Website Ideas

These ideas cater to the "typical" visitors to not-for-profit websites, people who want to help and people who need help

1. Header (shows on every page) promoting email sign up
   - Could be used for event promotions, sharing "helping" opportunities or bringing awareness for changes
   - A way to keep interested individuals updated about your organization such as providing links to your blog posts

2. Events Page
   - Showcasing a calendar view with a monthly, weekly, and/or daily basis
   - https://vancouver.ca/news-calendar/calendar-of-events.aspx
   - https://www.boardoftrade.com/events
     - Has a calendar view and list view
     - When you click on an event name it should expand to share more event details and how to join etc.
   - Includes schedule of internal/external events, workshops, and program timings (ex. Outreach program)

3. Programs Page
   - List all the programs with a representative image
   - Should be able to click program name or image to be directed to a page discussing the program in depth
     - **INCLUDE images, testimonials, stories, statistics**
   - Should share information on how to join the program if you need help clearly

4. Partner Logo (already suggested to Karina)
   - Create three categories such as Gold, Silver, Platinum representing donation dollar segments only privately known
   - Sizing the logo larger to smaller according to their category, hence, who donated more
   - Should appear at the bottom

5. How to get involved independent page
   - Volunteering
     - Showcase clear volunteer opportunities such as commitment time, type of roles, and responsibilities
     - Individuals complete survey before getting contacted
     - Share their benefits (reference letter, hours log, or certificate)
   - Careers

- ● Donation
- ● Run your Own Fundraising Events

6. On Front Page
- ● Promote signing up to upcoming Watari Tour dates
- ● A box/widget "Stories of Individuals Watari Helped"
  - ○ Directs to a page full of stories of Watari's impact on youth, adults, and the community.
- ● Box/widget "Let Us Help You"
  - ○ Directs to page listing all their programs separated in youth, adult, etc categories
  - ○ Explain how to contact or sign up and the process they will go through
  - ○ Clearly state somewhere " IF this not what you are looking for please use this SURVIVAL MANUAL"

7. Navigation Bar should include the following:
- ● About Us
  - ■ A side box inside the page directing to financial reports, board members, and annual reports
- ● Get Involved
- ● Events/Workshops
- ● Programs
- ● Contact Us
- ● Donate/Canada Helps