

READY FOR THE REDESIGN

smart
CAUSE
digital

DIGITAL SKILLS FOR
SMART MARKETERS

Today you will...

- » **Understand which elements of a nonprofit website are helpful for reaching new audiences**
- » **Assess whether your nonprofit website needs a complete redesign, or simply improvements to specific areas**
- » **Prioritize specific elements to include in a redesign, if applicable**

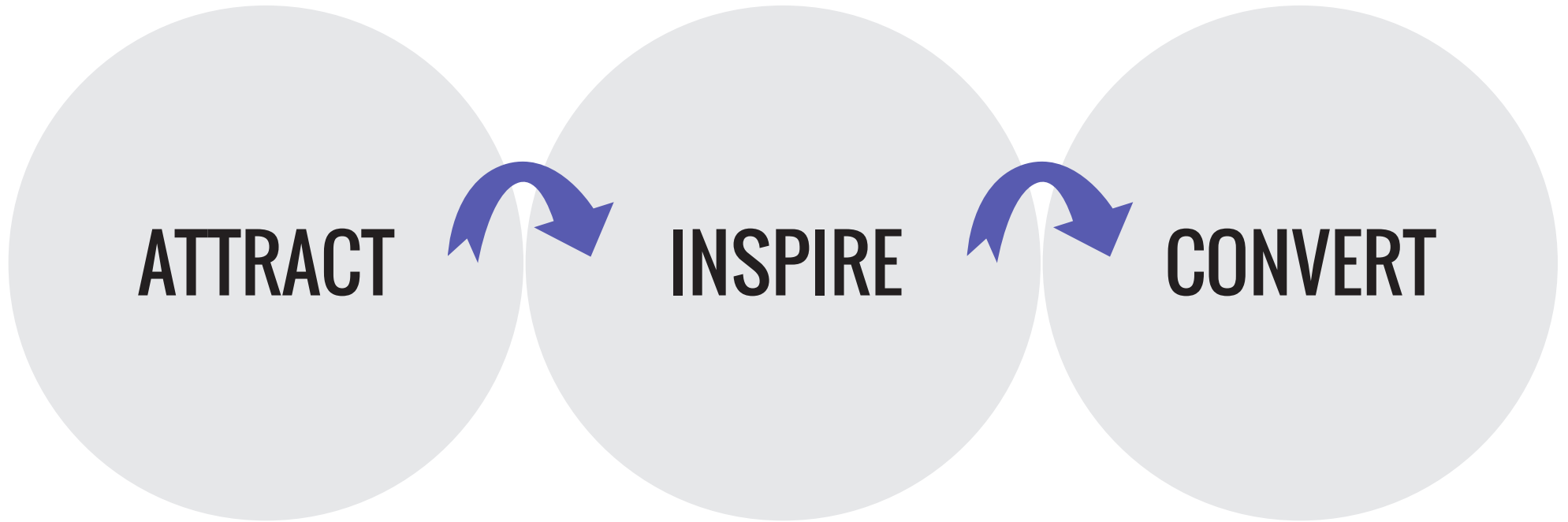
