Springboard Collaborative

Website Review and Recommendations

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Springboard Collaborative - Available Content

Asset name	Asset type	Content synopsis	Site y/n	Website page	Notes
Pallet Village	Video	Overview of purpose and features of village	y	Homepage	Edit to <:60 for homepage, longer version on video page
Charity/Education/Worker icons	PNG	Artwork for each area	Y		
MOUs	PDF	Copies of signed MOUs	N		Include select partner logos, synopsis, link, on Partner page
System Solution	IG	Explanation of the SC model	Y	Homepage?	This could work in a couple of places. Download?
Adobe stock 597251557	PNG	B/W photo of homeless man with coffee	Y	Homepage?	Powerful image
Cost of homelessness	IG	Cost to society on annual basis	Y		Expand to tell more of a story and set stage for SC impact
Cost of homelessness 2	IG	Same as above but with study header	Y		Use one or the other
Donation page example	Page	Screenshot of donation page	Y	Donations	Include something about tax write off?
Screenshot 140709		Pallet village header image	Y	Pallet village	Add color for more pop

Springboard Collaborative - Available Content

Asset name	Asset type	Content synopsis	Site y/n	Website page	Notes
Screenshot 140824	png	Pallet village shot 45 degrees	Y	Pallet village	
Screenshot 140921	Text	Referral/reference quotes	Y	Home	Generic quotes on homeless problem
Screenshot 141035	Png	Volunteer/resident of village	?	Pallet village	Get better shot, maybe inside home and include his story, maybe as case study
Screenshot 141151	Png	Volunteer in front of house	N		I like volunteers, but maybe group shot
Screenshot 141250	Png	Inside village unit	?	Pallet village	Better if person there. I like that it looks like a home
Screenshot 141319	Png	Outside community latrine	Y	Pallet village	Use as part of village collection
Resident journey	IG	Resident journey to productive life	Y	?	Looks pretty good, but could we make more graphic, engaging?
3 pronged approach	IG	Same as A system solution			

Content Audit – by the Numbers

Item/Page	Springboard	Community Solutions	Destination Home	Pallet Shelter	Home CT/Partnership
Videos	1	7	5	Video headers	12 webinars
Donation page	Yes	Yes and Get Involved link	Yes and Get Involved link	No	Yes
Infographics	3 (one page)	0	2 (interactive)	0	0
Blogs	0	50+	14	50+	50+
Case studies	0	40+	4	18	0
Press releases	0	~40	Blogs 90+	3	20

Content Audit – Topics of Interest

Item/Page	Springboard	Community Solutions	Destination Home	Pallet Shelter	Home CT/Partnership
Videos	Explanation of Coop and tour of village	Impact to minorities Measuring impact Systemic causes of homelessness Built for o explainers Videos supporting major topics	Problem/causes/ solution Program explainers Training webinar		
Donation page		How money is used	Variety of options- money, resources (supplies and food)		Fundraising option
Contact page	Drop down for options			Includes FAQs	
Infographics	Explanations of mission and process embedded on-page		Factsheet on how donations spent		
Blogs	NA	Success stories, how-to, FAQs,	Sponsor highlights, success stories	How-to's Success stories from residents	Housing crisis, minority impact, awards, legislative, partnership developments

Content Audit – Topics of Interest

Item/Page	Springboard	Community Solutions	Destination Home	Pallet Shelter	Home CT/Partnership
Case studies	NA	Success stories in different geos	Org's impact Partner org's CS where work is featured Prioritizing low income housing Homeless prevention factsheet Factsheets that highlight org programs	Gated How-to set up communities, overcoming issues, examples of communities	Wide variety of news, resources, research on CT homelessness Reports and factsheets
Misc.		Advocacy social toolkit Take action- activities for different audiences Map to show similar orgs/activities over US Partner page provides logo, synopsis and link to partner site	Annual/semi-annual progress reports Long-term vision and plan document	Impact report Support link to services if homeless	

