

NPO WEBSITE LAYOUT GUIDE

While I want you to be as creative as possible when designing and building your websites, it's most important that users can easily navigate their way through your site to find and access the information they seek. Therefore, this guide explains the specific landing pages (and the content) that must be present in each of your websites.

A few words of advice: Do all of your writing on a separate document. Share a Google Doc amongst your group for all of the writing, and then copy and paste the writing onto the website. Some of the design programs (Weebly, Wix, Wordpress, etc) can be somewhat buggy, and you want to be sure that all of your writing and graphics are safely saved elsewhere so that you don't lose them somewhere within the digital stratosphere. I can't tell you how many times students have lost work and thus created more for themselves by not saving the writing on a separate document first. Don't make this mistake! Also, these websites are free to build. None of you should be spending any money on this project to purchase domain names.

PAGE TITLE: HOME PAGE

In order to receive a passing grade, you must have the following on this page:

- Name of nonprofit organization
- The nonprofit's logo (can be digital, but extra points for original work)
- The nonprofit's slogan
- The nonprofit's mission statement:

Mission Statement: You should think of your mission statement as the thesis in an essay insofar as it provides the overarching message of your organization.

Examples:

New York Public Library: *To inspire lifelong learning, advance knowledge, and strengthen our communities.*

San Diego Zoo: *San Diego Zoo is a conservation, education, and recreation organization dedicated to the reproduction, protection, and exhibition of animals, plants, and their habitats.*

Audubon: *To conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity*

PAGE TITLE: THE ISSUE

In order to receive a passing grade, you must have the following on this page:

- Some members of your group have written about the specific problem or issue that your nonprofit organization is working to solve. After you're written the papers individually, you will combine your papers into one cohesive, well written page that explains the problem at hand. It's important that the writing is free of grammatical, mechanical, and structural errors. You are not merely copying and pasting a number of essays onto the page.
- You should also have pictures, graphs, charts, maps, or any other information that accompany your writing. You may pull the pictures off the internet though extra points are granted for original work.

PAGE TITLE: THE STRATEGIC PLAN

In order to receive a passing grade, you must have the following on this page:

- Some members of your group have written about specific solutions your nonprofit organization is using in addressing the problem. After you're written the papers individually, you will combine your papers into one cohesive, well written page that explains the solutions (strategies) you're using . It's important that the writing is free of grammatical, mechanical, and structural errors. You are not merely copying and pasting a number of essays onto the page.
- You should also have pictures, graphs, charts, maps, or any other information that accompany your writing. You may pull the pictures off the internet though extra points are granted for original work.

PAGE TITLE: ABOUT US

On this page, you should have the names of all of your group members. You can also add short biographies (factual or fictional). Think about explaining why this issue is important to each of you. Consider adding a picture of each group member.

PAGE TITLE: SUPPORT US

On this page, you should post multiple ways that the general public can help you in your overall mission.

- Do you need volunteers? If so, how does one sign up? Is there a form to fill out? Who do we contact?
- Perhaps your organization is lobbying to have an existing law changed or a new law passed. Should we write a federal, state, or local representative? Who do we contact and how can we do so? What should we be writing to them?
- Is there a petition you need us to sign? If so, create an online petition and post it to this page.
- Do you need donations to support your operating costs? If so, how do we donate?

PAGE TITLE: MULTIMEDIA

On this page, you should post any pictures or videos that your group has created. Your multimedia page should contain only original work. Also, your videos should be informative but also fun. It's okay if they're somewhat goofy and quirky. However, it is important that you took the time to make a video.

Websites without videos will not receive a grade higher than a C.

PAGE TITLE: CONTACT US

On this page, you should post various ways the public can contact your organization.

- Create an email account for your organization and post it on this page. If you'd like, you can also add emails for each member of your group.
- You should add a physical location and maybe a link to Google Maps (use KCC's address)
- You should also add the links to your social media pages: Twitter, Facebook, Instagram, etc.

PAGE TITLE: RESOURCES

On this page, you will list all of the different resources your group used on your papers. This should be formatted the same way you would a regular works cited page, with hanging indents and all of your sources listed in alphabetical order.

NOTE: While you are free to add more pages, the pages above must be included in your website (*Home Page, The Issue, Strategic Plan, About Us, Support Us, Multimedia, Contact Us, and Resources*). Failing to have these pages and the necessary content will result in a significant point reduction.

