

SEO ANALYSIS (REPORT)



PeacefulPlanet.org

HUMAN RIGHTS EDUCATION

Human Rights Charitable Organisation

[Http://www.peaceful-planet.org](http://www.peaceful-planet.org)

Currently (17/08/2017)

24 pages, 871,000 total links

2 Back-links

Domain Score 1, Trust Score 0.



Google Keywords Tool Analysis

Major keywords
Peaceful-Planet.org
currently indexes for

Keyword	searches	Comp.
human rights organisations	100k-1m	Low
essay on human rights	100K – 1M	Low
universal declaration of human rights summary	10K – 100K	Medium
human rights articles	10K – 100K	Low
human rights lawyer	10K – 100K	Low

Keyword	searches monthly	Competition
human rights	100k-1m	Low
same	100K – 1M	Medium
right to education	10K – 100K	Low
non profit organisation	10K – 100K	Low
rights	10K – 100K	Low
website creator	10K – 100K	High
non profit organizations	10k - 100k	Low
human rights campaign	10k - 100k	Low
un declaration of human rights	10k - 100k	Low
human rights violations	10k -100k	Low
human rights day	10k - 100k	Low
udhr	10k - 100k	Low
declaration of human rights	10k - 100k	Low
universal declaration of human rights	10k - 100k	Low
what are human rights	10k - 100k	Low
human rights watch	10k - 100k	Low
what is human rights	10k - 100k	Low
human rights act	10k - 100k	Low
human rights commission	10k - 100k	Low
human rights abuses	10k - 100k	Low
international human rights day	10k - 100k	Low
community organisation	10k - 100k	Low
international human rights commission	10k - 100k	Low
personal rights	10k - 100k	Low
universal declaration of human rights 1948	10k - 100k	Low

Bigger names overlooked

- amnestyinternational
- ??
- ??

Even though these competitors are overlooked in this report as they seem like competitors out side of reach. In reality they do compete along side everyone for position and their web presence must be considered.

From these keyword searches I have identified the following competitors

URL	Pages	Total Links
http://www.hrc.org	22,700	239k
https://peopleandplanet.org	4,700	289k
www.liberty-human-rights.org.uk	3,450	450k
http://www.reprieve.org.uk	3,130	17.1k
https://www.bihr.org.uk	754	273k
http://www.rightsandhumanity.org	274	8.91M
https://justice.org.uk	1540	8.91M
https://www.freedomfromtorture.org	4030	15.8k

Average number of pages required (for on-site presence of keywords and generating real associated keyword value) is 5000 approx.

Total links includes back links but also out bound links, links from the same domain name, no value or trust value links such as tier 3 or adverts online. **Pages are measured as part of on-site SEO review. A keyword associated with other similar text improves the rank of the page. On site SEO (or pages) have a higher value than back links.**

Keywords we could optimise for but don't already

Keyword	searches monthly	Competition
what are human rights	10K – 100K	Low
basic human rights	1K – 10K	Low
list of human rights	10K – 100K	Low
human rights campaign	10K – 100K	Low
fundamental rights	10K – 100K	Low
international human rights	1K – 10K	Low
examples of human rights	1k -10k	Low
human rights organisations uk	100 – 1K	Medium
human rights charities uk	100- 1k	Medium
human rights activists uk	10 - 100	Medium



I will identify another 500 or so, lower traffic associated keywords as part of the campaign.

Searches monthly means average over 12 months per month for similar keywords.

Process for Determining Search Position Expectation

Based on the keywords I have flagged up. I now search Google (or another search engine) for that word.

The result show competitors. If it's a competitor I have already analysed I know if I am likely to push ahead of them.

If I have not already analysed that competitor, I check it's number of back links, pages and structure (internal links, sort of content). Even though relevancy is all important for search engine queries, the amount of related content, either on-site or through back links, determines the search engine position through a Page-rank score for that page.

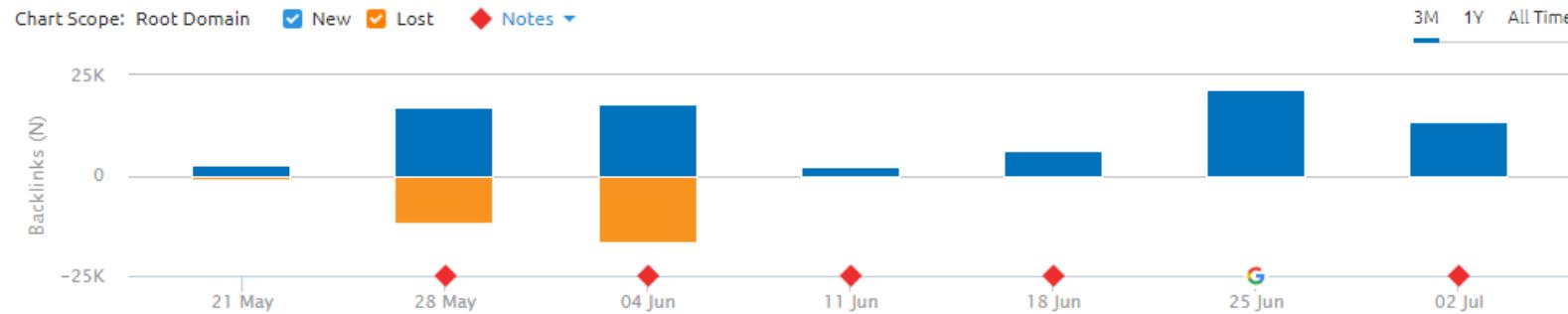
Keywords these competitors are optimized for and position expectations therefore.

Humanrights.com is not a direct competitor as they are indirectly affiliated but an assessment of their web presence will be a good guide but the optimisation for this project.

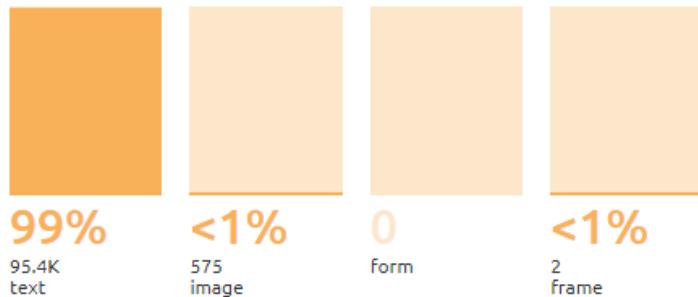
Total Backlinks ⓘ 95.9K Referring Domains ⓘ 1.1K Referring IPs ⓘ 1.2K Domain Score ⓘ 24 Trust Score ⓘ 34

1,940 pages,
20,500,000 links,
95.9K Back-links.

