



AMERICAN FOREST FOUNDATION



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## NEWS & STORIES



### FEATURED ARTICLE

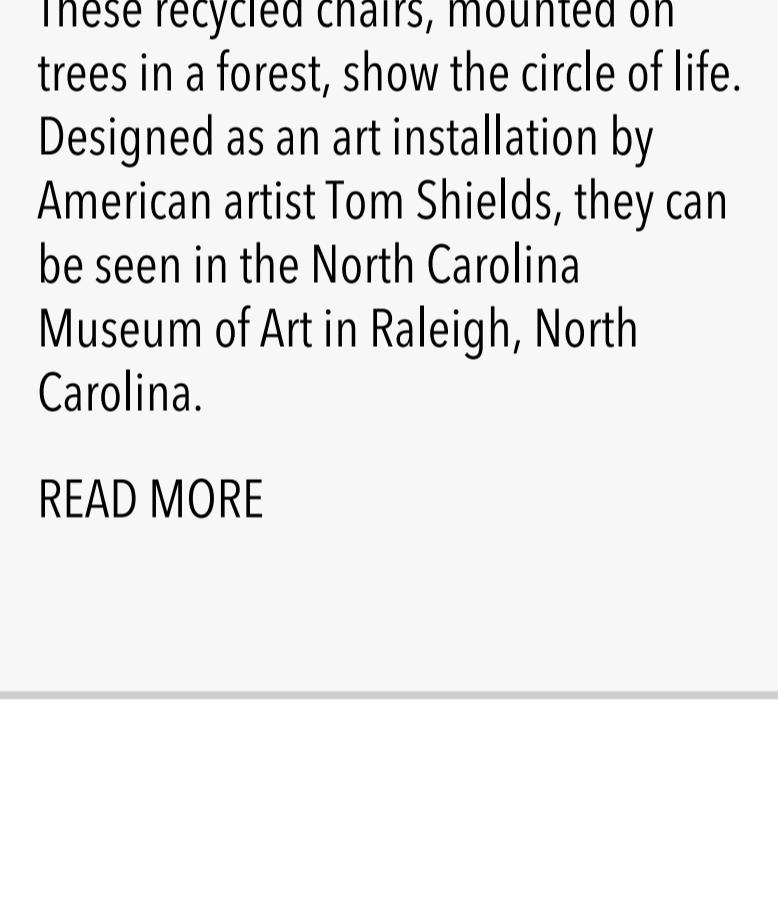
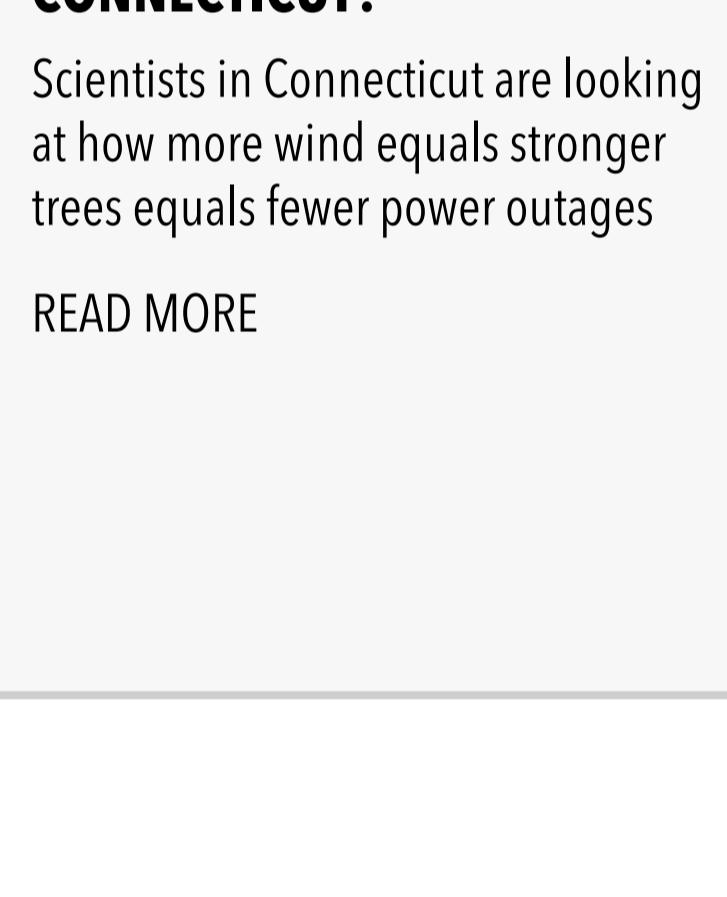
#### **LEARN ABOUT OAK WINE BARREL STAVES FROM THE SON OF A CORK TREE FARMER**

We've all heard vintners talk of "time spent on oak" when referring to their winemaking regimen. However, Pierre Seillan is the first winemaker to tell me specifically what forest each of his barrels comes from and how the differences influence his wine.

[READ MORE](#)

#### **A POLAR VORTEX SILVER LINING**

The extreme temperatures moving in with Sunday's arctic blast may kill off a significant percentage of emerald ash borer larvae, according to one of the premier forestry experts in Minnesota.

[READ MORE](#)


#### **LEARN MORE ABOUT THIS FOREST PEST ON MY LAND PLAN**

Though it's smaller than a grain of rice, the southern pine beetle has a huge impact on forest health. Outbreaks have caused over \$1 billion in damages since 1999, and more than 8 million acres remain at risk.

[READ MORE](#)

#### **CAN SCIENCE DEVELOP STRONGER TREES IN CONNECTICUT?**

Scientists in Connecticut are looking at how more wind equals stronger trees equals fewer power outages

[READ MORE](#)

#### **RECYCLED CHAIRS FIND A PLACE IN THE TREES**

These recycled chairs, mounted on trees in a forest, show the circle of life. Designed as an art installation by American artist Tom Shields, they can be seen in the North Carolina Museum of Art in Raleigh, North Carolina.

[READ MORE](#)

## OUR INITIATIVES



#### **RESTORING MISSISSIPPI'S PINY Woods**

American Forest Foundation's is reaching out to landowners in Mississippi's Piney Woods to help improve forest management and restore longleaf pine.

[READ MORE](#)

#### **PROTECTING WATERSHED IN WISCONSIN**

The forests of Wisconsin's Driftless Area are in crisis, threatened by unplanned development and unsustainable logging practices. A network comprising AFF and other conservation groups is helping landowners use sustainable practices to improve the health of their land.

[READ MORE](#)

#### **CONTACT**

2000 M Street, NW Suite 550 | Washington, DC 2003  
P 202-765-3660 | F 202-827-7924 | [info@forestfoundation.org](mailto:info@forestfoundation.org)



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# REPORTS

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## REPORT: FARM BILL UPDATE

Report Overview

EQIP

Program Data  
Improving Water Quality  
Increasing Recreation  
Good Management Practices

WHIP

Program Data  
Wetland Improvements  
Restoring Longleaf Forests  
Conservation Management

CSP

Program Data  
Passing on Stewardship  
Fighting Invasives  
Restoring Strip Mines

Other Programs

Data for Programs  
Reducing Erosion  
Disaster Recovery  
Restoring Water Quality

## REPORT: BUILDING WITH WOOD

The Green Choice

Cost-Effective Way to Build

Innovating with Wood

Help Conserve Forestland

Safety

Take the Pledge

## REPORTS: ARCHIVES

MOST RECENT

MOST VIEWED

### THE GREEN CHOICE

Building with wood offers many environmental benefits. It is the only major building material that is renewable and sustainable.