Springboard Collaborative Site Goals

- Target audience
  - State DHSS
  - Donors
- Goals
  - Demonstrate vision and activity to gain permanent funding from DE DHSS
  - Secure funding from private donors and philanthropic organizations
  - Community involvement
- Tactics
  - Tell the story of the homeless and their mission
    - Mission – Challenges – Solution – Journey – Impact
  - Demonstrate early successes and current state
  - Donation page

Site Review – Springboard Collaborative

- Navigation
  - First-generation, simple and to the point top-level navigation
  - Paint the Town should be changed to Pallet Village to allow for future content
  - Coordinated care is a solid topic
- Content
  - Very limited but tells the story of the organization
  - Icons are similar, but could be more consistent
- Thoughts
  - Opportunity to increase visual appeal with more graphics, pictures of board, etc.
  - Standardize icons
  - Increase emotional appeal with pictures of residents, videos, success stories
  - Add a Partners page/navigation with synopsis of services provided and cross-links to their sites
  - What is the purpose of Contact Us?
    - Are you looking for volunteers?
    - Radio buttons rather than drop down
  - Add News section or add to About Us as a temporary fix until more content/exposure is generated

Site Review – Community Solutions

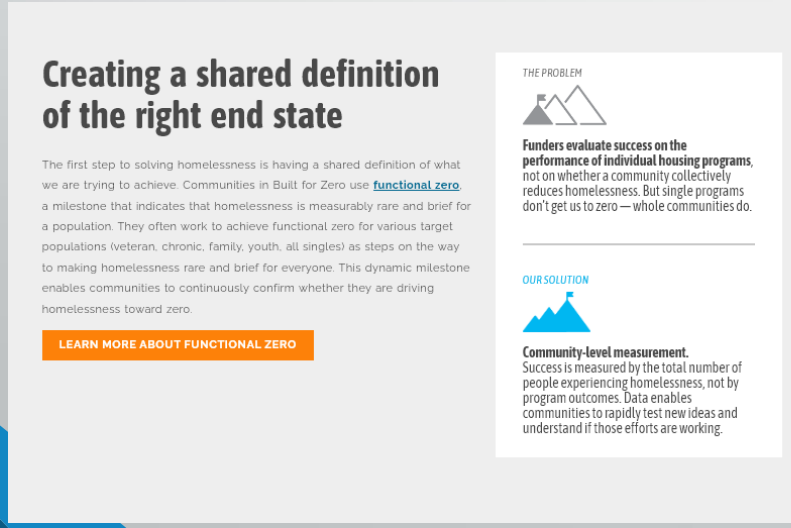
- Overview
  - National organization to end veteran homelessness – Built for Zero is the initiative and present in 100+ communities
- Navigation
  - Top-level navigation- The challenge, Built for zero, Housing, News, About us, Get involved
  - Sublevel navigation on Built for zero, About us and Get involved
    - Take Action and Donate
  - Lots of intra-site links
  - Content links to outside
  - News navigation include press release, blog, case studies, research & evaluation
  - Blogs, case studies, research sublevel navigation below the fold on News page
  - Social links
- Content
  - Homeless resource locator works nationally
  - Videos throughout site pages – mostly animations
  - YouTube channel with 118 videos
  - Action toolkit
  - Testimonials from local chapters
  - Partner page provides synopsis and links to partners
  - Numerous case studies and blogs, but have to dig for them