New & Lost Backlinks ⓘ



Backlink Types



Follow vs Nofollow



About Domain Tiers



- Total links means every link to the website even email addresses referenced get picked up. If these are sourced from a link farm they are discounted once Google is aware of this. Usually after indexing the website first related pages next.
- Total links included multiple links on one website or domain.
- Relevancy is key, we consider Unique domain links, index urls, citation flow links, trust flow and class C IPs .

How they are Classified?

- A Class C IP is (Google might detect that all these sites belong to the same person, and may consider them as link or site farms.)
- A Trust Flow Link is
- A Citation Flow is
- Tier One has the bottom 2 of these qualities and are overwhelmingly popular, well known websites which must be linked to manually with natural copy.
- Tier Two links are Citation flow or reference like Business Directories. Articles and Blogs.
- Tier 3 are link farms and can be bought. Search Engine try to discount these for obvious reasons. They do not indicate quality or relevancy to search term for the website.

What is a Back-link?



Google Considers Trust Score Domain Score, Follow Ratio and Many other factors to determine the value of a link. In normal parlance the term Class 1,2 and 3 are used.

I will assess the size and web presence of each then I can determine who is a good target competitor

- The demand for this service is huge and has yet to reach saturation. The general competition is therefore low should the correct niche be found.
- huge market place, huge amount of low competition and high traffic keywords.
- Low PPC cost also around £1.70 average
- This is based on the keyword analysis above.
- Then I will see how many and which keywords they index for and see what terms I can push ahead for.
- Initial feeling and indication is that www.liberty-human-rights.org.uk is an appropriate first target.



Analysis

These are all Low-Medium competition keywords but attract 10k -100K monthly searches.

The price per click (Adwords) for each is an average of £1.70p (LOW)

Most of the competition is large organisation but centred around NGO status and working with government.

Back Link Analysis



SEMrush is the Professional Research Platform used by Yell Agency

Backlinks: <http://www.repr>

Report Scope: [Root Domain](#) ▼
[Overview](#) [Backlinks](#) [Anchors](#) [Referring Domains](#)
[Competitors](#) BETA
[Comparison](#) [Quick Batch](#)

This metric measures the importance of a domain using a 100-point scale (from 0 to 100) and is based on the quality and volume of links pointing to this domain. The higher the score, the higher the quality of the domain. Domain Score is calculated in the same way as Google's PageRank

Total Backlinks ⓘ**20.2K**Referring Domains ⓘ**1.9K**Domain Score ⓘ**30**Trust Score ⓘ**35**

Domain Competitors 100 ⓘ

Domain Score <small>ⓘ</small> ▼	Trust Score <small>ⓘ</small> ▼	Domain <small>ⓘ</small>	Competition Level <small>ⓘ</small> ▼	Common Ref. Domains <small>ⓘ</small>	Total Ref. Domains <small>ⓘ</small> ▼	Backlinks <small>ⓘ</small> ▼
23	27	andyworthington.co.uk			1,012	172,888
32	39	thebureauinvestigates.com			4,017	63,616
33	40	ccrjustice.org			3,235	54,731
34	41	justsecurity.org			2,330	320,431
28	36	emptywheel.net			1,619	114,350
30	37	physiciansforhumanrights.org			1,767	23,377
23	27	livingunderdrones.org			708	3,824
31	38	liberty-human-rights.org.uk			2,160	20,624
23	34	airwars.org			1,059	5,775
25	34	caat.org.uk			1,302	23,488
25	35	craigmurray.org.uk			1,936	36,644
25	35	warisacrime.org			1,566	38,562

Backlinks: http://www.rerieve.org.uk

Report Scope: Root Domain

Overview

Backlinks

Anchors

Referring Domains

Re

Referring Domains

Referring IPs

Domain Score

Trust Score

Comparison

Quick Batch

BETA

Total Backlinks

20.2K

Referring Domains

1.9K

Referring IPs

2.2K

Domain Score

30

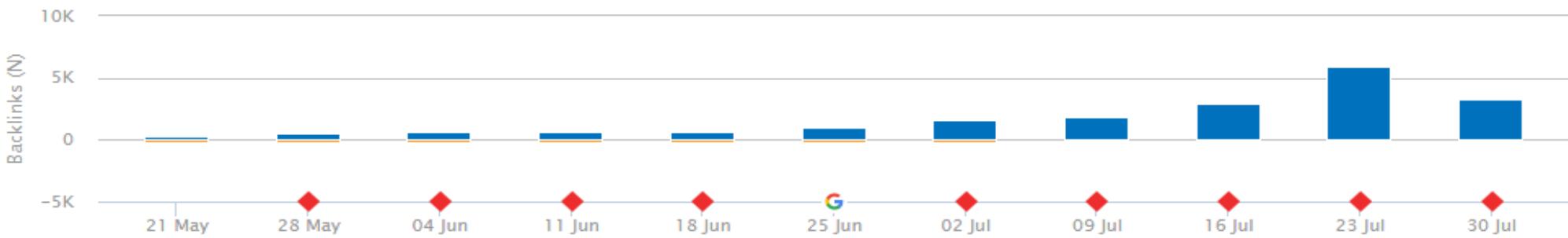
Trust Score

35

New & Lost Backlinks

Chart Scope: Root Domain New Lost Notes

3M 1Y All Time



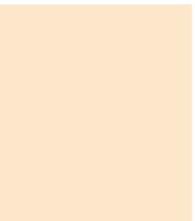
Backlink Types



98%

19.9K
text

1%

264
image

<1%

1
form

<1%

13
frame

Follow vs Nofollow

Whether the other website links back to you

85%

17.2K
Follow

15%

3K
nofollow

Backlinks: <https://www.freedomfromtorture.org>

Report Scope: Root Domain

Overview Backlinks Anchors Referring Domains Referring IPs Indexed Pages Competitors Rank Comparison Quick Batch

Total Backlinks ⓘ Referring Domains ⓘ Domain Score ⓘ Trust Score ⓘ
3.6K **712** **24** **34**

As far as a search engine is concerned. These website are competing with freedomfromtorture.org for space on the internet. To assess how they doing it we size up their back links and web presence.



