

Strategic Website Messaging for Nonprofits

What is “messaging?”

Messaging is the practice of structuring design, content and usability to promote specific emotions, outcomes, and understanding.

What's the big deal?

Please help us reach our
fundraising goal of \$100,000!

By helping us reach our
fundraising goal of \$100,000,
you'll help countless children
from waking up hungry.

Beyond calls to action, messaging encompasses relevant, usable, well-structured information for all constituencies.

Ultimately, why is it important?

- Ensures your constituents are getting the information they need.
- Sets your organization apart from “competing” agencies.
- Maximizes giving and outreach efforts.

Hunger Defense Fund

Fighting hunger, one family at a time

BREAKING NEWS:**Texans Brace for Hurricane Ike**

Hurricane Ike is now listed as a Category 2 storm with 200 mph winds in the Gulf of Mexico. Texas officials are contemplating a mandatory evacuation of over one million people...

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Welcome:

Thank you for visiting Hunger Defense Fund's web site. HDF is a nonprofit humanitarian relief organization located in Santa Clarita, California and is dedicated to reaching out to needy children and their families here in the United States and around the world. HDF responds to natural disasters here in the United States and around the world by providing food, clothing, personal hygiene items, water, blankets etc. to those in need. We believe in a hand up, not a hand out! Currently, HDF is supporting two orphanages, one in Honduras and the other in Kenya, Africa. If you would like to support either of these programs, please go to the donate button and you can contribute by credit card, check or money order.

Santa Clarita News: [at KHTS AM-1220](#) [1. City To Decide Fate Of Channel 20](#) [2. W](#)

Coming Soon - 2008 Walk-A-Thon!!! Join us September 20th at the Santa Clarita Kmart shopping Center for a Hunger Defense Fund annual event. We have dedicated ourselves to reaching out to the needy families among us. It's a simple "Hand Up" that can make a big difference. You don't have to go far to find hungry men, women, and children. Just outside our doors there are people struggling daily to put food on the table. Senior citizens, young families



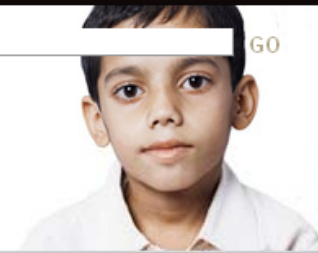
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Formerly Named
America's Second Harvest



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Tough economic times and recent disasters have been life-altering for many.

Help those who need it most.
Give today!



New Name, Same Goals

America's Second Harvest is now known as Feeding America

Advocate

Join the Hunger Action Center to get involved in advocacy in your community in your state and across

Volunteer

Your time will go a long way to help someone in need.

DONATE NOW!

FOOD BANK LOCATOR

Locate the Feeding America food

CHDS's Messaging Needs

- Technology part of the identity of target population
- Website is part of agency identity and branding efforts
- Website is our introduction to many constituents
- Website required as a "one-stop shop" for information
- Information must readily available and accessible

The then-current website did not meet any of these needs.

The process:

- Identify constituencies
- Identify information requirements, per constituency, by priority
- Structure website design to support requirements
- Ensure technology supports ongoing requirements

The process: Identify Constituencies

- **Deaf/Hard of hearing community**
- Supporters (foundations, donors, etc.)
- Health care community

Who are your top 3 constituencies?

The process: Identify Information Requirements

- Interpreting Services
- Assistive Device Center
- Behavioral Health Services
- Life Skills Program and Personal Support
- Audiology Services

What information is most important for you to convey to each of your identified constituencies?

The process: Structure Supportive Website Design

- Design must IMMEDIATELY provide primary info to primary constituency
- Secondary information must be easily found
- Information about HDS (who/what/where) must be accessible

What type of website design will support your constituent messaging requirements?

The process: Ensure Supportive Technology

- Website must allow for flexibility
- Site must support video
- Site must provide ease of use for non-technical user

What types of technology do you require to support your constituent messaging requirements?


The result.

Welcome to the Center for Hearing & Deaf Services - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address <http://www.hdscenter.org/> Go



Center for Hearing & Deaf Services, Inc.

Center for Hearing & Deaf Services, Inc.
1945 Fifth Avenue
Pittsburgh, PA 15219-5543
Phone: (412) 281-1375 (voice/tty)
Fax: (412) 281-6564

HDS Westmoreland
1011 Old Salem Road
Suite 102
Greensburg, PA 15601-1034
Phone: (724) 832-7801 (voice/tty)
Fax: (724) 832-7802

Interpreting Services

Assistive Device Center



Behavioral Health Services

Life Skills Program & Personal Support

Audiology

HDS Westmoreland

- Home
- About Us
- Donate to HDS
- Calendar of Events
- Programs & Services
- HDS Online Store
- Links
- Listen to the Rainbow
- Contact Us

WELCOME TO THE CENTER FOR HEARING & DEAF SERVICES

Welcome to the web site of the Center for Hearing & Deaf Services, Inc.(HDS) and its branch office, HDS-Westmoreland, a non-profit agency in continuous operation since 1921. Our professional staff provides a wide range of services for people who are deaf, hard of hearing, or speech-impaired. You are invited to call for information or an appointment. Our telephone number is (412) 281-1375(V/TTY).

[Current News](#)

Done Internet

Start | Inboxes - Microsoft Outlook | Microsoft PowerPoint - [...] | Welcome to the Cent... | CHDS_Strategy_clean.d...

10:29 PM

Please review the process questions.

How does *YOUR* site address the answers.

*Call, write, or ask
me about a
**Free Website
Assessment***

Q&A

Contact:

Robert Faletti
President
Blue Archer
412.353.1048 Direct
412.334.0685 Mobile
rfaletti@bluearcher.com
www.bluearcher.com

Amy Hart
Executive Director
CHDS
412.281.1375
ahart@hdscenter.org
www.hdscenter.org