Yesenia Sotelo

» yesenia@smartcausedigital.com

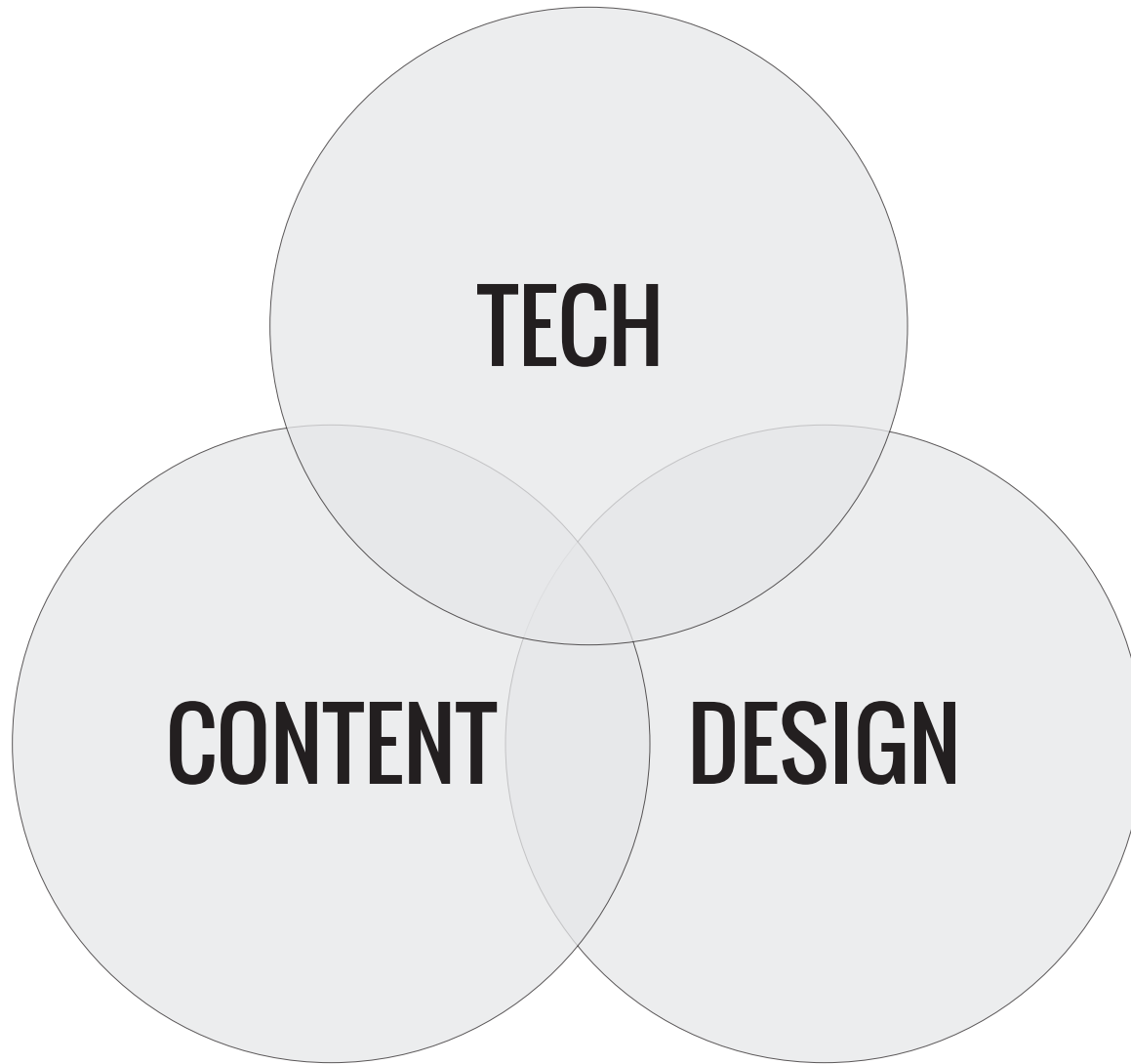
»  [@silverbell](https://twitter.com/silverbell)



Reach New Audiences



Areas of Focus



CONTENT

Content: Menu

» Intuitive menu that guides users, especially new users



A 36 year old, Trenton-based nonprofit that fosters self-reliant families and healthy, sustainable communities.

ABOUT

▼ I WANT TO...