Domain Competitors 100 ⓘ

Domain Score <small> ⓘ</small> <small> ⓘ</small>	Trust Score <small> ⓘ</small> <small> ⓘ</small>	Domain <small> ⓘ</small>	Competition Level <small> ⓘ</small> <small> ⓘ</small>	Common Ref. Domains <small> ⓘ</small>	Total Ref. Domains <small> ⓘ</small> <small> ⓘ</small>	Backlinks <small> ⓘ</small> <small> ⓘ</small>
25	34	refugee-action.org.uk			720	2,972
30	37	refugeecouncil.org.uk			1,627	10,040
18	24	medicaljustice.org.uk			286	4,042
21	29	asylumaid.org.uk			407	6,136
15	20	biduk.org			199	1,977
21	25	ilpa.org.uk			385	1,619
15	19	detentionaction.org.uk			188	1,074
19	24	helenbamber.org			263	661
22	27	redress.org			553	133,728
21	26	jawi.org.uk			426	2,985
21	26	scottishrefugeecouncil.org.uk			429	1,384
22	26	uklais.org.uk			286	886
20	32	freemovement.org.uk			477	6,337
20	25	migrantsrights.org.uk			539	5,270
18	23	eavesforwomen.org.uk			222	715
24	33	refugeeweek.org.uk			571	6,217
26	32	childrenslegalcentre.com			727	6,139
18	20	torturecare.org.uk			301	1,161
24	28	irr.org.uk			1,079	16,749
28	33	unhcr.org.uk			860	3,935
21	25	bihn.org.uk			442	1,575

[Dashboard](#)[Domain Analytics](#)[Overview](#)[Organic Research](#)[Backlinks](#)[Advertising Research](#)[PLA Research](#)[Video Advertising BETA](#)[Display Advertising](#)[Traffic Analytics NEW](#)[Entire menu](#)[Ranks](#)[Domain vs. Domain](#)[Charts](#)[Keyword Analytics](#)[Projects](#)[Gap Analysis NEW](#)[SEO Content Template NEW](#)[Lead Generation Tool](#)[My Reports](#)[Online demo](#)[SEOquake for Google Chrome](#)Backlinks ▼

justice.org.uk



Search

Projects



Upgrade

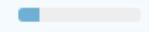
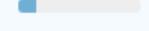
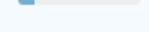
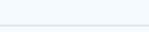
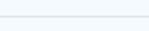
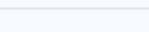
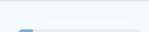
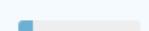
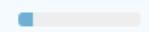
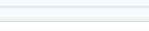
Dashboard > Domain Analytics > Backlinks

[Send Feedback](#)

Backlinks: justice.org.uk

Report Scope: [Root Domain](#) ▼[Overview](#)[Backlinks](#)[Anchors](#)[Referring Domains](#)[Referring IPs](#)[Indexed Pages](#)[Competitors BETA](#)[Comparison](#)[Quick Batch](#)Total Backlinks i**15.5K**Referring Domains i**476**Domain Score i**21**Trust Score i**26**

Domain Competitors 100 i

Domain Score <small>i</small>  	Trust Score <small>i</small>  	Domain <small>i</small>	Competition Level <small>i</small>  	Common Ref. Domains <small>i</small>	Total Ref. Domains <small>i</small>  	Backlinks <small>i</small>  
19	24	thejusticegap.com 			419	3,327
18	23	publiclawproject.org.uk 			279	1,146
25	30	ukhumanrightsblog.com 			866	53,320
16	20	lag.org.uk 			256	1,215
29	35	supremecourt.gov.uk 			1,080	14,479
31	38	liberty-human-rights.org.uk 			2,160	20,624
17	21	uksblog.com 			303	27,864
18	23	gardencourtchambers.co.uk 			304	4,353
20	25	ukconstitutionallaw.org 			560	6,205
30	36	lawcom.gov.uk 			1,012	6,945

Have a Suggestion? 

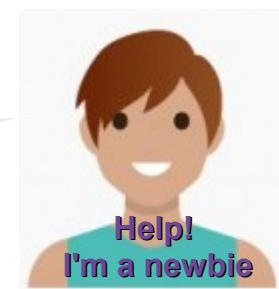
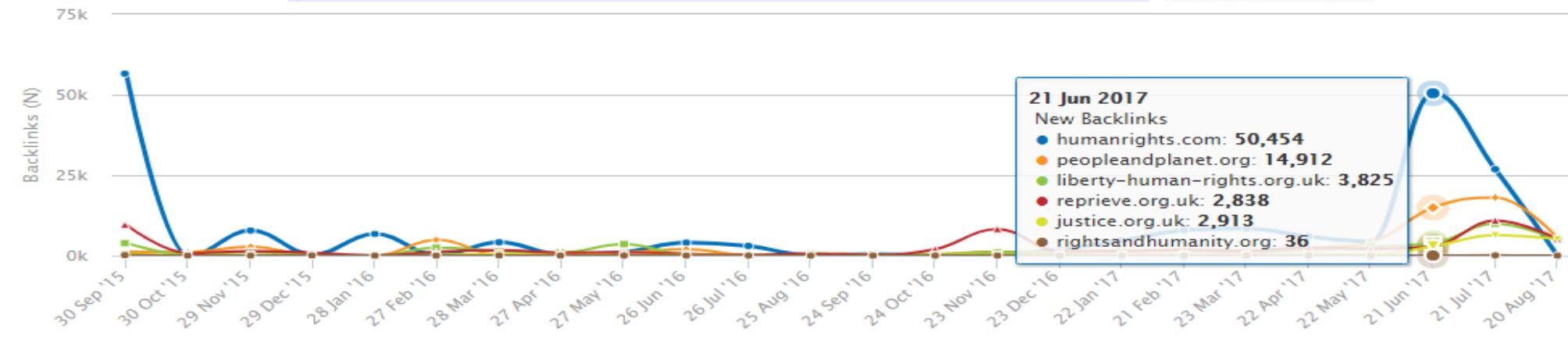

 New Backlinks (i)

Chart Scope: Root Domain


[By Metrics](#) [By Referring Domains](#)