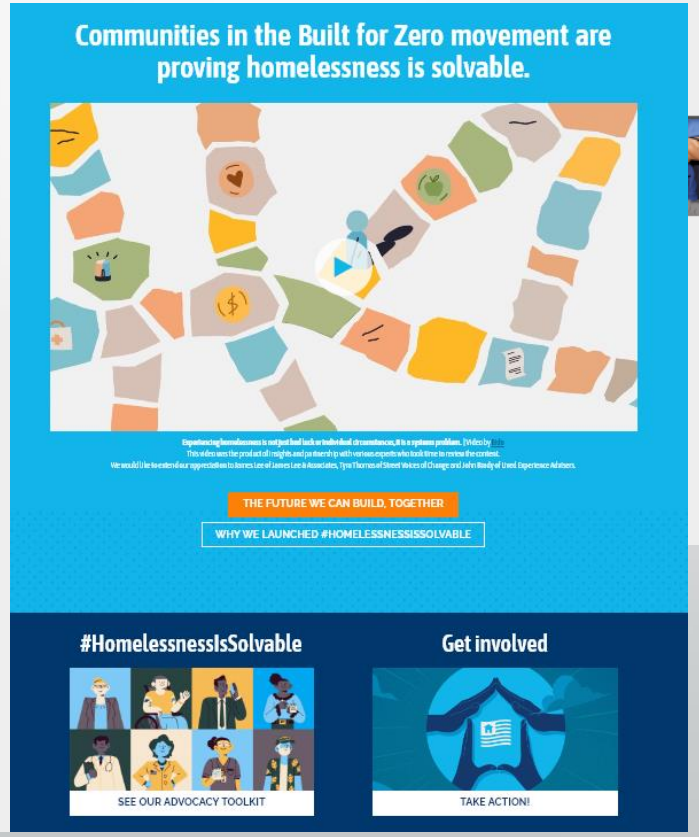
Site Review – Community Solutions

- Thoughts
  - Lots of graphics and visual interest
  - Requires extensive scrolling on pages to get to additional content
  - A lot of intra-site links.
    - Rely on these rather than providing detail on other pages
  - National organization
    - Does well at presenting the broad picture at a high level. Finding local impacts takes some digging.
    - Map demonstrates national impact and legitimacy
  - I like either Get involved or Take action navigation. Perhaps Donate is a static button and one of the others is a navigation link
  - Videos supporting each major topic provide multimedia choice on how to consume information

Community Solutions

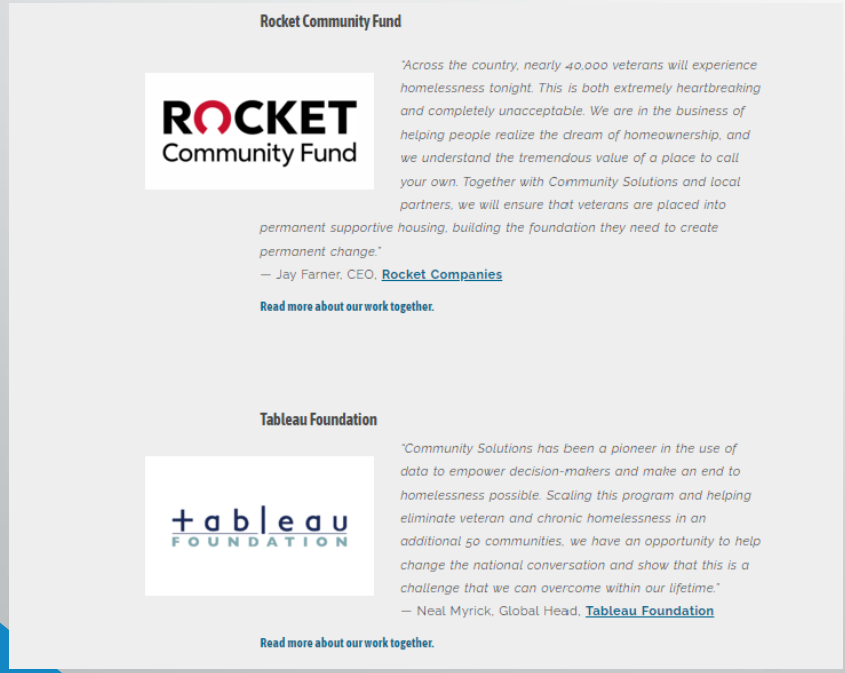
- Interactive elements
  - Video, links, additional content on nearly every page
- Graphics and pictures for visual interest
- Intra-site links to additional information and resources
- Quick reads with links to more information

