



First Nations Child & Family Caring Society

Mission: Ensuring First Nations children and their families have equitable opportunities to grow up safely at home, be healthy, achieve their dreams, celebrate their languages and culture and be proud of who they are.



STRATEGY

Vision Statement

Ensuring First Nations children and their families have equitable opportunities to grow up safely at home, be healthy, achieve their dreams, celebrate their languages and culture and be proud of who they are.

Website Target Audiences

The following audiences drive the goals and strategies articulated in this document:

- First Nations children and their families
- Care workers that support First Nations children and their families
- Public, policy makers, and others who need to be educated on indigenous issues

Business Goals

The goal of redesigning this site is to:

- Help more First Nations children and their families
- Recruit more members
- Increase donations

Strategies

We define strategies as plans of action to achieve business goals.

Goal	Strategy
Help more First Nations children and their families	1. Design a mobile-first website so content is accessible on all devices.
	2. Create a site that maintains First Nations aesthetics, one that encourages users to become involved and share.
Recruit more members	3. Create a site that is easily navigable for people from a variety of educational and socioeconomic backgrounds.
	4. Put a face on membership by having a featured story on the membership or homepage.
Increase donations	5. Humanize donations by having feature stories that show what is done with your money.

Tactics

This section includes tactics that relate to each of the recommended strategies.

Strategy	Tactic
1. Design a mobile-first website so content is accessible on all devices.	<ul style="list-style-type: none">• Redesign the website mobile first, utilize media queries for different screen sizes, making sure modules are scalable• Implement a mobile-friendly navigation menu• Increase text and target size of links• Hide some multimedia elements so website is accessible on phones without strong internet connection
2. Create a site that maintains First Nations aesthetics, one that encourages users to become involved and share.	<ul style="list-style-type: none">• Consult with First Nations artists and/or utilize existing and pre-approved design choices
3. Create a site that is easily navigable for people from a variety of educational and socioeconomic backgrounds.	<ul style="list-style-type: none">• Write scenarios around major tasks• Re-architect based on scenarios• Create large call to action modules based on primary goals for the website
4. Put a face on membership by having a featured story on the membership or homepage.	<ul style="list-style-type: none">• Profiles of various children served around the country with stories in multimedia• Must include voices of the kids and parent perspectives
5. Humanize donations by having feature stories that show what is done with your money.	<ul style="list-style-type: none">• Showcase numbers that demonstrate what the organization's impact is• Continue to utilize multimedia story profiles