Domain or URL	Domain Score	Trust Score	Backlinks	Domains	Follow / Nofollow	Text	Image	Form	Frame	Info
● humanrights.com root domain	24	34	95,930	1,057	94.9K / 1.1K 99% / 1%	95.4K 99%	575 1%	0 0%	2 0%	more ▾
● peopleandplanet.org root domain	23	29	40,913	1,060	38.8K / 2.1K 95% / 5%	40.8K 100%	95 0%	0 0%	2 0%	more ▾
● liberty-human-rights.org.uk root domain	31	38	20,624	2,160	14.8K / 5.8K 72% / 28%	18.9K 92%	1.7K 8%	0 0%	2 0%	more ▾
● reprieve.org.uk root domain	30	35	20,194	1,947	17.2K / 3K 85% / 15%	19.9K 99%	264 1%	1 0%	13 0%	more ▾
● justice.org.uk root domain	21	26	15,471	476	15.1K / 420 97% / 3%	15.4K 100%	25 0%	0 0%	1 0%	more ▾
● rightsandhumanity.org root domain	6	6	98	46	91 / 7 93% / 7%	95 97%	3 3%	0 0%	0 0%	more ▾

Backlinks: www.youthforhumanrights.org

[PDF](#)Report Scope: [Root Domain](#) [Overview](#)[Backlinks](#)[Anchors](#)[Referring Domains](#)[Referring IPs](#)[Indexed Pages](#)[Competitors](#) BETA[Comparison](#)[Quick Batch](#)Total Backlinks **70K**Referring Domains **1.4K**Referring IPs **1.5K**Domain Score **26**Trust Score **34**

New & Lost Backlinks

Chart Scope: Root Domain New Lost  Notes [3M](#) [1Y](#) [All Time](#) 

Backlink Types



99%

69.6K



<1%

352



0

Form



<1%

5

Frame

Follow vs Nofollow



92%

64.6K

Follow

8%

5.4K

Nofollow



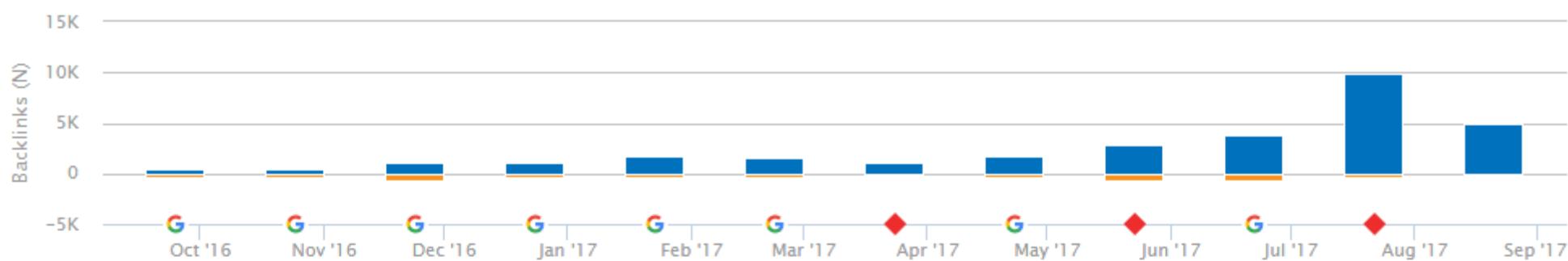
Backlinks: www.liberty-human-rights.org.uk

[PDF](#)Report Scope: [Root Domain](#) [▼](#)[Overview](#)[Backlinks](#)[Anchors](#)

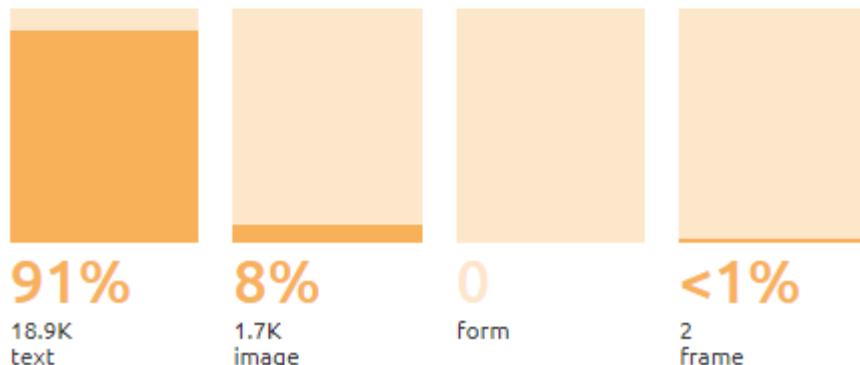
The number of Domains pointing to the queried URL

[Indexed Pages](#)[Competitors](#) BETA[Comparison](#)[Quick Batch](#)Total Backlinks i**20.6K**Referring Domains i**2.2K**Referring IPs i**2.3K**Domain Score i**31**Trust Score i**38**

New & Lost Backlinks i

Chart Scope: Root Domain New Lost  [Notes](#) ▼[3M](#) [1Y](#) [All Time](#)

Backlink Types



Follow vs Nofollow



SUMMARY

- This is a huge potential market that is far off saturation.
- Average number of pages requirement (for on-site presence of keywords and generating real associated keyword value) is 5000 approx.
- We would normally need a big call to action and drive donations to the website.
- An interactive donation meter. Once a donation is made, the user can see the interactive display move (a slide rule etc). Generally being able to see how the donations are spent or will be spent helps.