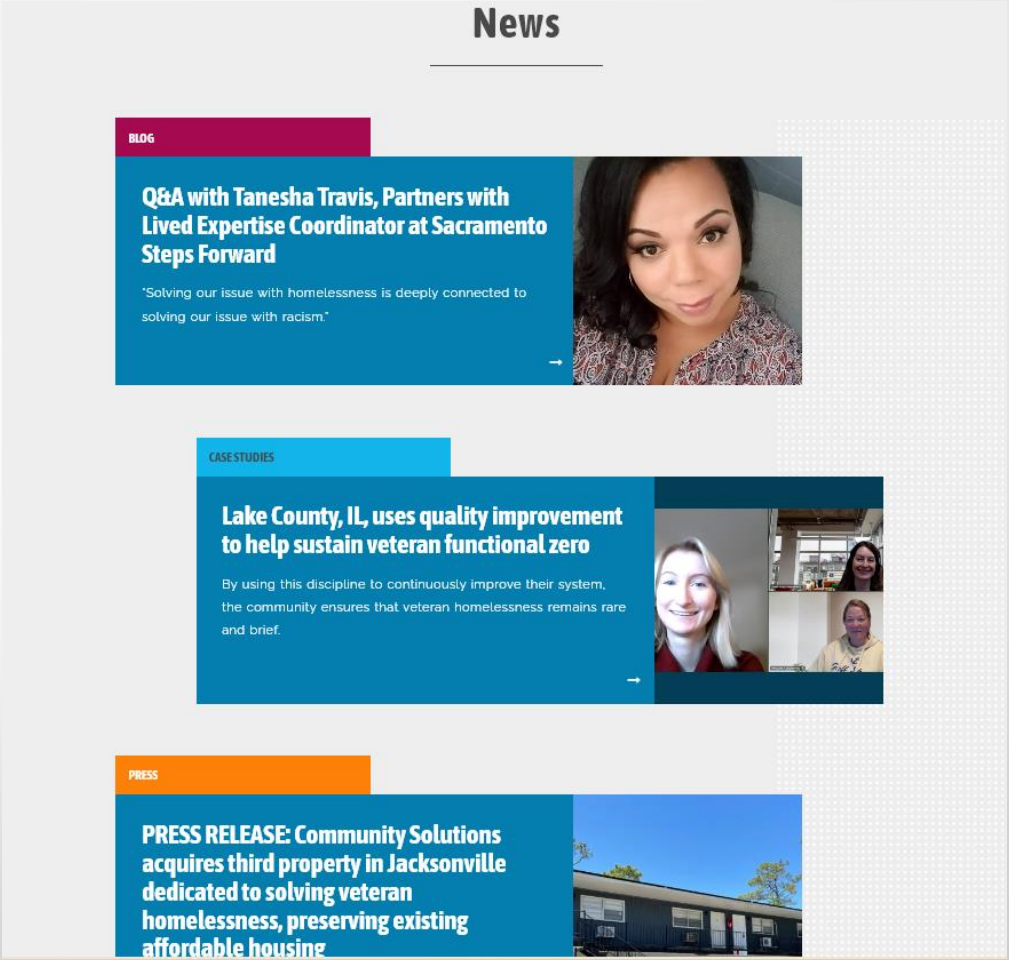




Community Solutions

- News used to hold additional resources
  - Blog, case studies, press, research
- Partner listings include logo, synopsis and link to foundation site/pages



