



11 Essential Elements of a Highly Effective Nonprofit Homepage

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Louder Agency, Partner + CMO

CAFO2026
Atlanta · GA

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With
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Thank you for coming!
We'll start soon



WHAT WE'LL COVER TODAY...

- Identify 11 elements of an effective homepage—plus bonus elements
- Learn how and why to incorporate those elements into your homepage
- Get real world examples to start writing and building your homepage
- Put your homepage on the hotseat—email your URL to chris@louderagency.com now.



WHY DOES YOUR HOMEPAGE MATTER?

The 11 Elements of a Highly Effective Nonprofit Homepage

With Janielle Suzanne and Chris Thurman



**It's the front door to your website and
the first impression many people will
have of your brand.**



WHAT MAKES FOR AN EFFECTIVE HOMEPAGE?

The 11 Elements of a Highly Effective Nonprofit Homepage

With Janielle Suzanne and Chris Thurman



1

Reflect Your Brand

The 11 Elements of a Highly Effective Nonprofit Homepage

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1

Reflect Your Brand

2

Engage Your Audience (i.e. the right visitors)



1

Reflect Your Brand

2

Engage Your Audience (i.e. the right visitors)

3

Drive Results



THE 11 ELEMENTS

There isn't one RIGHT way for everyone. But if you learn the “why” behind each of these elements, you can build a highly effective homepage that works for your mission.



1

Header + Navigation

Your high-converting homepage should include a simple header with clear navigation.



[About Us](#) [How it Works](#) [Projects](#) [Resources](#) [Toolkit Login](#)

[Get Started](#)

[Give](#)

Logo at Top Left

Simple Menu

Clear Call to Action ("CTA")

Serve a Widow. Fund *an Adoption*.

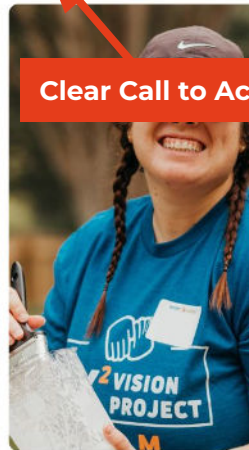
We're building a world where finances are no longer an obstacle to adoption.

[Start a Project](#)

[How it Works](#)



1360+ projects funded since 2007





Simple Menu

GET HELP NOW

GIVE NOW ▾

About Us ▾

Programs ▾

Get Involved ▾

Ways to Give ▾

Stories



Logo Top Left

Clear Calls to Action

Breaking Cycles of Homelessness in Trumbull County

Through a holistic care model that centers the dignity of the whole person, we help people experiencing homelessness become thriving, productive members of our community.

GIVE NOW →

GET INVOLVED



[ABOUT US](#)[MENTORING](#)[GET INVOLVED](#)[BE A MENTOR >](#)[DONATE >](#)

TEAM-BASED MENTORING FOR FOSTER YOUTH

Make a lasting impact in the lives of youth in foster care

Through our team-oriented approach to mentoring, we help heal the wounds of foster care by building trusted and supportive relationships

[GET INVOLVED >](#)

[Work With Us](#)[Book](#)[Speaking](#)[About](#)[Take the Assessment](#)[Book a Call](#)

Transform fleeting moments into an intentional and aligned family life.

Stop reacting to chaos and instead step into lives of purpose and vision with experiential retreats, immersive experiences, and personalized strengths coaching that playfully engage your entire family.

[Start Here →](#)



Drop-down Menu



About Us

Buckner International is a faith-based nonprofit ministry dedicated to following the example of Jesus by serving vulnerable children, families and seniors in the United States and internationally.

[About Us](#) >

[Statement of Faith](#) >

[News & Press](#) >

[Careers](#) >

[Our History](#) >

[Leadership](#) >

[Impact & Financials](#) >

WHERE FAITH MEETS ACTION

We're on a Mission to Transform *lives* for Vulnerable Children, Families, and Seniors

[Learn More About Us](#)

communities

Buckner International is a faith-based nonprofit that protects vulnerable children, strengthens families, transforms lives for generations and serves senior adults through Christ-centered values.

[Give Now](#) >

[What We Do](#)

106k+

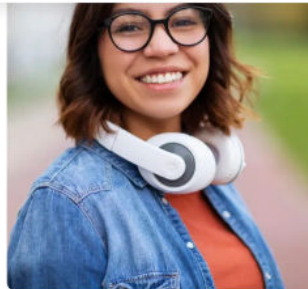
Families Served
in 2025

40+

Locations in the
United States
and Internationally

147

Continuous
years in ministry





2

Transformation

Your high-converting homepage should tell a story of transformation.

[Foster & Adopt](#)[Programs](#) ▾[Events](#)[Get Involved](#) ▾[About Us](#) ▾[Give Now](#) →

FOSTERING TOGETHER GULF COAST

Helping Families Thrive So Children Can Heal

Together, we equip, resource, and surround foster and adoptive families —
so every caregiver can keep saying yes to the children who need them most.