[READ MORE](#)

### A COST-EFFECTIVE WAY TO BUILD

Not only is wood environmentally friendly, safe, and durable, it is also cost-effective. Abundant and readily available, wood can often be locally sourced.

[READ MORE](#)

### MATERIAL OF THE FUTURE

Thanks to advances in wood design and engineering, wood is being used in new and exciting ways to build taller, multi-story structures.

[READ MORE](#)

### KEEPS FORESTS AS FORESTS

With income from selling their wood, forest owners can reinvest resources back into their land—keeping it as a forest. Strong markets for wood products are an essential ingredient to keeping forests, forests.

[READ MORE](#)

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# REPORTS

## REPORTS

[VIEW ALL](#)

### REPORT: FARM BILL UPDATE

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Good Management Practices

WHIP

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Wetland Improvements

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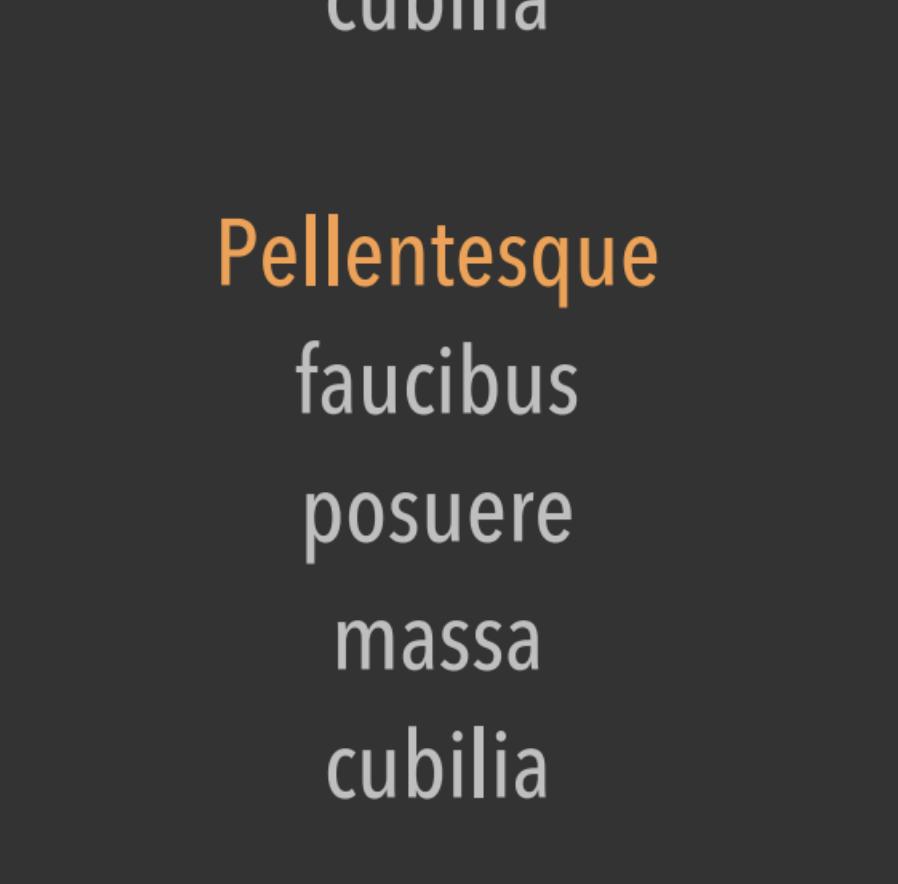
Safety

Take the Pledge

### REPORTS: ARCHIVES

MOST RECENT

MOST VIEWED



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# VALUES & GOALS

## MISSION

We ensure the sustainability of America's family forests for present and future generations in conjunction with our strategic partners.

## VISION

AFF is committed to creating a future where North American forests are sustained by the public that understand and values the social, economic, and environmental benefits they provide to our communities, our nation, and the world.

## VALUES

- All Americans have a stake in the future of our nation's forests.
- Forest owners are stewards of vital resources that provide value to their communities, the nation, and the world.
- Environmental education enables citizens to learn the skills and gain the knowledge necessary to make informed decisions about our natural resources.
- Our success depends on the passion of volunteers and the capacity of state based organizations who share our goals. Likewise, we share responsibility for assuring they have the resources they need to succeed.

## LONG-TERM

- Increase public awareness and understanding of the role that forests and the environment play in our lives, and build the skills and commitment needed to conserve and sustain them.
- Develop and advance policies and programs that support conservation, environmental education, and sustainable forests.
- Enhance the ecological, social, and economic viability of family forestland ownership.
- Increase the number of family forest owners who sustainably manage natural resources.
- Support research that fills gaps in our understanding of forest ecology, the socio-economic dimensions of forest ownership and management, and the impact of public policies on forest sustainability

We can't do any of this without the support and commitment of our partners, volunteers, and supporters.

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# MISSION, VISION, VALUES & GOALS

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# DONATE

## SUPPORT AMERICA'S FORESTS!

When you give to the American Forest Foundation, you are ensuring a healthy future for our nation's forests and educating the next generation of Americans about the environmental challenges they will face. Below, find out how much forested land your donation will help us sustainably manage and how many students your donation will provide with top-notch forest and conservation education.

100% of your contribution goes towards our programs. Nothing goes to administration or overhead.

[DONATE NOW](#)

[MONTHLY GIVING](#)

[PLANNED GIVING](#)

## DONATE

### ENTER AMOUNT

### METHOD

Credit Card  Pay Pal

### REASON FOR DONATION

I want my donation to be dedicated:  OPTIONAL

Please send an acknowledgement to the individual or organization to whom I am dedicating my donation.

Donate 100% - Add 3% so that 100% of the donation goes to American Forest Foundation.

Donate 97% - I understand Network for Good will deduct 3% to cover transaction costs.

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Please send an acknowledgement to the individual or organization  
to whom I am dedicating my donation.

## GIVING OPTION

Your donation is securely processed by our nonprofit partner, Network for Good, with a 3% transaction fee to cover credit card fees, bank fees, and other processing costs. Please consider chipping in an additional 3% so 100% of your donation amount goes to us.

Donate 100% - Add 3% so that 100% of the donation goes to American Forest Foundation.

Donate 97% - I understand Network for Good will deduct 3% to cover transaction costs.