Technology

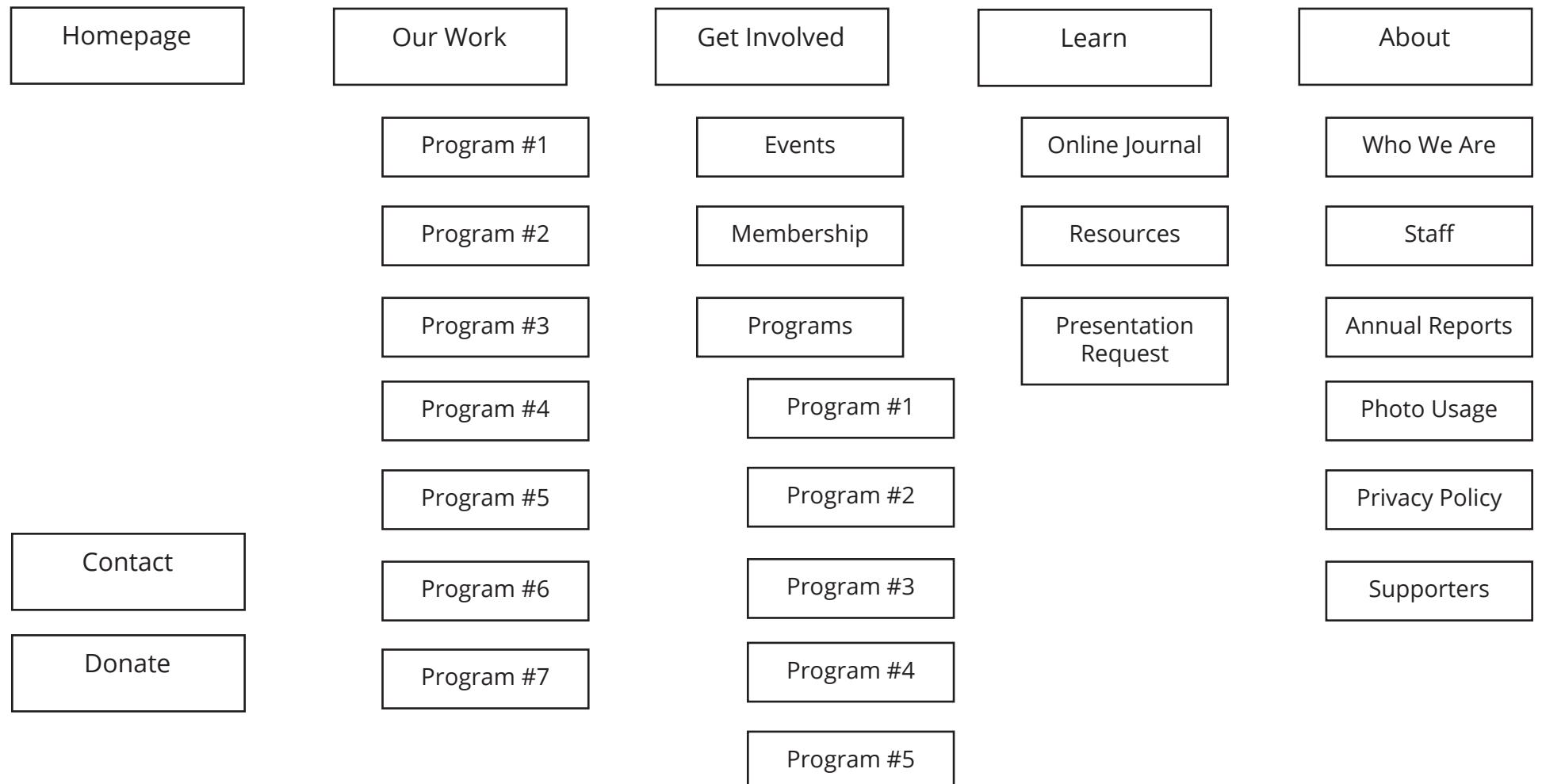
- The initial build of the website will be created without a CMS. However, the website will be designed utilizing templates so the site can be transferred to Wordpress in the future.
- Site needs to be backwards compatible to all browsers released since 2011.
- All site content must be responsive and mobile ready, utilizing media queries.
- jQuery and JavaScript for handling multimedia and interactivity.

Content Strategy

The designer recommends the following tactics for evaluating the content and redesigning the information architecture of the redesigned website.

- Content Inventory: Documentation of all existing content
- Affinity Diagramming: Aligning content with user and business goals, including eliminating unnecessary pages
- User Experience Mapping: High level re-imagining of how audiences will interact with the new site

Site Map



Creative Considerations

Competitors

There are a multitude of other organizations that support First Nations families, from the local and the national level to non-profit organizations and governmental institutions. However, it seems that many of these services work in tandem with each other. Several examples include: the Assembly of First Nations, Indigenous and Northern Affairs Canada, and the Aboriginal Family Centre. Because these organizations are not in competition with each other, and rather are working towards a common cause, information about these other services and organizations should be easily accessible from our website.

Images

Featured images will include the logo and a mixture of high-quality stock photographs and images from in the field. We also welcome photographs from volunteers!



Mood Board

Colors

The logo and color scheme will remain the same. According to the designer, "soft purple represents healing, soft blue represents serenity and calm, and black and white representing the negative and positive forces impacting on the child and family."

#3399CC

#009999

#333366

#FFFFFF



Typography

The website will use Open Sans, a Google web font. The primary objective is for the font to be easily readable, which Open Sans accomplishes. Additionally, certain indigenous languages utilize diacritic marks, so a font family with a full character set is vital.

