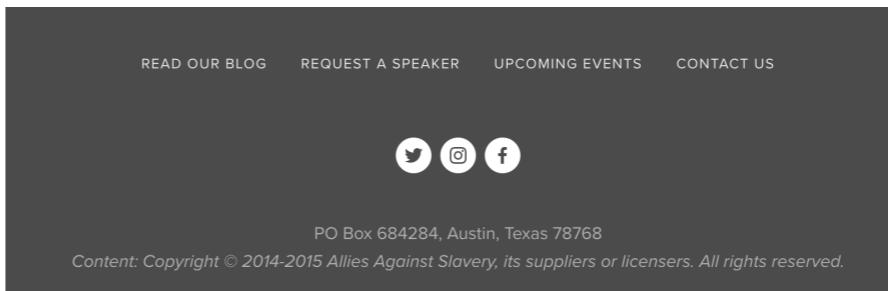
Help CAST continue to transform lives. Get Involved >

Become a survivor leader. Find out how >

Layout

All the competing sites have a much cleaner menu. If there are numerous links they are either in a hover menu or kept down at the footer.

CAASE's massive menu may feel overwhelming to the user and hard to navigate.



The screenshot shows the CAST website's header. It features a blue background with white text. The header is divided into three main sections: "THE ISSUE" (with links like "ABOUT HUMAN TRAFFICKING", "GET INVOLVED", etc.), "TRAINING & RESOURCES" (with links like "HUMAN TRAFFICKING 101 TRAINING", "PRO BONO TRAINING", etc.), and "ABOUT CAST" (with links like "SERVICES & PROGRAMS", "HOTLINE & EMERGENCY RESPONSE", etc.).

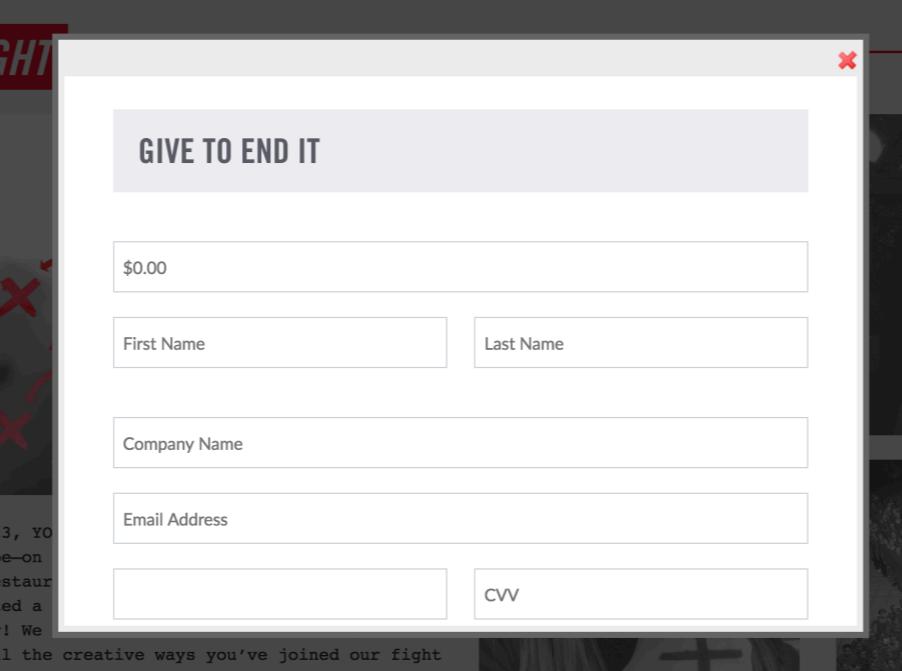
[HOME](#) [RESOURCES](#) [SHOP](#) [GIVE](#)



Donate/Subscribe Forms

The donate and subscribe forms are much simpler and their buttons are in more accessible spots.

Especially the donation pages feel more secure than CAASE's.



The screenshot shows a donation form titled "GIVE TO END IT". It includes fields for amount (\$0.00), first name, last name, company name, email address, and CVV. To the right, there is a summary section for "Mosaic Family Services" with a total of \$0.00 USD, options to make it a monthly donation, add special instructions, and log in with a PayPal account. There is also a link to "Donate with a debit or credit card".

GIVE TO END IT

\$0.00

First Name _____ Last Name _____

Company Name _____

Email Address _____

CVV _____

**Donate to
Mosaic Family Services**

Purpose: North Texas Coalition Against Human Trafficking
NTCAHT

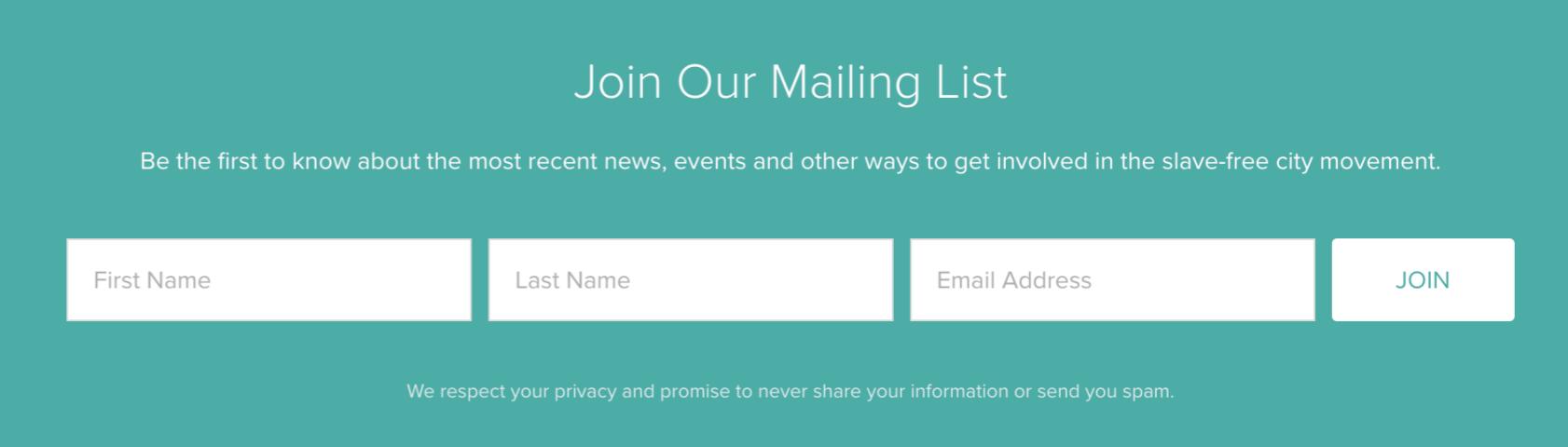
\$0.00
USD

Make this a monthly donation [?](#)

[Add special instructions to the seller:](#)

[Have a PayPal account? Log in](#)

Donate with a debit or credit card



The screenshot shows a mailing list sign-up form with a teal background. It features a title "Join Our Mailing List" and a subtitle "Be the first to know about the most recent news, events and other ways to get involved in the slave-free city movement." Below this are fields for First Name, Last Name, Email Address, and a "JOIN" button. At the bottom, a small note states "We respect your privacy and promise to never share your information or send you spam."

Join Our Mailing List

Be the first to know about the most recent news, events and other ways to get involved in the slave-free city movement.

First Name _____ Last Name _____ Email Address _____ JOIN

We respect your privacy and promise to never share your information or send you spam.