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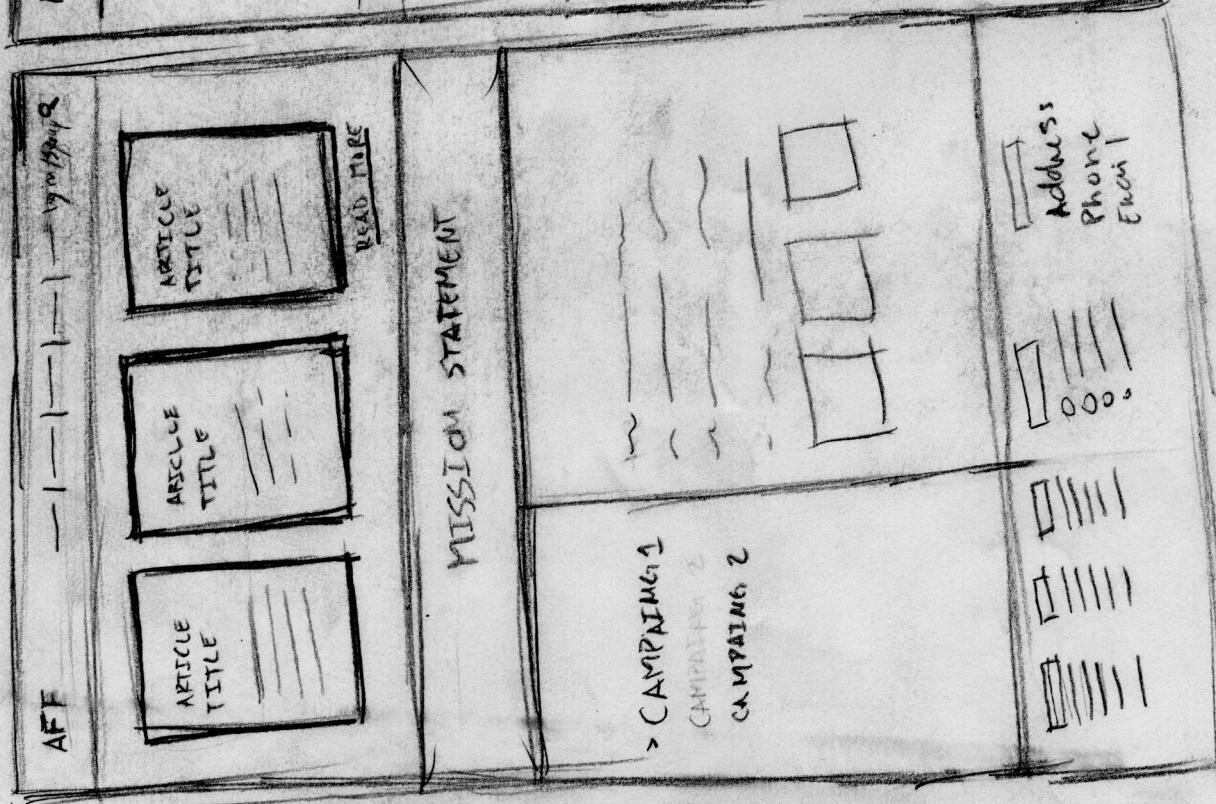
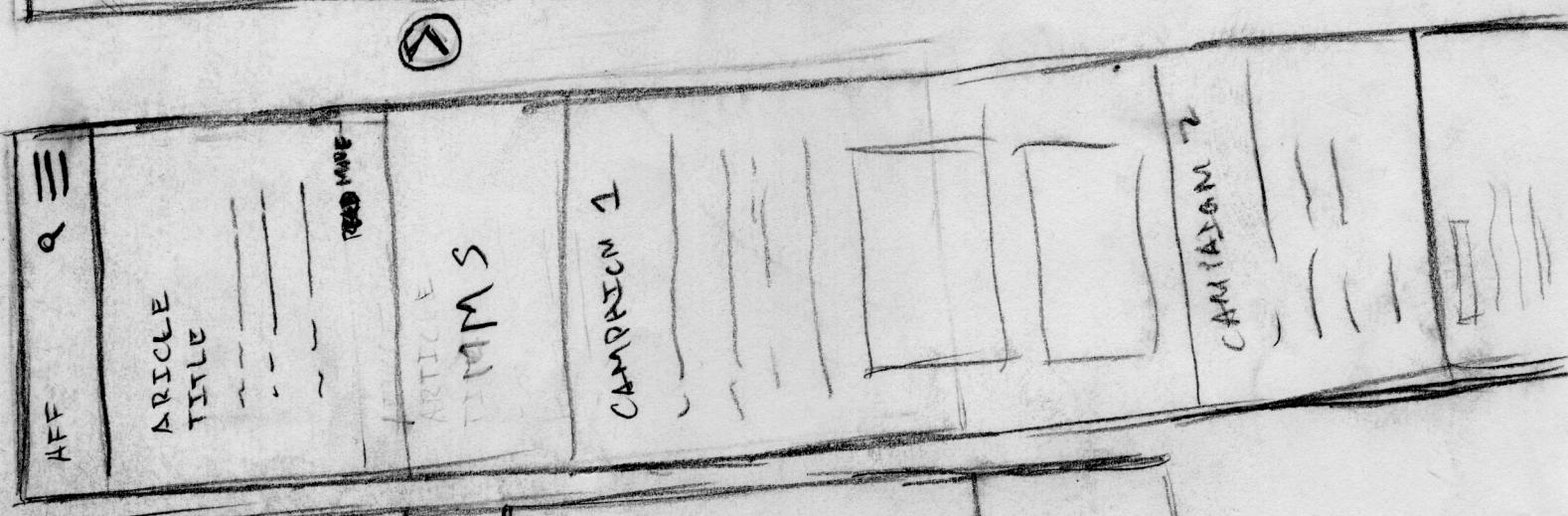
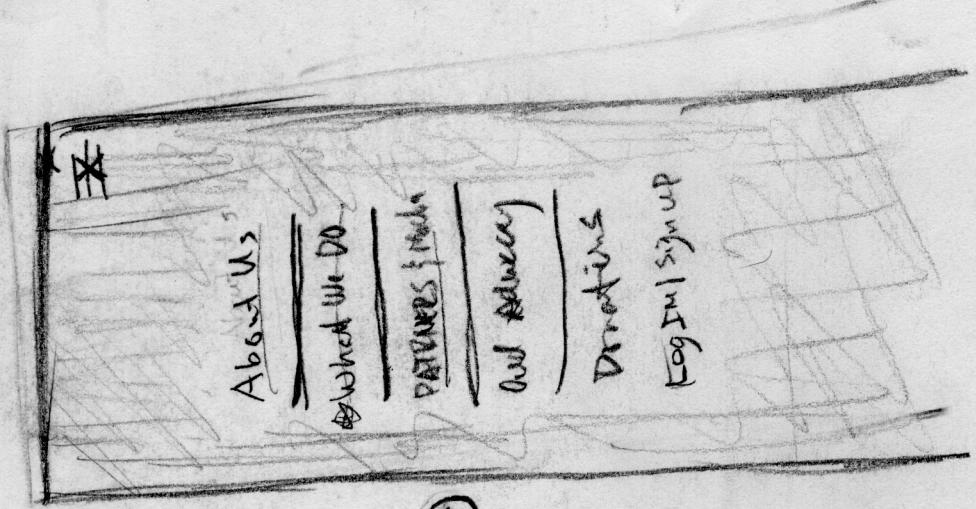
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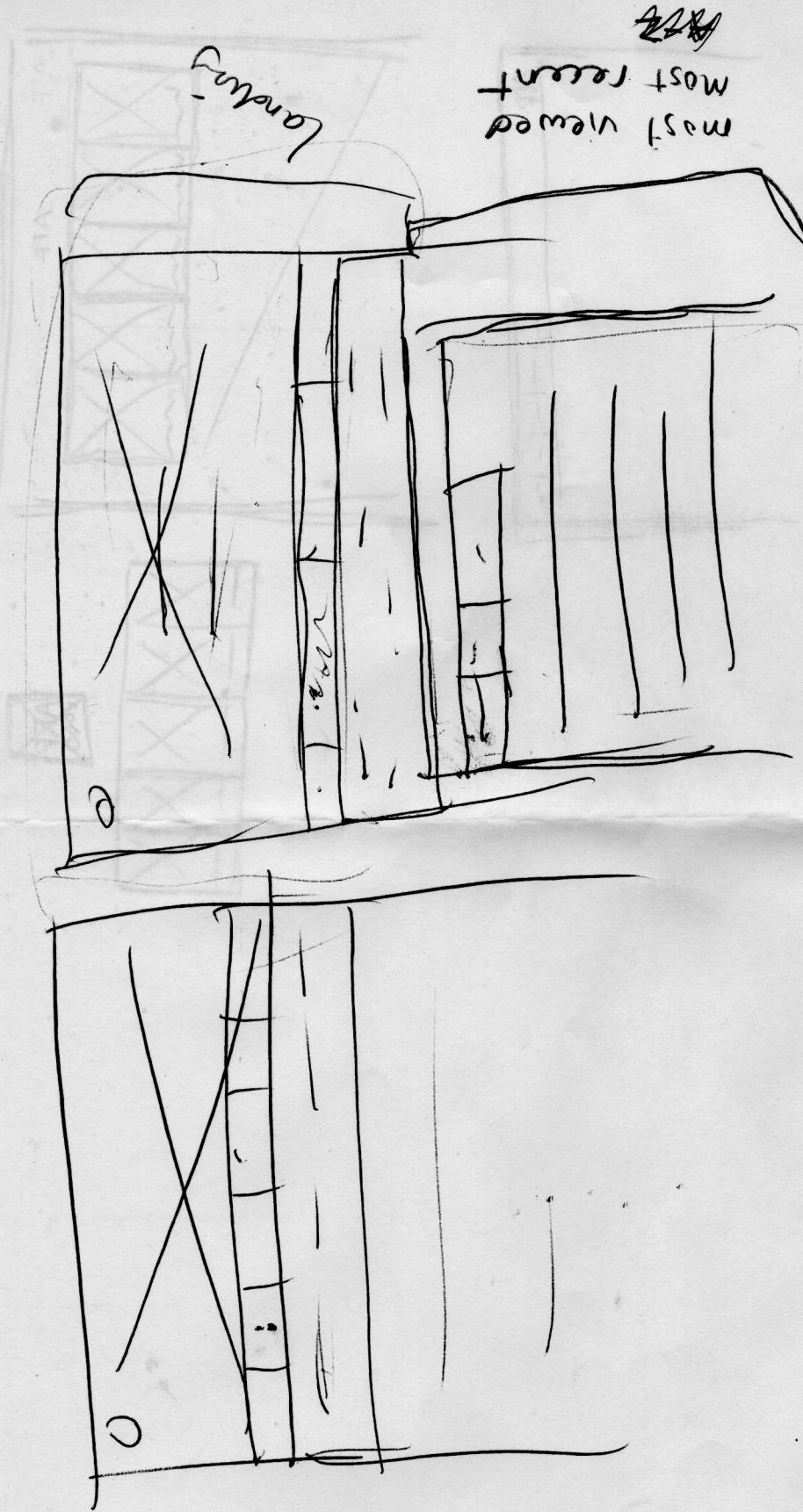
