

WNQ Client Meeting Notes — Feb 6, 2026

Key Decisions from Client

- **Welcome & Home pages** → Merge into one combined landing page (same category)
- **Lion logo** is the official brand mascot — keep it front and center
- **Brand pillars:** Integrity & Strength

Brand Identity Summary ⚠️ **PENDING UPDATES**

Branding elements below are baseline from our initial audit. Final brand identity will be refined with client input on colors, typography, lion mascot usage, and pillar presentation. Updates in progress.

Element	Current	Direction
Mascot	Lion (on site, inconsistently used)	Elevate — hero section, favicon, social avatars, all print
Pillars	Not explicitly stated on site	Integrity, Strength — need visual treatment (icon strip, banner)
Tagline	"Empowering Lives Daily"	Keep — strong and clear
Subtitle	"Faith in Action. Hope in Motion."	Keep — reinforces mission
Colors	Royal Blue #0047AB, Gold #FFB81C, B&W	Good palette — needs consistent application + possible refresh
Typography	Default Wix fonts, inconsistent sizing	Needs unified font system — bold sans-serif headings
Voice	Faith-driven, community-first	Add "Coach" references, pillar language throughout
Nickname	"Coach" (Ike Riley Sr.)	Weave into all legacy and brand content

Current Website Audit (warriorsneverquit.com)

Navigation — Needs Cleanup

The nav has **13 links**, many pointing to the same URL. This confuses visitors.

Page	URL	Status
Home	/	✅ Keep (merge w/ Welcome)
Welcome	/	🔄 Merge into Home
Blog Feed	/	❌ Points to homepage
Ike Riley Sr Life	/ike-riley-sr-life	✅ Keep — Legacy page
Service List	/	❌ Points to homepage
Event Details	/	❌ Points to homepage

Projects	/	✗ Points to homepage
Instagram	/	✗ Should link to IG
Events	/event-list	✓ Keep
Book Online	/book-online	✓ Keep
Donate	/donate	✓ Keep — critical CTA
Groups	/groups	⚠ Evaluate need
Members	/members	⚠ Evaluate need
Blog	/blog	✓ Keep if active

Content Strengths

- **Legacy section** (Ike Riley Sr.) is powerful — 23 years coaching, "Our Father Prayer" ritual, deep personal stories
- **Mission statement** is clear and heartfelt
- **Team section** names board members
- **Services** (Fundraising, Clothing/Food, Sports Outreach) are well-defined

Content Weaknesses

- "ASSITANCE" is misspelled (should be "Assistance") — appears in nav + section headings
- "Service List" section says "FOLLOW YOUR HEART" on Sports Outreach — doesn't match WNQ branding
- 4th board member slot is blank/unnamed
- Social links use raw URLs as section headers (sloppy)
- Instagram link points to homepage, not actual IG
- TikTok/IG shown as raw URLs rather than clean social icons
- Copyright says © 2024 — should be © 2026
- No clear impact numbers or stats

Revamp Opportunities

🔥 High Priority

1. **Merge Home & Welcome** — single powerful landing page ✓ (client confirmed)
2. **Clean up navigation** — remove broken/duplicate links, reduce to 5-6 core pages
3. **Fix the lion mascot placement** — hero section, favicon, social avatars
4. **Brand pillars on display** — Add "Integrity" and "Strength" as visible pillars (icon strips or banner)
5. **Fix typos** — "ASSITANCE" → "Assistance", update copyright year

🎯 Medium Priority

1. **Social media links** — Replace raw URLs with proper icon buttons linking to real profiles
2. **Impact stats section** — "23 years coaching", "X youth mentored", "X events hosted"
3. **Board member #4** — Fill or remove the empty slot
4. **Consistent CTA colors** — Gold buttons (#FFB81C) on blue/black backgrounds everywhere
5. **Blog strategy** — Either activate with regular posts or remove from nav

💡 Growth Opportunities

1. **Testimonials/Stories** — Former youth athletes sharing how WNQ changed their lives

- 2. **Photo gallery** — Dedicated page for events (March Madness, Kingdom Hoops, etc.)
- 3. **Newsletter signup** — Currently buried in footer; make it a prominent section
- 4. **Sponsor showcase** — Logos/names of supporters to build credibility
- 5. **Programs page** — Dedicated page with details on each initiative (Sports, Mentorship, Care Kits, Veterans)
- 6. **Video content** — Highlight reels, testimonials, event recaps (leverage TikTok content)
- 7. **Online store** — WNQ branded merchandise (jerseys, hats) as fundraising channel

Additional Client Requests (Call Update)

- ☐ **Scholarship Page** — Dedicated page for WNQ scholarship program (application, criteria, past recipients)
- ☐ **In Loving Memory Page** — Tribute page, likely connected to Ike Riley Sr. and others; needs more photos
- ☐ **More Pictures** — Add additional photography across the site (events, community, team action shots)
- ☐ **Testimony / Testimonials Link** — Section or page for community testimonials and success stories

Staging Site Comparison (setupconcierge.wixsite.com/warriors-never-quit)

The new staging site is already a **major upgrade** over the original. Here's the full side-by-side:

Structure & Navigation

Area	Original Site	Staging Site	Status
Total Nav Links	13 links, 7 broken/duplicate	9 pages, all functional	✔ Fixed
Home/Welcome Split	Two separate pages at same URL	Single unified Home page	✔ Merged
Legacy Page	Text-only under "Ike Riley Sr Life"	Dedicated "Legacy of Ike Riley Sr" page	✔ Upgraded
Get Involved	One generic "Book Online" link	Separate Volunteers, Partners, Members pages	✔ Expanded
Privacy/Legal	Blank pages (/blank, /blank-1, /blank-2)	Proper Privacy Policy page	✔ Fixed

Content & Messaging

Area	Original Site	Staging Site	Status
Mission Copy	Scattered, repetitive	Clear "About Us" with focused bullets	✔ Tightened
Ike Riley Sr Quotes	Just slogans, no direct quotes	Three direct quotes as section headers	✔ Elevated
Team Section	4 board slots (1 blank)	Board members listed	⚠ Verify

How to Help	Mixed CTAs: "View Course", "Book Now"	Three clear lanes: Volunteer, Partner, Donate	✅ Clarified
Contact Info	Footer only, one email	Footer with address, email, phone	✅ Complete

Events & Engagement

Area	Original Site	Staging Site	Status
Events Listed	1 event (Kingdom Hoops)	3 events: Sneaker Ball, Career Workshop, Youth Clinic	✅ Expanded
Event Dates	Kingdom Hoops has a date	All 3 events show "TBD"	⚠️ Need dates
Event Tickets/RSVP	No clear action	Buy Tickets / RSVP buttons on each	✅ Added
Social Media	Raw TikTok/IG URLs as headers	Not prominent yet	⚠️ Need icons
Newsletter Signup	Buried in footer	Still in footer	⚠️ Elevate

Technical & Branding

Area	Original Site	Staging Site	Status
Copyright	© 2024	© 2026 + "Made with Love by Setup Concierge"	✅ Updated
Typos	"ASSITANCE" in nav + headings	Cleaned up	✅ Fixed
Broken Links	Instagram link → homepage	All links functional	✅ Fixed
SEO Title	"WARRIORS NEVER QUIT NON-PROFIT FAITH"	"Home Warriors Never Quit"	⚠️ Strengthen
Donate Page	Exists	Dedicated page with clear CTA	✅ Upgraded
Mobile-Responsive	Unknown (Wix default)	Unknown (Wix default)	⚠️ Test needed

What's Not Yet Built (Client Requested)

Page/Feature	Status	Document Ready
Coach Ike Riley Sr. Tribute (Museum Feel)	❌ Not built	✅ ike_riley_sr_tribute_content.md
Ike Riley Sr Memorial Scholarship	❌ Not built	✅ scholarship_page_plan.md
Testimonials / Testimony Page	❌ Not built	Content needed from client
Membership Tiers Explained	❌ Not built	✅ membership_structure.md

In Loving Memory Page	✗ Not built	To be built alongside tribute
Photo Gallery Expansion	✗ Limited photos	Need more from client/events
Brand Pillars (Integrity & Strength)	✗ Not displayed	Pending brand identity update
Lion Mascot Elevation	✗ Inconsistent	Pending brand identity update
Social Media Icon Links	✗ Missing	Quick fix during build
Impact Stats Section	✗ Missing	"23 years", "X youth", etc.

Updated Proposed Navigation

Home		About & Legacy		In Loving Memory		Scholarship		Events		Donate
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Subpages / secondary nav:

- Volunteers, Partners, Members, Testimonials, Groups, Privacy Policy

Page Details

- **Home** — Lion hero, mission, brand pillars (Integrity + Strength), upcoming event spotlight, testimonial preview
- **About & Legacy** — Team bios, Ike Riley Sr. full story, "Our Father Prayer" tradition, photo gallery
- **In Loving Memory** — Photo-rich tribute with stories, quotes, and community remembrances
- **Scholarship** — Program details, eligibility, application link, past recipients showcase
- **Events** — Upcoming events with dates + past event gallery (March Madness, Kingdom Hoops, etc.)
- **Donate** — Impact stats, clear CTAs, sponsor recognition, newsletter signup

Client Call — Round 2 Updates

"Coach" = Ike Riley Sr

- **"Coach"** is Ike Riley Sr.'s nickname — use it throughout the site alongside his full name
- Referred to as "Coach", "Ike Sr.", "Coach Riley" interchangeably by the community

Tribute Page Vision: Museum Feel

- The Ike Riley Sr. tribute page should feel like a **tribute / museum experience** — not just a bio page
- Pull more photos from the existing `/ike-riley-sr-life` page on the original site
- Rich with imagery, timeline-style storytelling, and emotional weight
- Full biography/interview content provided by the family (see `ike_riley_sr_tribute_content.md`)

Scholarship

- **Official name:** "Ike Riley Sr Memorial Scholarship Program"
- Scholarship page will be **linked within the tribute page** (not a standalone top-level nav item)
- This saves space and keeps the scholarship emotionally tied to Coach's legacy

Membership Structure (New Request)

- Members page needs a clear explanation of **what membership includes**
- Client is considering **two membership types or tiered structure**:
 - **Youth/Player Membership** — For kids directly involved in programs

- **Supporter/Parent Membership** — For parents, families, community backers
- See `membership_structure.md` for the full proposed framework