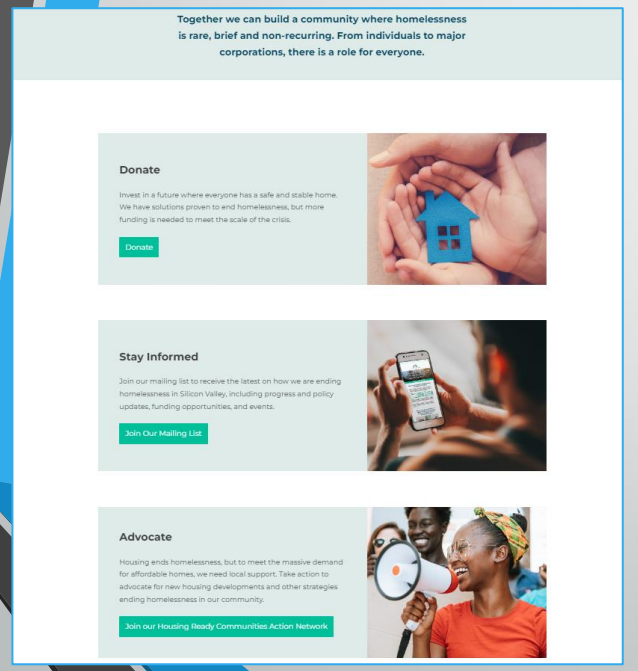


Site Review – Destination Home

- Overview
  - A public/partnership in Silicon Valley organization to end homelessness
- Navigation
  - Top level navigation - Who we are, What we do, Our plan, Our strategies, News, Get involved
    - Get involved includes: Donate, Stay informed, Advocate, and Partner with us
      - Partner with us has options- Partner in advocacy, Donate resources, Contact us
  - Additional navigation bars on select pages
- Content
  - Expanded content when hover on select elements/icons under Our Values
  - Resources links primarily go to *how-to* do non-profit work (best practices, formation documents)
  - Partner links take to contributing organizations and their respective foundations- good for fundraising?
  - Interactive graphics drill down on content
  - Downloadable Community Plan to End Homelessness and Track our Progress with year by year accomplishments
  - Case studies
  - Fact sheets
  - News contains a mish-mash of external stories covering homelessness from major periodicals
    - Blogs are intermittent at best
    - News stories are actually blogs with content links and videos
    - Feature content from partners
- Thoughts
  - Are linked resources value-added to the audience? I feel that more value would be in service providers
  - Case studies to provide successes and validation in fund raising
  - Get involved provides many opportunities/actions as does partner with us
    - Donate is a button

Destination Home

- Downloadable resources
  - Heavy on graphics
- Infographics to document progress
  - https://destinationhomesv.org/community-plan/
- Get involved provides many opportunities/actions



Site Review – Pallet Shelter

- Overview
  - Organization dedicated to providing a blueprint in creating pallet villages
  - Source for pallet village shelters
  - Shelters in over 100 communities in 19 states
- Navigation
  - Top-level navigation – Pallet solutions, Build a village, Results, Blog, Built with purpose
- Content
  - Text based with intra-site links
    - Social impact copy and examples
  - Examples of pallet villages of all types
  - 18 how-to case studies tied to different applications and locations (gated)
- Thoughts

Site Review – HomeCT | Partnership for Strong Communities

- Overview
  - CT organization a Partnership for Strong Communities dedicated to ending homelessness. Legislative in focus
- Navigation
  - Top-level navigation – Who we are, What we do, Advocacy, Resources, News and Press,
  - Stay informed and Donate now buttons
- Content
  - Text-based with profiles, fact sheets, reports, news
- Thoughts
  - Most similar to Springboard in terms of site complexity
  - Content resource for Springboard?