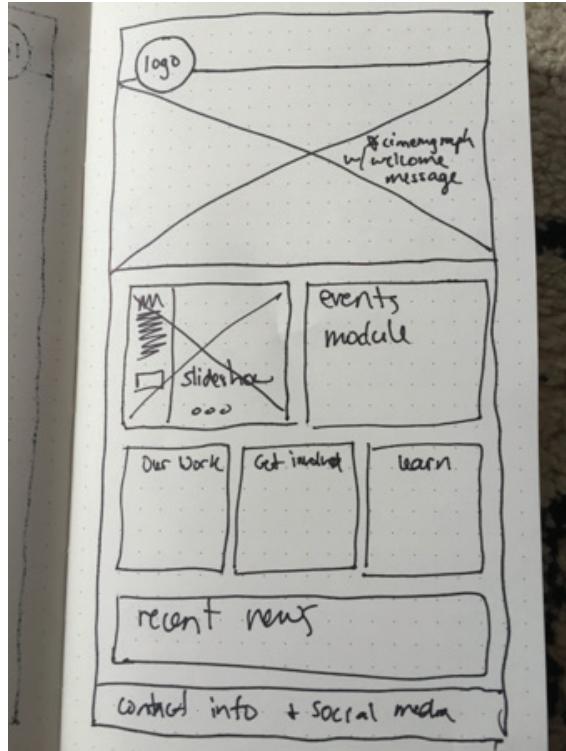
Inspiration

The design is inspired by the **modern** indigenous peoples, from a **diverse** range of tribes, living in Canada. Moreover, it is inspired by **community** and should be seen as a site of **healing** and **connection**. The design will center on the logo, which was created in 1999 and remains an important icon of the institution.



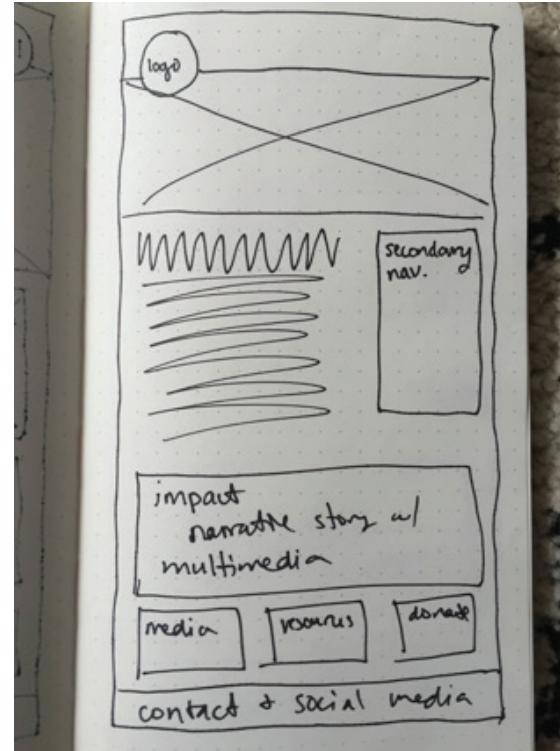
Homepage

- The hero image is a cinemagraph with a welcome message in a text overlay, the cinemagraph will degrade to a still image on mobile devices
- Slideshow will feature the latest news & campaigns
- Events module will disappear into a twitter feed if there are no events available
- The blocks layed out in three columns are entry points into Our Work, Get Involved, and Learn
- Below that there will be a recent news module