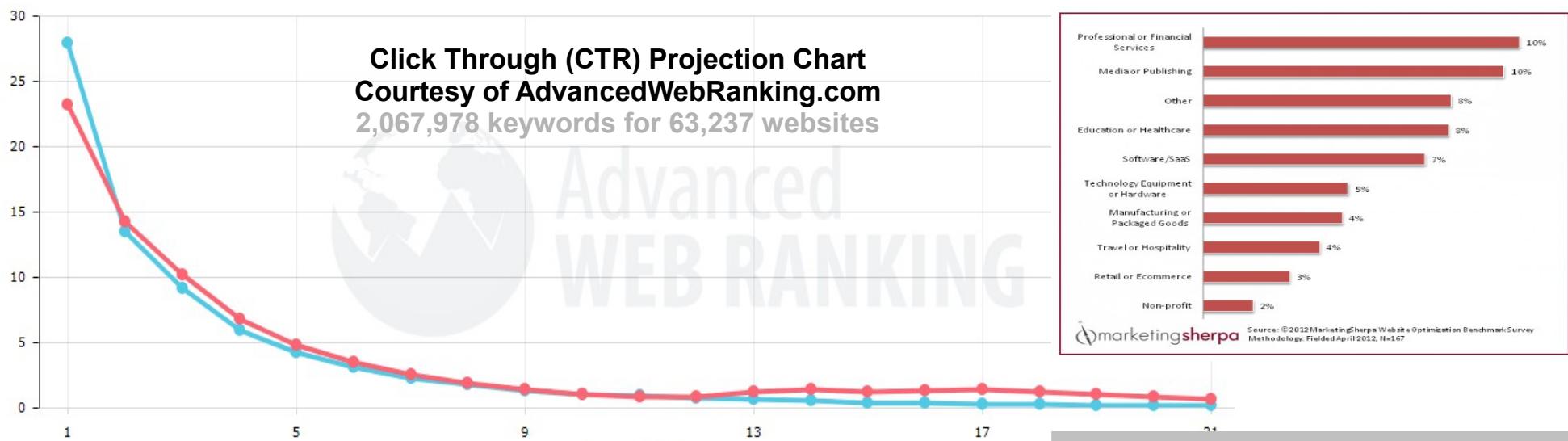


Projected Position Projection

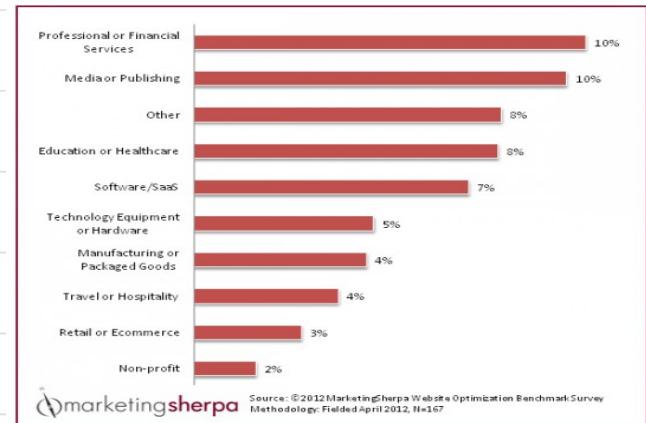
- I have projected the anticipated position by first identifying keywords that we intend to optimise for.
- Identify competitors that already index for that word. Assess their size and web presence which indicates their relevancy score for that keyword.
- If I know we can push ahead of them and I see them in search results I know I can take that position So position projection is a low ball figure.

Keyword	Monthly Search Volume (median value used)	Projected Position in Search Results	CTR Projection	Conversion Projection (2% average for Not-for-profit)
non profit organisation	10K-100K	7	2.3%	455.4
human rights abuses	10K – 100K	9	1.36%	24.48
human rights organisations uk	100 – 1K	7	2.3%	10.35
human rights activists uk	10 - 100	10	1.5%	0.675
				490.905

How Google Keywords Tool calculates Monthly Search Volume: The average number of times that people have searched for a keyword and its close variants based on the targeting settings and date range that you've selected. The average the number of searches for the term over a 12-month period.



average giving amount was **£63.69** in 2014
(across modes £18)
- NPOT-uk.org - Charitable giving stats UK

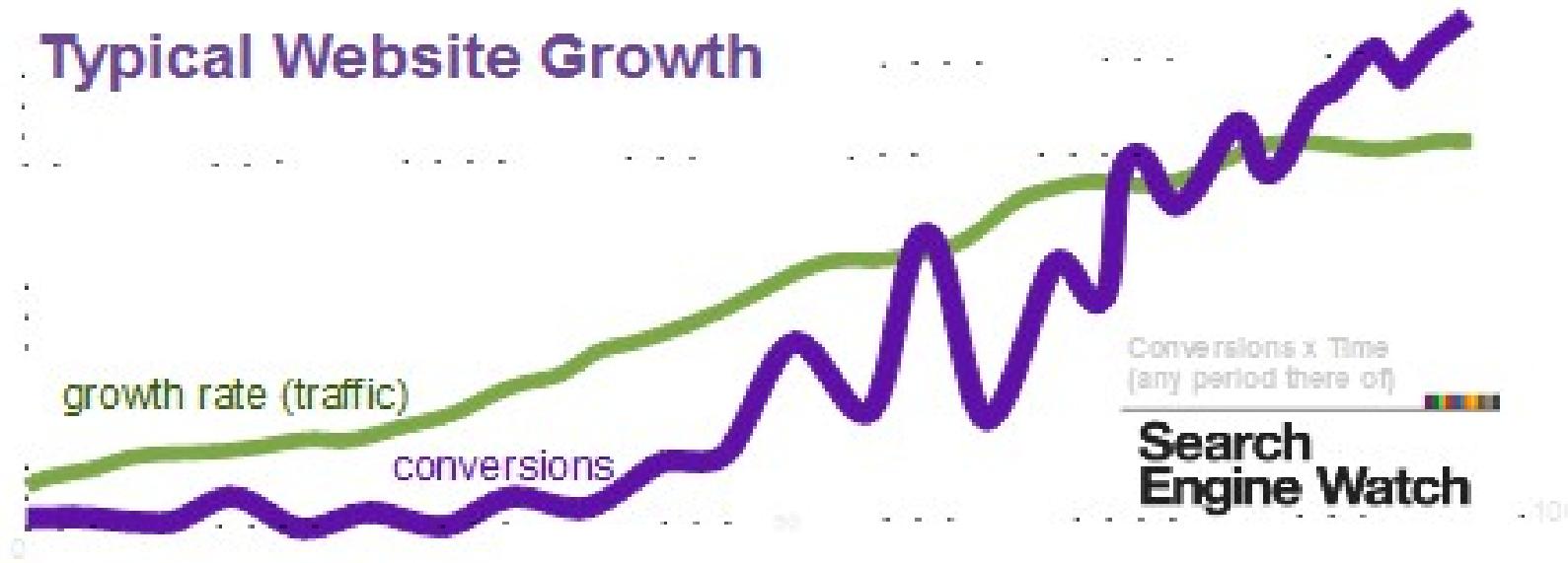


The chart above shows that average conversion rates for visits to sale of 2%. Based on previous UK compilations..

