

## **Summary**

The Foundation and Guild Association (F&GA) need a more developed web presence in order to support their philanthropic programs and activities and to support the *Campaign for Children's*.

The specific nature of their content and the considerable quantity of it means that it cannot be fitted into the information architecture (IA) of SeattleChildrens.org (dot org) in a way that meets visitor goals of findability and usability, and F&GA goals of communication and market positioning.

Consequently, the optimum solution is to create a separate F&GA web site targeted to their particular audiences, and to revise the "Ways To Help" section of dot org accordingly (to more higher level content), with links out to the F&GA web site.

## **Current Situation**

The F&GA are currently represented on dot org within the "Ways To Help" section of the web site. Although this area includes content on ways to donate, guilds, volunteering, and shopping, it is recognized that the content is limited and does not reflect all the programs and activities of the F&GA.

It is also recognized that to meet the goals of the *Campaign for Children's* the F&GA will need to make increased use of the web as a channel for communicating with their target audiences.

The IA of dot org will not easily support the development of the "Ways To Help" section into the size and depth of resource anticipated to be needed, and it is questionable whether this is a desirable course of action. For example, once an IA reaches five or six levels deep (as would likely be necessary) the content at these levels becomes less findable for web site visitors and is ranked less highly by search engines.

## **Proposal**

Given the limitations of developing the "Ways To Help" section of dot org, the recommended solution to meet the future web needs of the F&GA is to create a separate web site for them.

This web site will be independent of dot org, although it will be branded so as to be recognizable as a Children's web site. It will have an IA that reflects the communication needs of the programs within the F&GA and the information needs of their target audiences.

Having a separate web site will allow the F&GA to more effectively use the web to support their communication and marketing needs without the constraints that would have been imposed by including their content within dot org.

The "Ways To Help" section of dot org will be updated to provide information at a higher level to visitors who do not need more detail, and will be linked to the appropriate parts of the F&GA web site for those visitors that do.

### **Target Audiences**

The F&GA web site will be targeted at the following main audiences:

- Individual current and potential donors
- Corporate donors
- Financial advisors
- Guild members and individuals wishing to start a Guild
- Event participants
- Volunteers
- Campaign leadership

### **Web Site Goals**

The goals of the Foundation and Guild Association web site include:

- Supporting the offline activities of the F&GA by providing an extensive online resource to which to direct donors and supporters.
- Providing detailed information about the philanthropic options available to potential donors (both individual and corporate).
- Enabling potential donors to easily make a gift online or request more information pertaining to their area of interest.
- Providing information for financial advisors so that they can better advise their clients.
- Explaining fully how philanthropy supports Children's and in which areas it is most in need.
- Supporting the *Campaign for Children's*.
- Supporting and recognizing the work of the Guilds by providing information and resources to help them function and by highlighting their achievements.
- Providing information for people interested in starting or joining a Guild.
- Recognizing corporate and individual donors.
- Providing information about volunteering.
- Providing event information and the ability to register for events.
- Providing information about opportunities to "shop for Children's".

### **Requirements**

- Fit within Children's online branding strategy and readability standards.
- The site must be able to grow in both breadth and depth as more programs within the F&GA become able to provide content to go on the web.
- Every page will include a site search tool.
- Each page will have a list of shortcuts to commonly used pages (except the Home page).

- The web site must be as accessible as possible. For example, there will likely be a higher number of older visitors to the site, with visual/motor function limitations that must be taken into account.

**Promotion/Communication Plan**

See Attachment A for a detailed promotion and communication plan.

**Timing**

Target launch date: Month, Date.

Given the short amount of time available until the target launch date, some content areas will be targeted for a "Phase 2" launch at a later date.

**Project Sponsor**

- [name, position]

**Stakeholders**

- [name, position]
- [name, position]
- [name, position]
- [name, position]