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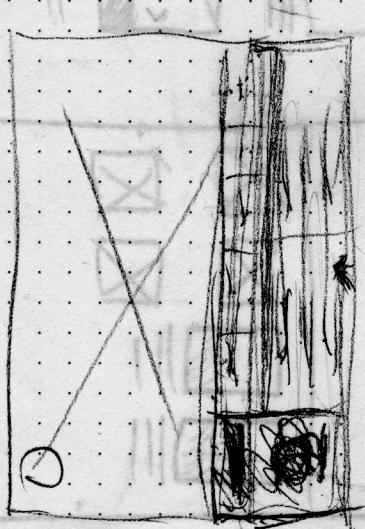
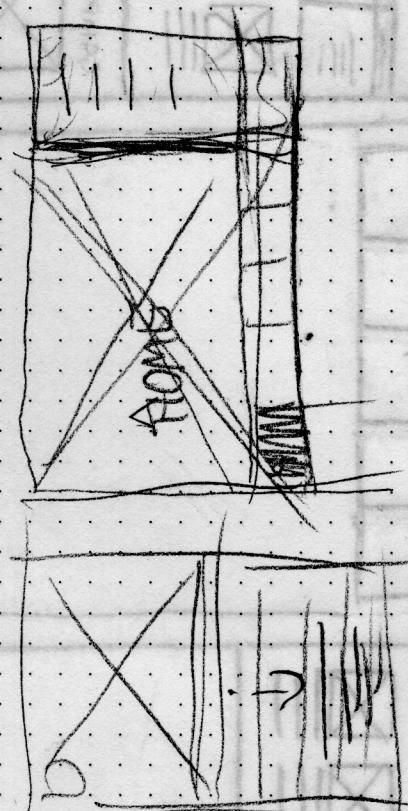
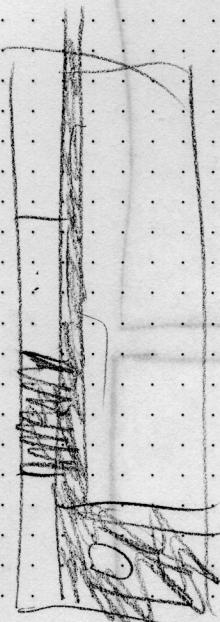
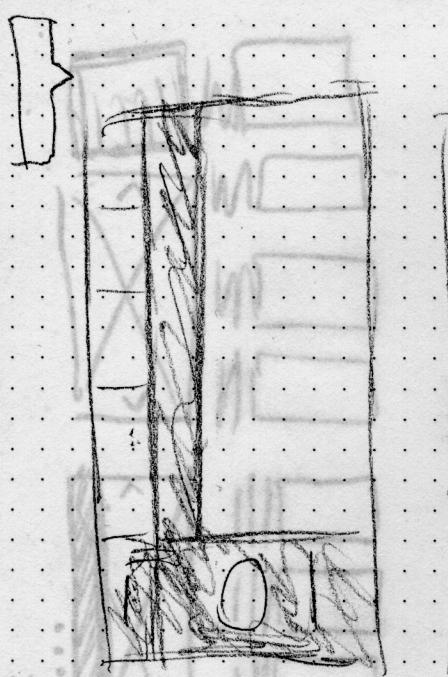
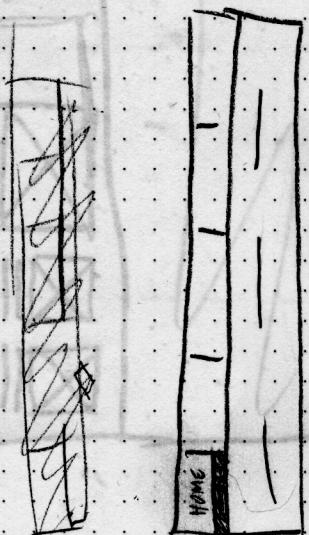
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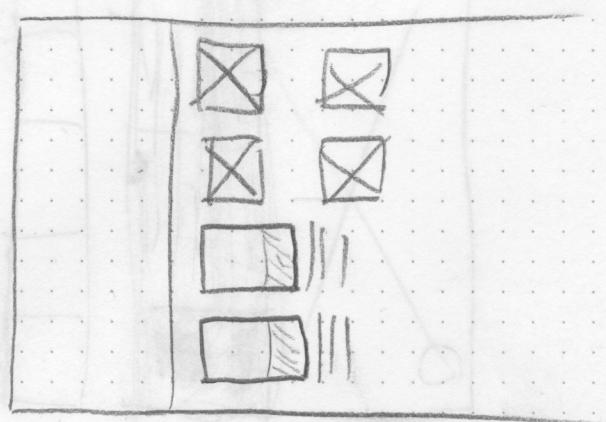