Source: <http://www.smartsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

The Conversion Rate Projection x
Average Conversion Rate Projection is
£31,265.73945
Per month

Typical Website Growth



CONCLUSION

If we are able to growth the search engine optimization profile of the website to the level of

<http://www.reprieve.org.uk>

(2,980 pages, 20,194 back links on 1,947 unique domains)

The common misspelling of reprieve.org.uk as rep*re*ive.org.uk is available for purchase. If it is considered ethical we could register this for ourselves.

Which equates to a link building campaign involving trusted and high value domains.

We also need a large website which follows the structure of humanrights.com



Important Build Prerequisites

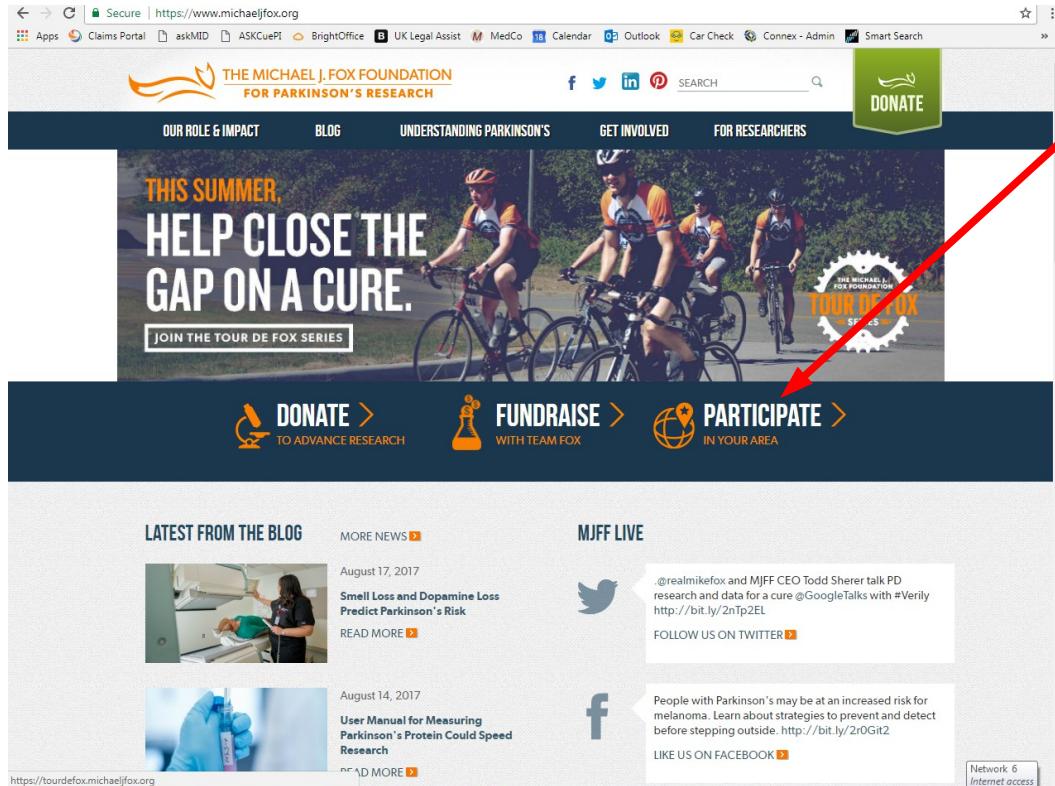
After this report is made we would conduct conversion rate optimisation, this once the website garners traffic.

We Also have yet to estimate growth from Pay Per Click. The Pay Per Click Advertising increase affect on organic growth and Social Media Marketing.

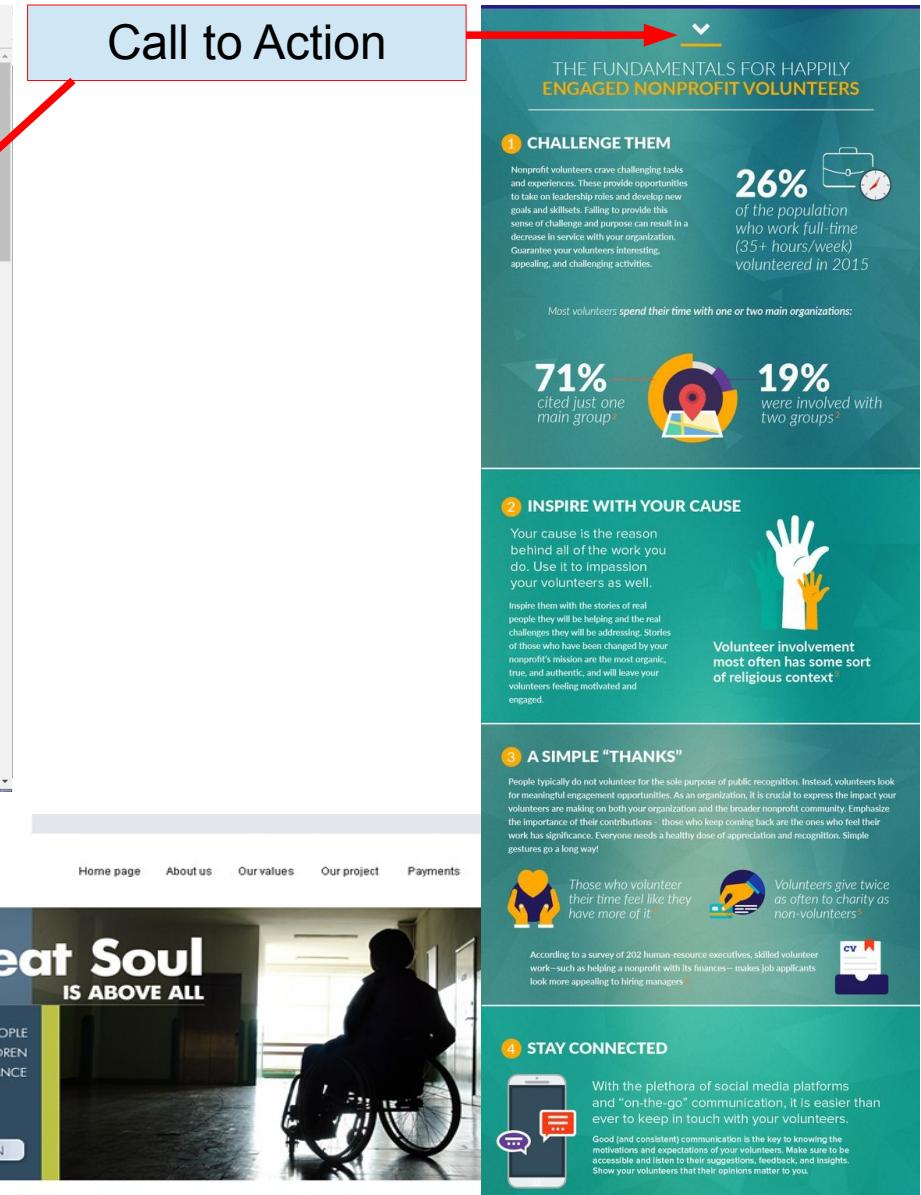


Conversion Rate Optimisation (CRO) means modifying the website to better produce sales. A conversion is a sale or the website doing it's job.