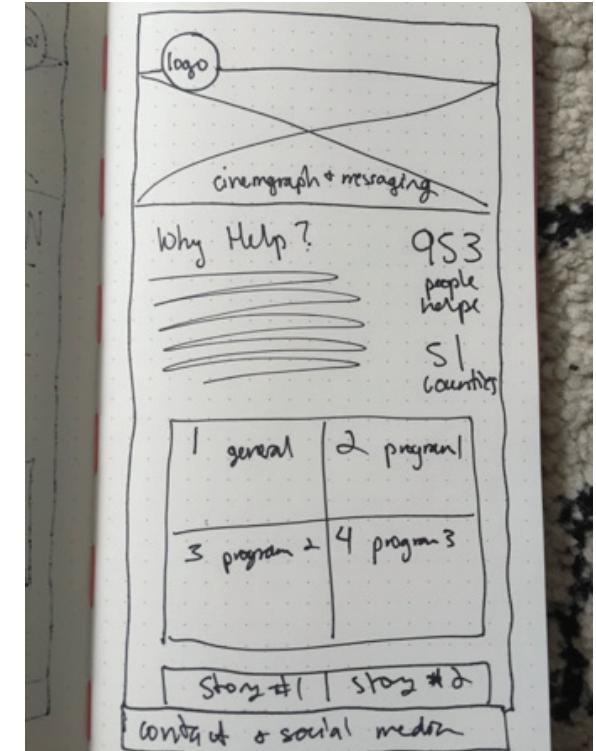
Program template

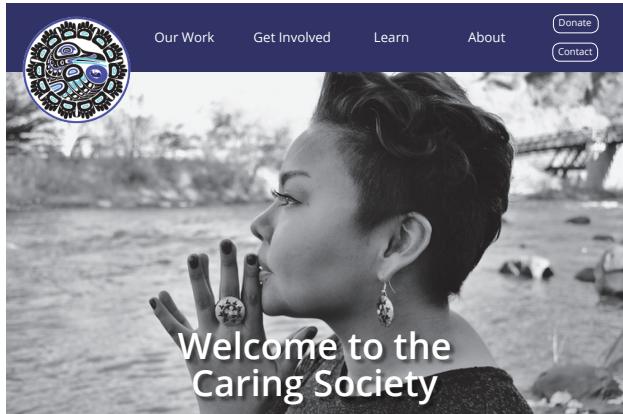
- The hero image is a moving image
- Underneath the article text and secondary navigation, there will be a module featuring a quote from either a volunteer, staff member, or person affected by the program, multimedia will be included



Donate Page

- The hero image is a moving image, which will degrade to a still image on small devices
- The right column will feature large impactful outreach numbers
- Underneath will be modules for donating to a general fund or individual programs





Welcome to the Caring Society

[Get Involved](#)

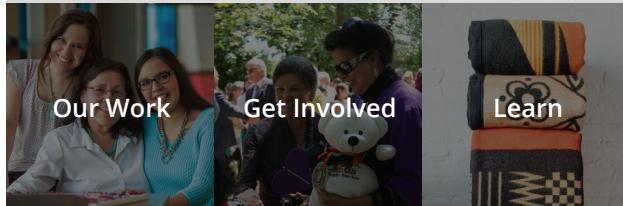
Fundraising 5K Walk

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Upcoming Events

- Have a Heart Day April 5, 2016 [More](#)
- Have a Heart Day April 5, 2016 [More](#)
- Have a Heart Day April 5, 2016 [More](#)
- Have a Heart Day April 5, 2016 [More](#)



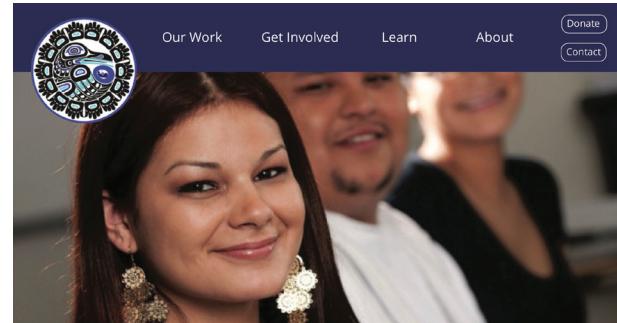
In the News

Youth share their perspectives on leaving home for school in Thunder Bay
April 5, 2016

Federal government confirms it will not appeal CHRT ruling
April 5, 2016

Students call on the Prime Minister to have a heart for First Nations children
April 5, 2016

Suite 401 – 309 Cooper Street, Ottawa ON K2P 0G5
613-230-5885 info@fncarsingsociety.com



Touchstones of Hope

Ad qui occae coniectem rem et omnimus aut idicia aut ent most, andandita commiss untetur, soluptur, quam commiliti dolor rem vid eostiat? Um vidi dis seritatem dolum nobite simod etusam voluptatiam, ideris voluptatui reis ratur aperia volupta qui officabert volupta temqui sa cum, aut pores nisi nimpore statutum qui dolorepubis auda nonsequae prempor sumquas simus duciae lam quam re eos exped molestiam cupatur lab id