▼ LEARN ABOUT


- SAVE MY HOME FROM FORECLOSURE
- TRAIN FOR A JOB
- GARDEN
- EARN MY DIPLOMA
- PLAN FOR MY NEIGHBORHOOD
- TEST FOR LEAD
- BUY A HOME
- TAKE CONTROL OF MY FINANCES
- INVEST IN COMMUNITIES
- RENT A HOME
- JOIN MILL ONE

working for the THDC neighborhood. [\(Read More\)](#)

Content: Programs & Services

- » **Accurate, high-quality information re: programs and services**
- » **Helps with search engine optimization (SEO)**

f
t
@
🔍




[About Us](#)
[Our Work](#)
[News & Stories](#)
[Resources](#)
[Donate Now](#)

YOU ARE HERE

[Home](#) > > [Our Work](#) > [Program Development](#) > [Community-Based Doula Program](#)

Community-Based Doula Program



The Community Based Doula Program Model connects underserved women to women in their community who are specially trained to provide support during the critical months of pregnancy, birth and the early months of parenting. Focusing on this sensitive period in a family's life, when intervention makes the most difference, creates long-term linkages to support networks.

The Model succeeds because doulas are of and from the same community as their clients and are able to bridge language and cultural barriers in order to meet health needs. This is the power of peer-to-peer support!

Want 80% #breastfeeding initiation? Try Community-Based #Doulas.

CLICK TO TWEET t

Five Essential Components of the Community Based Doula Model:

- ✓

Employ women who are trusted members of the target community
- ✓

Facilitate experiential learning using popular education techniques and the HC One training curriculum
- ✓

Extend and intensify the role of doula with families from early pregnancy through the first months postpartum
- ✓

Value the doulas' work with salary, supervision and support

Content: How to Get Started

- » **Accurate, easy to understand information re: how to get started**
- » **Straightforward next step (ex: form, phone number, event)**

NEED HELP? START HERE

Learn about our services, who is eligible for help, and how to contact us.



MAKE A DONATION

Donate today and join our efforts to ensure justice and restore hope!



GET ENGAGED | STAY INFORMED

Receive our e-newsletter and invitations to events.

Enter your first name

Enter your last name

Enter your email address

SIGN UP



NEED HELP? START HERE

OUR PROGRAMS AND SERVICES

The Moran Center's services are free to qualifying individuals. Our Help Desk at the Skokie Courthouse serves any individual with a Cook County criminal record. For most other programs, eligible participants are (1) 21 or younger (or a parent of someone 21 or younger), (2) at or below 80% of poverty as determined by HUD, and (3) reside within the City of Evanston or attend school in Evanston. Please refer to our individual programs to determine specific eligibility requirements.

- **Representation – Legal Programs**
- **Restoration – Social Work Services**
- **Redirection Programs and Services**
- **Outreach and Advocacy**

Anyone can make a request for the Moran Center's services. We accept referrals by:

- In-person appointments
- Phone – Call our office directly at 847-492-1410
- Email – Click here to [contact](#) a staff member

If you are unsure about whether to make a referral, we encourage you to [contact us](#). If the youth and family need language or other assistance in communicating with our office, please clearly indicate these needs when making your referral. Here are frequently asked questions about our programs:

I WANT TO
CLEAR MY
RECORD

MY CHILD WAS
ARRESTED

MY CHILD
NEEDS HELP AT
SCHOOL

- **Expungement and Sealing Help Desk** – The Moran Center provides criminal records expungement and sealing services to increase education, employment and housing opportunities. The Expungement and Sealing Help Desk at the Skokie Courthouse (5600 Old Orchard Road) is open every Tuesday and Thursday from 10:00 a.m. to 12:00 noon. **All are eligible** to receive free advice and legal assistance in seeking expungement and sealing regardless of age or residency and are served on a first-come, first-served basis.
- **Juvenile Court** – The Moran Center provides legal representation to Evanston youth charged with juvenile felonies and misdemeanors. Most of our cases are litigated out of the Second Municipal District Courthouse of Cook County (Skokie Courthouse).
- **Adult Criminal Court** – The Moran Center provides legal representation to Evanston youth and young adults (21 or younger) charged with adult misdemeanors and felonies at the Skokie Courthouse.
- **Special Education Legal Advocacy** – The Moran Center provides legal representation and advocacy to parents of school-aged children in school special education matters at Evanston schools (District 65 or District 202). Our advocacy includes assistance with the Individualized Education Program (IEP) process, Manifestation Determination Reviews and other special education proceedings.