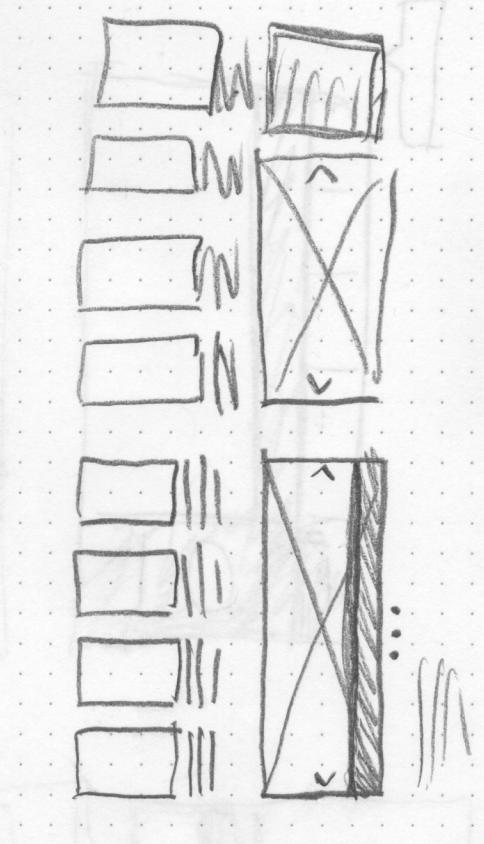
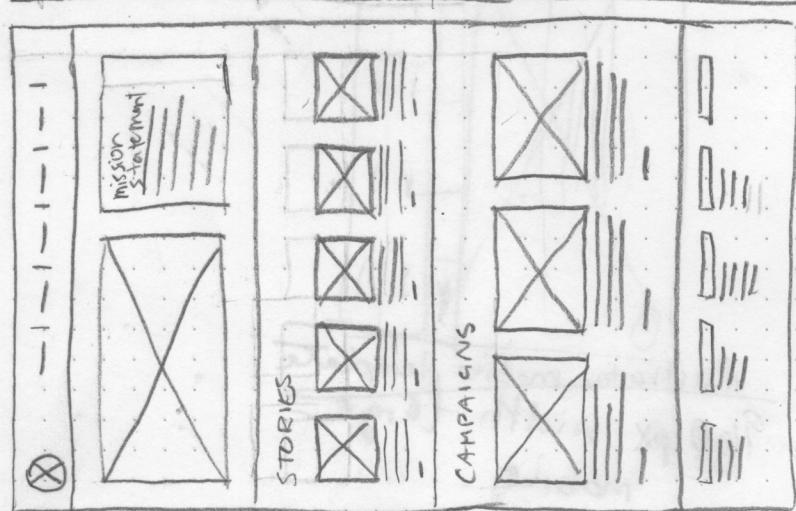
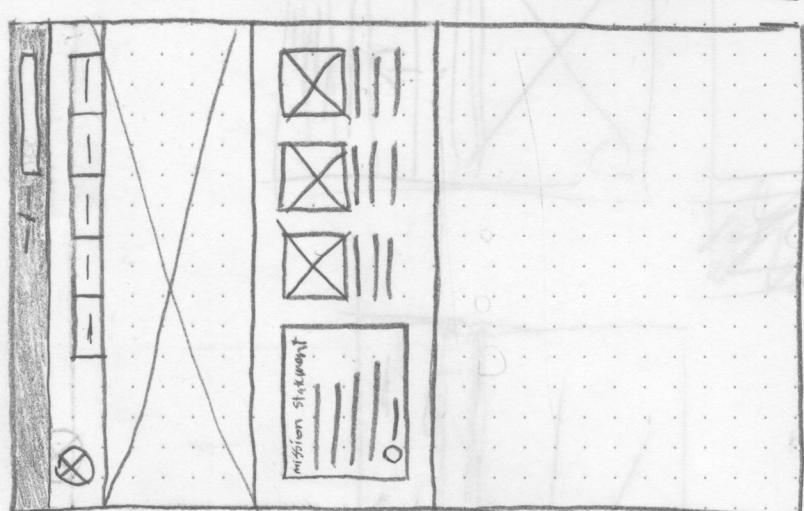
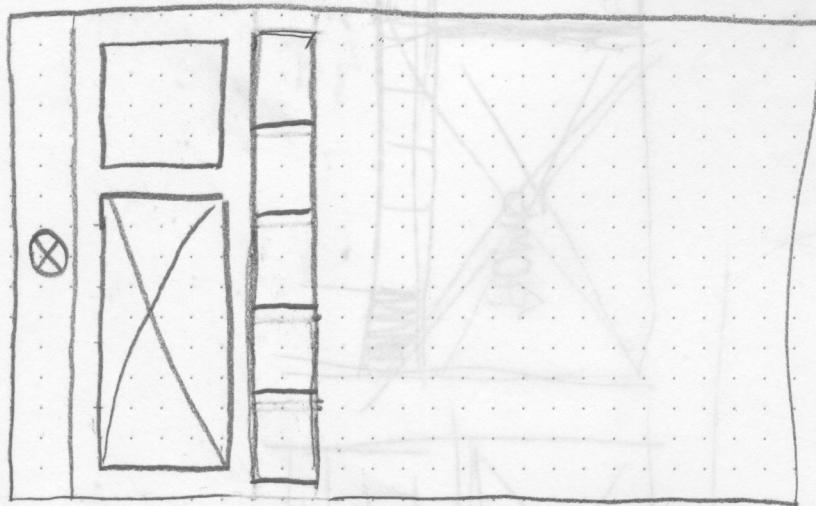
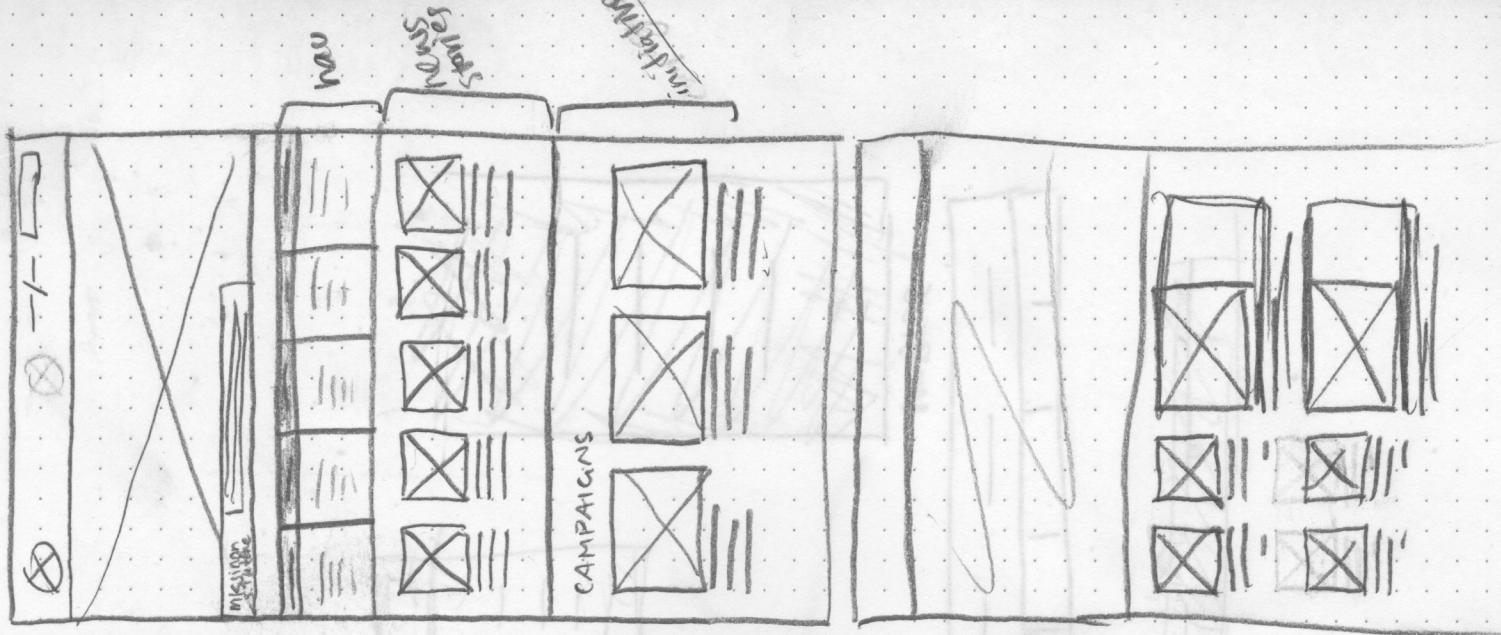
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Illustrator mobile template  
960 px width large  
mobile