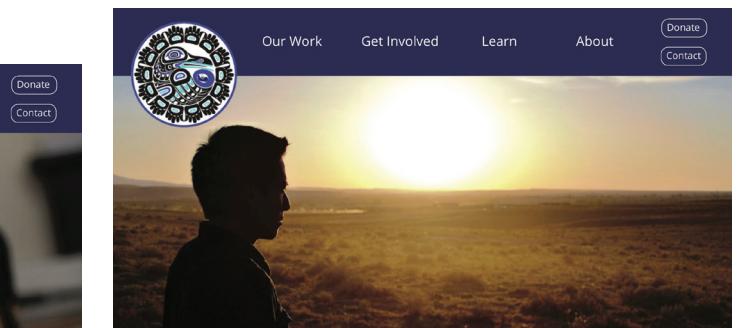
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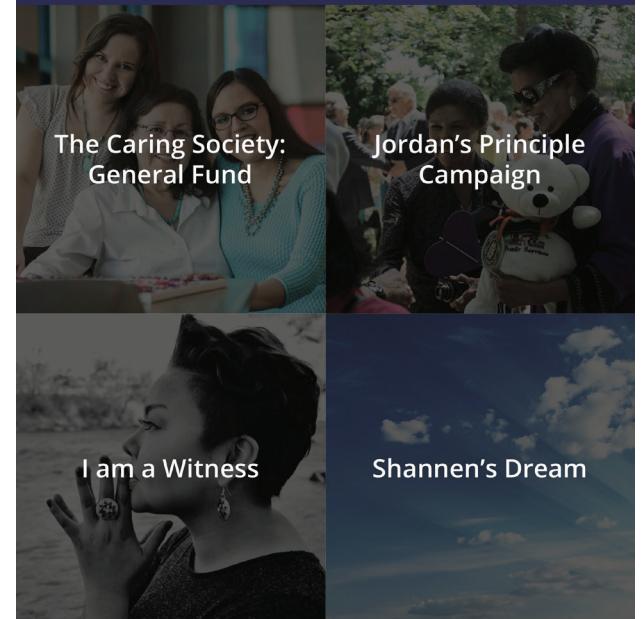
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—Joseph M.

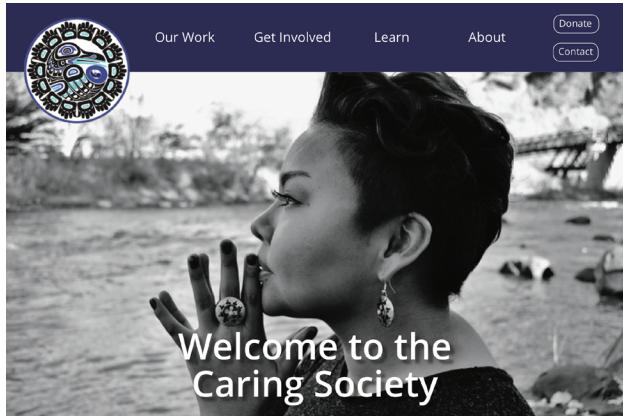
Donate



4 13,000
Programs People Served

36 Counties Reached





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Fundraising 5K Walk

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Have a Heart Day

April 5, 2016

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Youth share their perspectives on leaving home for school in Thunder Bay

April 5, 2016

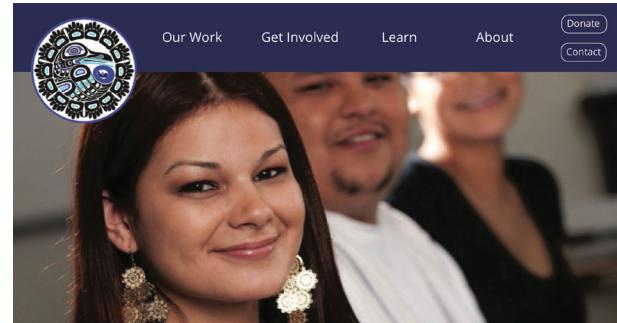
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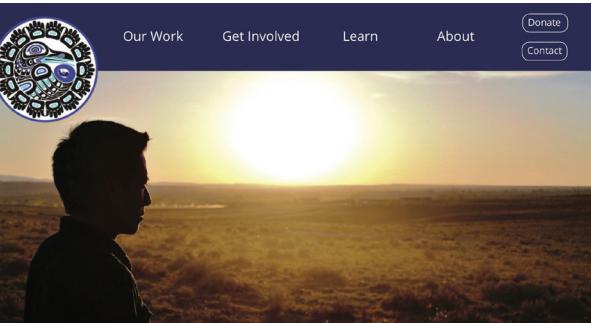
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—Joseph M.