Recommendations – General

- Navigation
  - Clean up existing navigation and add 1-2 additional top-level pages
  - Rename current navigation
    - Paint the Town becomes Pallet Village
    - Contact us becomes Get Involved
  - Contact us becomes a form link in either top right corner of all pages or in footer navigation
  - Add Experiencing Homelessness or simply Homeless link and/or form so information can be sent to organizations
    - Link on every page and would go to Coordinated Care
    - If form, gather and send to appropriate partner or do outreach
  - Add side navigation as page content expands and interim step prior to creating new pages and adding navigation
- Increase visual appeal with more graphics, pictures of board, etc.
- Increase emotional appeal with pictures of residents, videos, success stories
- Provide multiple options/formats to consume the "same" information (video, infographic, blog, case study) to meet visitor preferences
- Videos supporting each major topic provide multimedia choice on how to consume information
  - Videos throughout site pages
  - Mostly animations
  - Keep under 2-minutes
  - Run on page/in window rather than new tab

Recommendations – General

- Create case studies to demonstrate successes and validation in fund raising
  - Written or video or both
  - Topics include: success stories on overall impact of villages (local/national) on peoples lives, individual cases (what brought them there and outcome), impact of coordinated care, other (brainstorm)
- Partner with other similarly focused organizations
  - Leverage partner organizations to expand relevant content on site and foster partner goodwill
  - Site links will help SEO, shared resources, bigger picture
- On-page infographics high-level to engage and expand on hover to provide detail
- Quick reads on select content with links to more information on appropriate pages
- Fiction vs. Fact – short reads relevant to each topic or section
- Standardize icons

Recommendations – Page Specific

- Coordinated Care
  - Support/resource partners logo and synopsis of services provided and links to their sites
  - Infographic showing individual or family surrounded by care options
    - Hover over for details, link to providers
  - Video animation showing how care administered/obtained in pallet village
  - Case study on impact of coordinated care
  - Contact link or form – Get Help or Homeless?
    - Outreach or pass to appropriate organization
- Pallet Village
  - Expand the page copy to explain the concept, cost/value, who it helps, how it works (intake, duration, amenities)
  - Videos
    - Timelapse of village being constructed
    - Interviews of volunteers and future residents during construction
    - Timelapse of paint the town (done- why was this in dropbox?)
    - Interviews with residents and volunteers
    - Animation of home being built
    - Animation of individuals experiences in pallet village and outcome (exit, value to community, etc.)
  - Infographic of care, support services available in the village and impact of pallet village
  - Artist rendering of future pallet village configurations
  - Case studies to demonstrate successes and validation in fund raising
  - FAQs

Recommendations – Page Specific

- Get Involved
  - Provide options and content for: Donate, Advocate, Partner with us, and Stay informed
    - Donate has additional options for money, volunteer, and resources
  - Could provide options based on role (see Community Solutions site) in the future
  - Animation showing how donations are spent
  - Infographic showing areas/options with hover to expand/explain what and how
- About Us
  - Include philanthropic partners with logo, synopsis and links to foundation sites
  - Add pictures of board members and links to LinkedIn profiles
  - FAQs
- Vision 2029
  - Title suggests long-term view of goals and activities whereas content largely frames current situation
    - Content may fit better under Coordinated Care or About Us or on new navigation/page
  - Timeline with key accomplishments by month or year
  - Downloadable Community Plan to End Homelessness
  - Track our Progress – reports or infographics with year by year accomplishments
  - Link to case studies
  - Impact study of pallet village to residents and community
  - Animation of the 6-step journey

Recommendations – Long-term

- Homeless resource locator
  - Include partner organizations and others that can benefit homeless
  - Regionally or nationally?
- Action toolkit
  - Information and tools to fundraise
  - Social media tools
    - Guidelines on posts, graphics/visuals for posts
- Create top-level News navigation once you begin to produce blogs on a regular basis and have some PR to demonstrate.
  - Include news and blogs from partner organizations
- Quarterly newsletter
  - Updates on village, homeless news, legislation
  - Could increase frequency when resources available
- Social media
  - Regular blog posts (monthly or greater)
  - LinkedIn (bi-weekly)
  - Facebook (weekly)
  - Instagram (video posting)