## Notes

**News** section can be completely take out.  
Instead it can populate the landing page

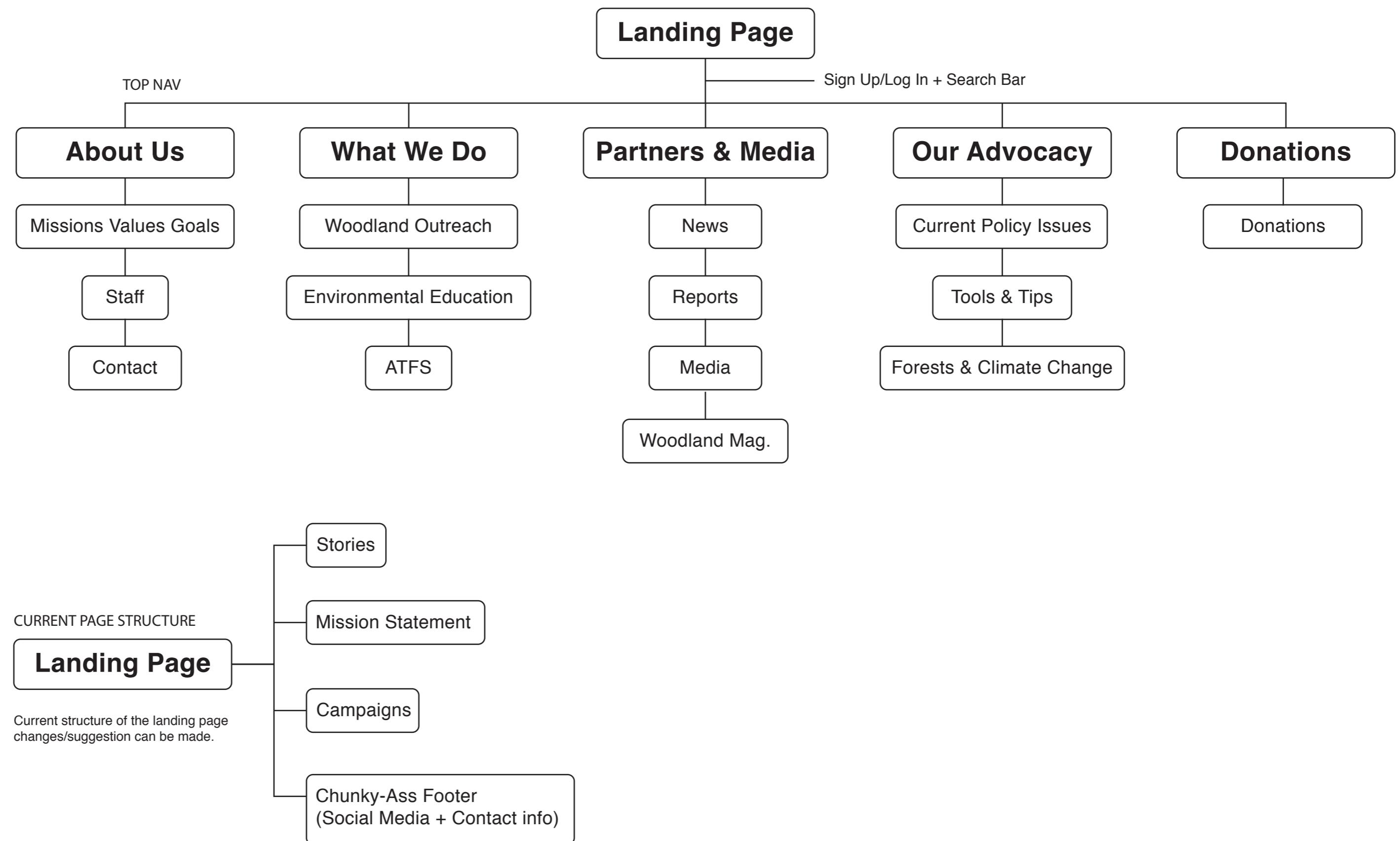
'Careers' can either be put within the 'staff' sub-nav or it can be an item upon landing on the **About Us** page