Research and Development



The Michael J. Fox Foundation website features a prominent call to action in the center of the homepage. The text reads: "THIS SUMMER, HELP CLOSE THE GAP ON A CURE. JOIN THE TOUR DE FOX SERIES". Below this, there are three main buttons: "DONATE > TO ADVANCE RESEARCH", "FUNDRAISE > WITH TEAM FOX", and "PARTICIPATE > IN YOUR AREA". A red arrow points from the "PARTICIPATE" button towards a red box labeled "Call to Action" in the top right corner of the image.



The image shows a section of a nonprofit volunteer engagement guide. The title is "THE FUNDAMENTALS FOR HAPPILY ENGAGED NONPROFIT VOLUNTEERS". It includes a red arrow pointing from the "Call to Action" box on the Michael J. Fox Foundation website towards this section. The guide is divided into four main sections: 1. CHALLENGE THEM, 2. INSPIRE WITH YOUR CAUSE, 3. A SIMPLE "THANKS", and 4. STAY CONNECTED. Each section contains text, statistics, and icons. For example, the "CHALLENGE THEM" section includes a statistic: "26% of the population who work full-time (35+ hours/week) volunteered in 2015". The "INSPIRE WITH YOUR CAUSE" section features an icon of a hand holding another hand, and the "A SIMPLE 'THANKS'" section features an icon of a person holding a gift.



The Robin Hood website has a large image of a woman and a child with the text "POVERTY IS COMPLEX. YOU CAN HELP." Below this, a quote from David Saltzman, Executive Director, Robin Hood, reads: "NEW YORK IS ARGUABLY THE RICHEST CITY IN THE WORLD, AND YET WE STILL HAVE OVER 1.8 MILLION NEW YORKERS LIVING IN POVERTY." The "DONATE" button is located at the top right of the main banner.



The Charity Center website features a large image of a person in a wheelchair with the text "Great Soul IS ABOVE ALL". Below this, there are links for "CONCERN FOR DISABLED PEOPLE", "DISINTERESTED HELP FOR HOMELESS CHILDREN", and "MEDICAL ASSISTANCE". A "MAKE A DONATION" button is located at the bottom of the main banner.

INFO@PRAYCHARITY.COM | (843) 868-5454 | Date: Friday, April 28, 2017 | Search | [DONATE NOW](#)

Donate & Help

AFRICAN CHILDREN FOR EDUCATION

[LEARN MORE](#)

01. GIVE DONATION

Ipsum dolor sit amet, consectetur adipiscing elit. Ut eu nullus ipsum dolor sit amet.

[LEARN MORE](#)

02. BECOME VOLUNTEER

Ipsum dolor sit amet, consectetur adipiscing elit. Ut eu nullus ipsum dolor sit amet.

[LEARN MORE](#)

03. GIVE SCHOLARSHIP

Ipsum dolor sit amet, consectetur adipiscing elit. Ut eu nullus ipsum dolor sit amet.

[LEARN MORE](#)

16845 CAUSES

1549 PLACES

5139 VOLUNTEERS

235845 SAVED

OUR CAUSES


HELP WITH ECONOMIC OPPORTUNITY
Phasellus in egestas libero, et congue lobus. Cras vel locusta nisi. Duis nulla metus, blandit ut tortor.
RAISED \$10 GOAL \$123
[DONATE](#)


HELP US TO SEND VEGETABLES
Phasellus in egestas libero, et congue lobus. Cras vel locusta nisi. Duis nulla metus, blandit ut tortor.
RAISED \$0 GOAL \$400
[DONATE](#)


HELP GIRLS TO GET EDUCATION
Phasellus in egestas libero, et congue lobus. Cras vel locusta nisi. Duis nulla metus, blandit ut tortor.
RAISED \$0 GOAL \$700
[DONATE](#)

UPCOMING EVENTS !

284 DAYS | 23 HOURS | 3 MINUTES | 8 SECONDS

DISCUSSING THE IMPORTANCE

ADMIN | FRIDAY, APRIL 28, 2017 AT 10:00 | NO HOST

[LEARN MORE](#)

CHARITY


DONATE FOR A GOOD CAUSE
DONATE NOW

WE'VE REACHED SO FAR



LATEST DONATIONS

HOW CAN YOU HELP?

HELP FOR CHARITY

Donation Chart

DISCOVER THE POWER OF MAGIC

Former "Magic" Johnson has become the nation's top spokesman for children's health, and takes his promising spirit and love to any audience.

[DISCOVER MORE](#)

MARK JONHNSON ENTERPRISES

OUR MISSION

Mark Johnson Enterprises serves as a catalyst for fostering community and economic development by providing access to high-quality educational, medical, and social services throughout the developing world.

[WATCH VIDEO](#)

WE BUILD BUSINESSES

WE GROW COMMUNITIES

A COMPETITIVE ADVANTAGE

RESULTS



YOUR SPONSORSHIP CAN BREAK THE CYCLE OF POVERTY

One person can make a lasting impact in the life of a child in need. Will you be that person?

[WATCH THE VIDEO](#)

YOUR INDIVIDUAL GIFT MAKES A DIFFERENCE

The St. Nicholas Center in Nairobi, Kenya, where these young boys live, is a safe haven for children who have lost their parents and home. Won't you join us in our efforts to help children thrive worldwide?

