

Page Name	Content	Link-Source content	Primary Audience	Purpose	Relevance	Quality
Home Page	Welcome-Mission Statement	https://handiriders.wordpress.com/	General audience	Introduce and inform the audience what HorsePower is about	Extremely	A
	"Neighworthy Notes" (News)	https://handiriders.wordpress.com/	General audience	Inform volunteers/potential donors about what is needed	Relevant	B
	Horse Power Info	https://handiriders.wordpress.com/	Potential Clients	Inform potential clients the history and information about the organization	Extremely	A
	Keloland News story	https://handiriders.wordpress.com/	General audience	link to a news story about the organziation	somewhat	C
	United Way Partner Section	https://handiriders.wordpress.com/	General audience	Informing the audience HorsePower recieves funding from the United Way-gives the organization some more credibility	somewhat	B
	History	https://handiriders.wordpress.com/	General audience/Potential clients	To inform the audience of the history of the organization	relevant	A
	Comments section	https://handiriders.wordpress.com/	clients/audience looking for answers	a place to leave a question for the organization to respond	not relevant to the home page	C
Annual Report	Annual Report Info	https://handiriders.wordpress.com/annual-report/	Stakeholders	Overview on the documents provided	relevant	A
	2014 Annual Report	https://handiriders.files.wordpress.com/2015/09/annual-report-2014-pdf-format1.pdf	Stakeholders/Clients/general audience	In-dept information about the organization/donors/funding/programs in 2014	relevant but outdated	A
	Handi-Riders 2013 Form	https://handiriders.files.wordpress.com/2015/09/handi-riders-2013-form-990.pdf	Stakeholders/donors	information on being a non-profit, tax exempt organization	relevant but outdated	A
Board of Directors	List of the Board of Directors	https://handiriders.wordpress.com/board-of-directors/	Stakeholders/general audience	to show the wide range of community members who serve on the board of directors for HorsePower	Relevant	A
Client Forms	Information on the forms needed	https://handiriders.wordpress.com/client-forms/	Potential clients	detailed instructions on all the forms needed for a session.	relevant	A
	Section I-New	https://handiriders.wordpress.com/client-forms/	New Participants	Forms necessary for new participants enrolling in a session	Very	A
	Section II-Returning, Continuously Enrolled	https://handiriders.wordpress.com/client-forms/	Returning Participants	Forms necessary for retuning participants who have been continuously enrolled since their last set of paperwork.	relevant	A
	Section III- Returning, Non-continuously enrolled	https://handiriders.wordpress.com/client-forms/	Returning Participants	Forms necessary for returning participants who have not been continuously enrolled in HorsePower sessions since their last full set of forms were turned in, but whose forms have not expired yet	relevant	A
Contact Us	Contact Info	https://handiriders.wordpress.com/about/	General Audience	Providing contact information for the company and employees	relevant	A
Donations	Donation Information	https://handiriders.wordpress.com/donations/	Donors	Provides a link to donate and information about donating	relevant	A
	Hearts + Hooves	https://handiriders.wordpress.com/donations/	Donors	Information on a new giving campaign	relevant	A
HorsePower Gear	HorsePower apparel	https://handiriders.wordpress.com/horsepower-gear/	General Audience/Supporters of HorsePower	Link to buy HorsePower apparel	relevant	A
Programs	HorsePower Programs	https://handiriders.wordpress.com/to-become-a-handi-rider/	Potential Clients	To give an overview and description of the programs offered through HorsePower	Extremely	A
Horses	Introductions to the Horses	https://handiriders.wordpress.com/our-horses/	Potential Clients/General audience	Information about each horse at HorsePower	relevant	A
	Horse Donation	https://handiriders.wordpress.com/our-horses/	Potential Donors	Information on how to donate a horse	relevant	A
Newsletters and Brochures	Links to past newsletters	https://handiriders.wordpress.com/newsletters-brochures/	General Audience	links to our newsletters and brochures	relevant	A
	Horse donation/lease form	https://handiriders.files.wordpress.com/2011/03/horsepower-equine-lease-form.pdf	Potential Donors	links to donation and leasing forms	relevant	A
Schedule/Events	List of HorsePower Events	https://handiriders.wordpress.com/2011-riding-sessions/	Those interested in participating in events	Information to encourage people to attend events at Horsepower and Session Information/deadlines	very	A
Try-A-Ride & Educational Clinics	Try-A-Ride Information	https://handiriders.wordpress.com/new-day-camps-educational-clinics/	Anyone thinking about enrolling in a HorsePower program, anyone who already loves HorsePower, and anyone who cares for someone who is interested in HorsePower	To give potential clients the opportunity to try our HorsePower and see if it would be a good fit	very	A
Volunteer	Volunteer Information	https://handiriders.wordpress.com/volunteer/	Potential Volunteers	Information on volunteer opportunities and volunteer training sessions	very	A
	Volunteer Application form	https://handiriders.wordpress.com/volunteer/	Potential Volunteers	To give potential volunteers the application form to become a volunteer	very	A