'Blog' will be placed withing media while  
'E-Newsletter' will be removed as a sub-nav. Instead it will be a check-box that the user click/subscribe to during registration

Design team will need to come up with a solution for displaying their different ways/ method of donation

## American Forest Foundation Site Map

Author: Mark Collantes



January 19, 2015

# Responsive Website

## Proposal Response

---

Client: American Forest Foundation



Team Members:

Kayla Araujo, Mark Collantes, Chelsey Frohlick, Gabriel Mitchell, Alex Martin

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# Project Overview

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The American Forest Foundation is seeking submissions from a professional, highly qualified software development firm to create a fully responsive website. The website design/development will include:

- a landing page layout
- with featured news items and call to action for donation/purchase/ or about video
- a content page/regular page layout
- a blog/news section (with date, author, tags, comments) and a sidebar
- a place for users to login / login screen
- social links (Facebook, Twitter, Instagram) and a donate link

Our team will focus on reorganizing the content, creating a cohesive brand, and enhancing the user experience. These critical elements will modernize the website into a state-of-the-art portal for environmental causes.

After doing an initial analysis of the current website, it is clear that the site delivers too much information at once. There is a lack of hierarchy within the navigation that detracts the user from discovering the main sections. Trimming down the amount of initial links and restructuring the information architecture into a consistent pattern for each of the pages will improve the overall effectiveness of the site by providing a system.

Updating the graphic design will revive the dated appearance of the current site that will appeal to a wider audience. We will increase visibility and revitalize their identity as a prominent force in environmental stewardship by re-branding the American Forest Foundation logo.

The functionality of the current website is rather plain and does not compel the user to explore the site. Layout techniques to display content into manageable segments will make the site more approachable. By following sound communication methods and simplifying the user interface, the message will be more evident throughout the site and offer a more enjoyable experience.

The American Forest Foundation delivers awareness on a threatened national resource. As the Internet becomes our primary source for knowledge, their web presence is a vital means to expand their audience and support a community concerned with the conservation of natural ecosystems. Our goal for this redesign is to present users with a clean, fresh new look that will increase traffic, membership and donations.

# Phases / Timeline

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## Phase I: Research and Concept

**January 5<sup>th</sup> - January 19<sup>th</sup>**

- Competitor analysis and trends
- Inventory of required content
- Sitemap and IA breakdown
- Responsive wireframes (static)
- Budget breakdown

## Phase II: Interactive Prototype and Style-tiles

**January 20<sup>th</sup> - January 26<sup>th</sup>**

- Style-tiles (at least 2)
- Detailed design mock-ups (static)
- Interactive prototypes
- Logo concepts (at least 2)
- CLIENT feedback
- Iteration based on feedback

## Phase III: Final Website and Usability Testing

**January 27<sup>th</sup> - March 2<sup>nd</sup>**

- Website styling
- Content entry
- Usability testing
- Iteration based on findings
- Final logo design
- Asset compression/optimization

# Workflow

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The project will be completed in an agile workflow that will have two teams working in tandem to build assets and develop the source code as the project proceeds. Issues and requirements will be fulfilled as the team reaches different phases of the project. By placing milestones into manageable parts, there will be several opportunities for the CLIENT to interject at critical points where their feedback is required so that any outstanding problems may be resolved.

Github will be the primary portal where the team will collaboratively build the website and manage tasks. Semantic Web technologies will maximize multi-platform functionality with an emphasis on accessibility for all users.

We will be integrating liquid code technology for content management capabilities and establish a concise commenting system, making the source code as understandable as possible for future development and growth. This will make the website scalable and flexible to updates after the final hand-off.

## Competitive Analysis

---

5 exemplary sites, all which compete directly with yours:

- Greenpeace Canada: <http://www.greenpeace.org/canada/en/>
- Alternative Journal: <http://www.alternativesjournal.ca/>
- LUTW(Light Up The World): <http://lutw.org/>
- Environmental Defence: <http://environmentaldefence.ca/>
- Community Forests International: <http://forestsinternational.org/>

These are the top 5 success factors shared by the top sites (based on reviews):

1. User Friendly and simple to use
2. Donation/Support Button is not too obvious
3. Site architecture is well thought out
4. Modern and clean
5. Typography is better than most

These are the top 5 features shared by these sites:

1. Image Carousel
2. Social Network Sharing
3. Search Functionality
4. Multi-language capability
5. Sign up/in function

These are the top 5 graphic design trends identified:

1. Simple Colour Palette
2. Use of Sans-Serif fonts for professionalism
3. Heavy usage of imagery
4. Clean and simple interface
5. Well defined grid system

# Features

---

Modern web design contains features that separate them from the out-dated model of the typical web page. Elements such as typography, flat design, hover effects/ animations, in-depth videos, responsive images, and reformatting layouts are all current trends that define a dynamic website compared to a static one.

**Unique typography** helps guide a user through the content without adding unnecessary graphic elements. This increases usability by creating reader paths that guide the viewer through the website. An example of this may be contrasting **font size, weight, colour** and **style** to create a fluid motion for the eye to travel.

**Flat design** is a timeless trend that works beautifully on the digital medium as it creates a seamless mosaic of colour, photography and negative space. Textures, patterns and gradients have been proven to cause visual noise that distracts the viewer from the primary focus, which in our case is content. Minimal use of design may seem rather bare, but when implemented correctly it can make a website gleam with professionalism.

**Hover effects and animation** breathe life into a website while functioning as a guide to where the user is on the page. An example of this may be when mousing-over a navigation and it expands to show more links. The current website has this, but the new information architecture would allow for more direct links that have subsidiary links on the page itself rather than in the main navigation.

**In-depth videos** are more likely to be watched than reading pages of content. As younger generations are known to have shorter attention spans, it would be ideal to gain this demographic as a secondary audience for environmental awareness as the future will literally be in their hands.

**Responsive images/ reformatting layouts** are essential for user experience because your audience may be using a phone, tablet or desktop. Considering multiple screen sizes and having a fluid and adaptable website means that your site can be enjoyed from the comfort of a living room or on-the-go.

# Use Case Examples (Personas)

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## PERSONA 1

### Name

Emilio Scalia

### Age

67

### Background

Emilio is a retired construction-worker, woodsman, ranch-hand, presently a leatherworker as his main hobby-job, and film-photography as his hobby. He is Republican in nature, but believes in the traditional America: where the American version of The Hajj is a family pilgrimage to Yellowstone National Park, buying products Made in America that his father bought, and frequents his grandchildren on camping/hiking treks as well as informing them of the different fauna & flora that flourish in his several hundred acre property, all while rocking a film camera. He believes that the heritage of America should be protected and be a gift to be enjoyed for all.