[WATCH THE VIDEO](#)

BECOME A VOLUNTEER

We are looking for people who want to make a difference. If you can sew, research, write, fundraise, write/perform music, send medical supplies, coordinate events, or simply have a desire to help, we need you. If you want to travel to Africa, become a volunteer today!

[JOIN US](#)

WE WORK IN 23 COUNTRIES AROUND THE WORLD, INCLUDING THE U.S.

2,600,000 volunteers helping to improve their communities

50,000,000 lives impacted around the world

1,800 local Open hearts in 40 countries and territories worldwide

EVENTS 2015

24 Mar. Container of medical supplies loaded and shipped to Uganda
24 Mar. Container of medical supplies to be loaded and shipped to Kenema Hospital in Kenya
24 Mar. Inligras a 4-star charity with Charity Navigator
24 Mar. Container of medical supplies to be used to Alakor Hospital and Kizimkazi Mines Hospital in Uganda

NEWSLETTER

Enter your email to receive our latest news & updates

[SUBSCRIBE](#)

be human change the world

Charity Marathon 2013 36 Days 13 Hours 3 Minutes 55 Seconds

HOME ABOUT CHARITY EVENTS PROJECTS CHARITY STORE BLOG GALLERY PAGES CONTACT

we need your support to educate, feed and accomodate!

SUCCESSFUL STORIES

"This personal attention to the children and programs is exceptional and rare, but what is really unique about Inligras is that they know who they are. They have a vision for their best, most positive self one that retains their uniqueness and effectiveness, and they are acting on realizing that vision."

John Nelson (Artist)

24 Mar. Container of medical supplies loaded and shipped to Uganda
24 Mar. Container of medical supplies to be loaded and shipped to Kenema Hospital in Kenya
24 Mar. Inligras a 4-star charity with Charity Navigator
24 Mar. Container of medical supplies to be used to Alakor Hospital and Kizimkazi Mines Hospital in Uganda

Inligras
a 5-star charity

Who we are

Where we work

What We Do

History
Senior Management
Resource Library
Careers
Trustees
Corporate Partners
Foundations & Trusts

United States
Africa
Asia
Latin America
Middle East and Eurasia
Interactive Map

Child Protection
Child Sponsorship
Education
Emergency Response
Health and Nutrition
Hunger and Livelihoods

DONATE
DONATEFUNDRAISE
FUNDRAISEPARTICIPATE
GET INVOLVED

THE FUNDAMENTALS FOR HAPPILY ENGAGED NONPROFIT VOLUNTEERS

1 CHALLENGE THEM

Nonprofit volunteers crave challenging tasks and experiences. These provide opportunities to take on leadership roles and develop new goals and skillsets. Failing to provide this sense of challenge and purpose can result in a decrease in service with your organization. Guarantee your volunteers interesting, appealing, and challenging activities.

26% 
of the population
who work full-time
(35+ hours/week)
volunteered in 2015

Most volunteers *spend their time with one or two main organizations:*

71%
cited just one
main group²



19%
were involved with
two groups²

Logo for Peaceful Planet MUST remain the same.

I was hoping to rebuild it as vector graphic which might be appropriate for web delivery.



PeacefulPlanet.org
HUMAN RIGHTS EDUCATION

Design and Development

Complete Fundraising Management Solution

Flexible Constituent Relationship Management



Track and manage unlimited data for all your constituents in one easily customised database. With sophisticated yet easy-to-use tools for linking related records, coding and filtering donor attributes, and controlling access to your data, you can finally have a centralised information resource that meets the unique needs of your organisation.

- Easy-to-Use Design
- Customizable Screens & Fields
- Donor Data Management
- Volunteers and all other constituents

Targeted Fundraising Efforts



Reach the right people with the right message! From generating targeted solicitations to keeping notes on potential major donors, DonorPerfect provides the tools for communicating, tracking and managing your campaigns and results.

- Targeted Emails and Mailings
- Contact/Moves Management
- Annual Appeals & Capital Campaigns
- Memberships
- Grant Tracking
- Special Events
- Wealth Screening
- Social Network Fundraising

Online Donation & Payment Forms



DonorPerfect Online includes [WebLink](#), our fully-integrated online application that makes it easy to create unlimited forms for donations, registrations, memberships, volunteers and other purposes. All data and transactions download directly to DonorPerfect Online, and payments deposited to your bank account within 48 hours

- Save time! Eliminate manual data entry
- All form fields mapped to your DonorPerfect database
- Record matching options ensure correct donor record is updated or new record is created.
- Accept donations and payment in GBP, CA, USD or EURO
- Provide Gift Aid confirmation
- Integrates with DonorPerfect Event Management
- Send [SmartGive](#) Links and URLs to your donors
- Multiple form templates to choose from
- PCI compliant: Secure, encrypted data
- WebLink Pro available for advanced form editing needs. Also form customization services by our staff specialists.



Trusted by thousands of nonprofits & social good projects around the world.



The tools you need to raise more in today's connected world.

Inspire your community, activate your supporters, reach new donors, and raise more online. CauseVox makes online fundraising tools that empower you to easily build, launch, and manage your online fundraising campaigns.

Design and Development (Mock-ups)



PeacefulPlanet.org
HUMAN RIGHTS EDUCATION

What we do Get involved Do more Donate now

Home Link Link Link Link Link Link Link Link

Charity text

Lorem ipsum dolor sit amet, laudem atomorum ius id. Est ludus omnes accusamus ex, nec id amet copiosae rationibus. Ei pro decore scripta honestatis. Duo an sumo viris intellegebat. No vix conceptam referrentur, ne dicam sententiae mei.

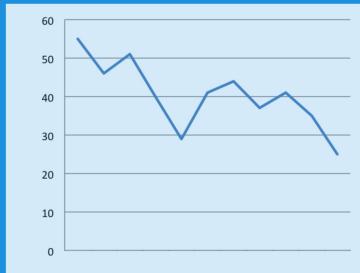
Silhouettes of people raising their hands against a rainbow background.

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How many donations do we have so far?



PeacefulPlanet.org
HUMAN RIGHTS EDUCATION

Home Link Link Link Link Link Link

Search

WHAT WE DO

DONATE

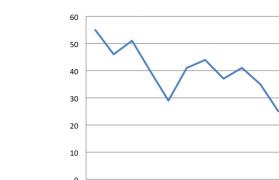
DO MORE

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Silhouettes of people raising their hands against a rainbow background.



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The donations we have so far