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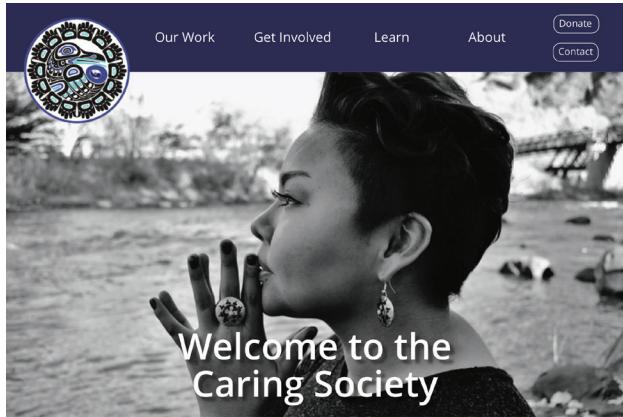
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Design Option #2

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Fundraising 5K Walk

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Design Option #3

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"Unt face sim ill ra vellor is am estate dolor sam sinvelendio. Aquamus quant. Ed ut offici um acopersis ve ma voluptus auteces ipsum reprise strusap isto"
—Joseph M.

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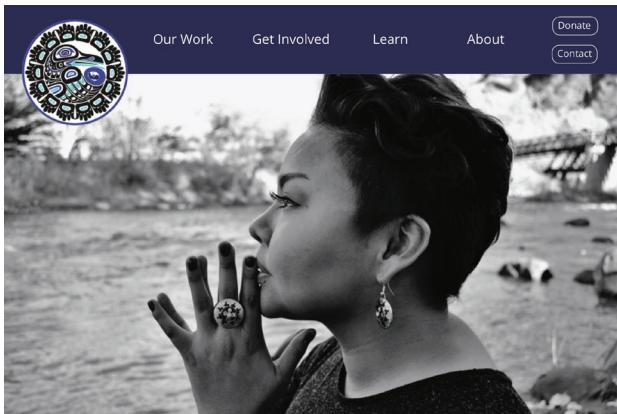
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Final Design



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Fundraising 5K Walk

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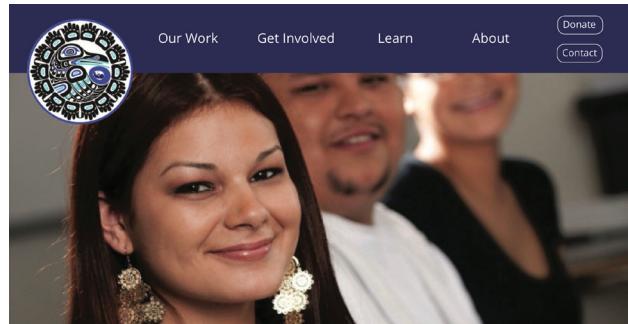
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Touchstones of Hope

Touchstones of Hope

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- [Supporters](#)
- [Order Buttons](#)

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Our Work Get Involved Learn About

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Become a Member

If you wish to become a member of the First Nations Child & Family Caring Society of Canada, please fill out the registration form.

- Membership at the student and individual levels includes quarterly newsletters, access to educational and resource materials, and updates on events and conferences.
- Upon confirming membership, Associate and Agency members will receive a complimentary copy of the most recent FNCFCS publication, and will be kept informed on current issues and conferences related to First Nations Child & Family Caring Society and other Indigenous child welfare issues in the United States and abroad.
- In addition to the preceding benefits, First Nations CES Agency members are entitled to participate in teleconferences on FNCFCS issues, as well as receive discounts on FNCFCS workshops and publications. First Nations Child and Family Service Agency members in good standing are also eligible for membership on the FNCFCS Board of Directors.



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—Joseph M.

Membership Types

– Student Membership \$5 CAD

What is the name of your school?

What is your level of study?

Registration status Do you want our newsletter?

New Membership Yes

Renewal No

[Add to Cart](#)

+ Elder's Membership	\$5 CAD
+ Individual Membership	\$75 CAD
+ Elder's Membership	\$5 CAD
+ Small FNCFCS Agency Membership	\$500 CAD
+ Large FNCFCS Agency Membership	\$1000 CAD
+ Small Associate Membership	\$500 CAD
+ Large Associate Membership	\$1000 CAD

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