### End Goal

Wants to learn how he can preserve his land so that others may enjoy it for generations to come.

### Ideal Features & Content

Easy and fortuitous navigation.

### Desired Experience

Would like to see how this company is reputable and the work its done to better America.

### Frustrations

"There's too much stuff on here, I'm confused."

### Usability Needs

Site needs to be simplistic enough to engage with without getting lost or confused with too many things to click. A text-size adjustment feature would be nice too.



## PERSONA 2

### Name

Marybeth Greene

### Age

45

### Background

Marybeth is a 11<sup>th</sup> grade environmental sciences school teacher. She is fairly current with technology, is only two memes behind and enjoys sharing imagery and popular videos with her students. She uses her iPhone, tablet, and PC Laptop quite frequently and with an equal share for both personal and for work (presentation/sharing/data transitioning).

### End Goal

Be able to teach children and show them resources on how they can care for the environment.

### Ideal Features & Content

A easy to use area with stories or updates in recent news.

### Desired Experience

Site optimized for mobile.

### Frustrations

Site had so much content it took too long to find out what she wanted to find.

### Usability Needs

Site loads quickly in order to show her students information, resources, or activities.



## PERSONA 3

### Name

Sven Jónsison

### Age

34

### Background

Sven is the owner of a large land plot with plenty of trees. He is married with two kids and enjoys spending time with his family. He believes in the green ideals but doesn't really know much about certification, or forest stewardship practices but wants to start somewhere. He's mostly engaged with donations. He is technologically adept.

### End Goal

Wants to learn how to be an active part in increasing awareness for the protection of America's forests.

### Ideal Features & Content

In addition to easily find out how to become certified, Sven also wants easy-to-track donation feature.

### Desired Experience

Site is family friendly and easy to navigate.

### Frustrations

Although site was fairly navigable, there was too much content, and content within content, and content with content within content. Donations page was a tad bit overwhelming.

### Usability Needs

Wants decent interface.

# Target Audience

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## Target Demographic

Mature Americans, mostly families, who own any sized plots of land that contain a forest biome. They are probably near the upper spectrum of middle class to lower-upper class.

## Demographic Age Range

27 to 55 years old. A secondary range also seems to target older retired individuals 55- 70.

Donors demographics will probably range in younger individuals (20-30y/o) as well as from (30-50y/o) who will donate the majority funds.

## Socio-Economic Background (Income, Marital, Education, Race)

The AFF seems to engage the most interest in lower-middle-class to upper-class families who cumulatively earn \$45k-\$120K per year.. Additional attributes include that these families do have children, have blue collar or stable jobs, and have earned enough money to purchase a significant portion of land that has forests on them. The majority of this market will most likely be white males.

## Behaviors or Values

These families have a strong relation with nature, whether they frequently hike, bike, travel, or engage in environmentally-conscious activities or events. These individuals have a concern for protecting and preserving the environment, because nature is large part of their lives. They themselves have probably grown in a family that also participated in the protection or exploration of the outdoors. Individuals make an effort to do their part in the preservation of the environment — recycling, trash removal from nature, planting of native flora/trees, etc. These families or individuals may participate in the community, or have a strong knowledge of local news in regards to the environment and will actively engage in events that push forward green ideals or repeal urban development projects that endanger the natural beauty of the land. They frequently enjoy sharing information about environmentalism and preservation, stewardship, and these individuals have a strong familial bond and participate in traditional familial activities. They are disciplined, independent, and have a strong sense of duty or responsibility and maybe have a large fabric Made-in-USA flag hanging somewhere. These individuals do still firmly believe in the ideals of America and its heritage.

Tetris Team  
123 Fake St.  
Ottawa ON

Algonquin College  
Tiffany Tse  
Ottawa ON

Invoice #	0000001
Invoice Date	January 17, 2015
<b>Amount Due</b>	<b>\$11,554.25 CAD</b>

Task	Time Entry Notes	Rate	Hours	Line Total
Research	Competitive Analysis/ Target Audience	35.00	10	350.00
Research	Website Inventory	35.00	5	175.00
General	Project Proposal	40.00	10	400.00
Design	Styletiles	50.00	15	750.00
Design	Mockups (2 Revisions incl.)	75.00	20	1,500.00
Design	Branding	75.00	20	1,500.00
Development	Sitemap	35.00	10	350.00
Development	Wireframes	120.00	20	2,400.00
Development	Interactive Prototype (2 Revisions incl.)	120.00	20	2,400.00
General	Usability Testing	40.00	5	200.00
Meetings	Consultation	20.00	10	200.00

<b>Subtotal</b>	<b>10,225.00</b>
HST 13%	1,329.25
<b>Total</b>	<b>11,554.25</b>
Amount Paid	-0.00
<b>Amount Due</b>	<b>\$11,554.25 CAD</b>

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WHAT WE DO

ENVIRONMENTAL EDUCATION



Our award-winning environmental education program, Project Learning Tree, helps students prepare for the future they will inherit. We provide educators with curriculum resources that can be integrated into lesson plans for all grades and subject areas.

WOODLANDS CONSERVATION



From clean air and water, to wildlife habitat, to wood products and recreation, America's forests give abundantly. Most of America's forests are owned by individuals and families, not the government. We ensure these family forest owners have the tools needed to keep America's forests healthy and productive.

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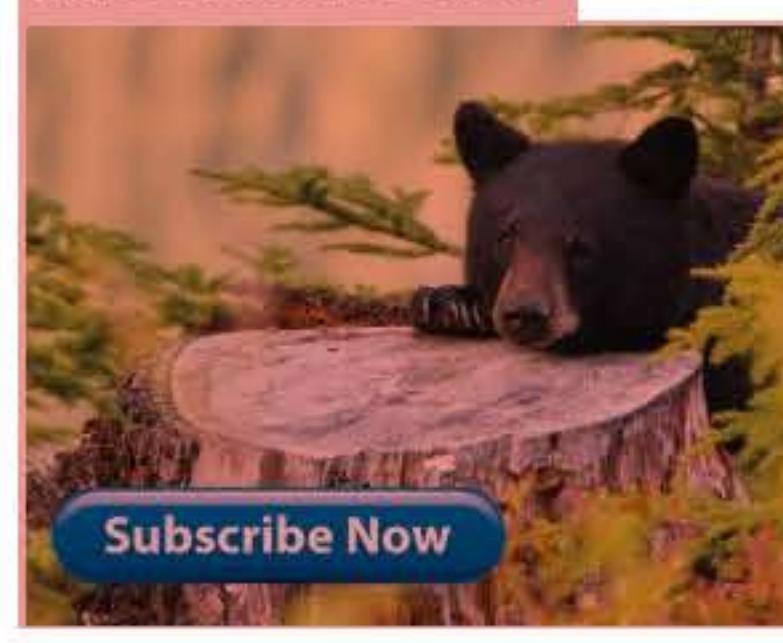
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[It's Friday: Here's Your Week in Trees](#) December 5, 2014 at 11:24 AM by Kathy Westra

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