DESIGN

Design: Images

» **Authentic, compelling images**



[Click here for more info!](#)

Questions?

TECH

Tech: Staff Accessibility

» **Staff can easily add/update text and image content**

Logo	Pipeline - Two
Navigation bar right	Pipeline - Three
Homepage - Description	Pipeline - Four
Homepage - Dismantling the	Call to Action
Homepage - News	Content Block: Call to Action - ...
Homepage - Video	Content Block: Call to Action - ...
Pipeline - One	Email Signup
	Footer Links

Edit Content Block

Add Content Block

Call to Action - Get Help

Add Media

Add slider

Add Gallery

Add Form

Visual

Text

File Edit Insert View Format Table Tools

Paragraph

B

I

“

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

☰

[NEED HELP? START HERE](#)

Learn about our services, who is eligible for help, and how to contact us.

Tech: Mobile

- » Website automatically resizes itself for smaller screens
- » Important to both users and Google



Tech: Google Analytics

» **Google Analytics installed and configured correctly**

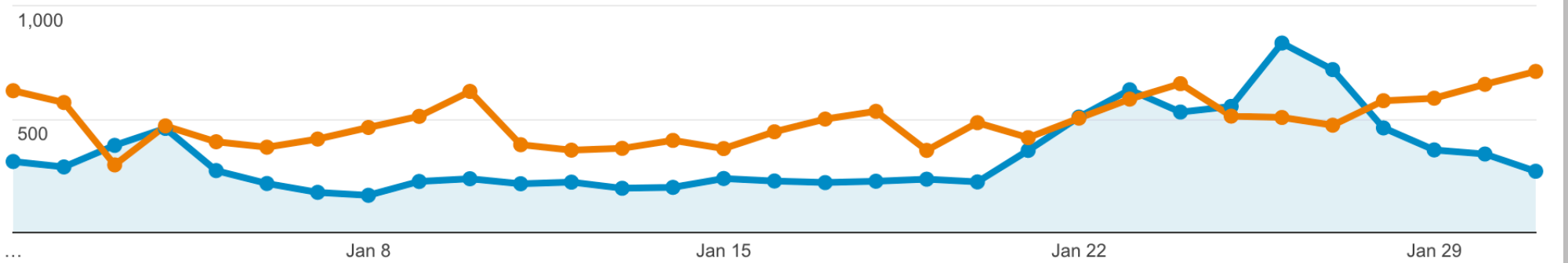
Event Category	Total Events
1. outbound-link	2,072
2. download	137
3. mailto	36
4. tel	19
5. addthis	4

Tech: Search Engine Optimization

- » **Tech framework that allows Google to use your website content to connect new visitors to your site**

Jan 1, 2017 - Jan 31, 2017: ● Users

Jan 1, 2016 - Jan 31, 2016: ● Users



1. Organic Search

Jan 1, 2017 - Jan 31, 2017	4,166 (44.02%)
Jan 1, 2016 - Jan 31, 2016	7,645 (54.97%)
% Change	-45.51%

Questions?

Assess Your Site

Assess Your Site

- » **Download the checklist**
- » **If more than half of the tech items are checked off, it's time to consider a redesign**

What to Prioritize in a Redesign

Redesign Priorities

- » In order of increasing ROI...
- » Content
- » Tech
- » Design

Strategies for Website Leaders

Strategies for a Website Leader

- » **Make smart informed decisions**
- » **Get clear about Goals, Audiences, Inspiration Sites, Capacity**

Strategies for a Website Leader

- » **Tech isn't your job**
- » **Choose a vendor that can answer your questions in a thorough manner, with options tailored to your specific needs**

Strategies for a Website Leader

- » **Content is always the reason for a delayed launch**
- » **Start writing your content as soon as possible**

Questions?

NEXT STEPS

Next Steps

- » **Download the Ready for the Redesign PDF**
- » **Sign up for the Google Analytics mini course**