[Find Support](#) →[Get Involved](#)

"How" Subtext

Additional CTA Buttons

Outcome-based
Headline

Photo Showing
Transformation





[About Us](#) [Services](#) [Get Involved](#) [Take a Tour](#)

[Get Help](#)

[Give Now](#)

**Outcome-based
Headline**

**Photo or Video
Showing
Transformation
or Hope**

Breaking Cycles of Poverty in Lexington

Join our mission to meet the urgent and long-term needs of the most vulnerable in our community.

"How" Subtext

[Get Involved](#)

[Take a Tour](#)

Additional CTA Buttons

**"Fold-breaking"
Element**

MEET A NEED TODAY

Fight Hunger this Summer

The simple act of providing a nutritious meal can open the door to addressing the deeper issues that keep



Be *empowered* to care wisely and well

Join with a global community that unites and strengthens Christians to respond effectively for vulnerable children and families.

OCT 1-3 | HOUSTON, TX

Join Us at CAFO2025

CAFO2025

Houston · TX



Serve a Widow. Fund *an Adoption.*

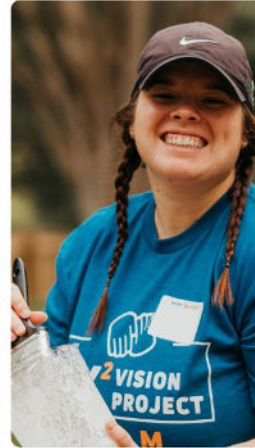
We're building a world where finances are no longer an obstacle to adoption.

[Start a Project](#)

[How it Works](#)



1360+ projects funded since 2007





3

Problem & Mission

Your high-converting homepage should clearly state the way you address a problem that exists in the world



Problem

Most foster and adoptive families feel overwhelmed, isolated, and unsupported.

Solution

That's why we come alongside you with emotional support and intentional community.



Support Groups

Join a local Replanted group with families on a similar path.

[LEARN MORE >](#)



Individual Resources

Explore our trauma-informed resources to get the support your family needs.

[LEARN MORE >](#)



Annual Conference

Attend our annual conference for foster and adoptive parents.

[LEARN MORE >](#)

WHY IT MATTERS

Foster Parents Are Burning Out

Foster families want to keep saying yes. But without a village behind them, they burn out and children lose healing homes.

We surround every foster and adoptive family with people who get it, resources when they need them, and a community that shows up so no one carries it alone.

700+ Children in Foster Care **200** Available Foster Homes

[About Our Mission](#)



THE PROBLEM

It's easy to feel overwhelmed in the face
of *immense* need.

The plight of children growing up without the protection of a family is too big to solve alone. But uniting our strengths, we work together toward a future where every child experiences God's unfailing love in a thriving family.

OUR RESPONSE

Atlanta Mission - Part 1



THE REALITY

The need has never been more important

Add urgency

700+

individuals sleep
on the streets
every night in
Atlanta

400+

Atlanta youth
(under 24) are
currently
experiencing
homelessness

50%

of young people
aging out of the
foster system will
experience
homelessness
within 6 months

Use Statistics or Stories

The Problem

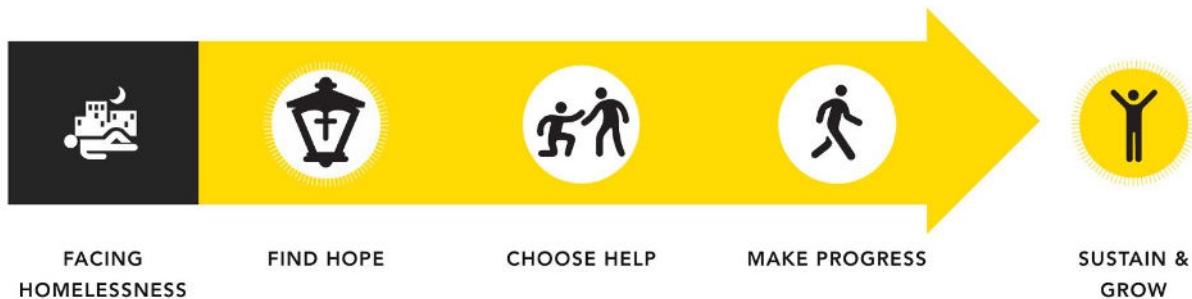
TRANSFORMATION MODEL

Our hope giving model

Transforming, through Christ, the lives of those facing homelessness

Solution

We meet each person where they are, in their unique circumstances, to provide customized services to help them overcome the cause of their homelessness.





Too many children are waiting for a home right now

than **30,000 children** in Texas foster care on any given day

Only **3% of children** in care are under

73 adoptions **completed** in 2025

Many children age **out of care** without permanent families

served in 2025

Waiting **Texas** Children

Families **needed** for older children and sibling groups



21,700

in Material Poverty

19.7% of the population (21.7k out of 110k people) live below the poverty line - higher than the national average of 12.6%.

Problem



Right now, children, women
and men are being enslaved,
abused and exploited.

People living in poverty are uniquely vulnerable because local justice systems are not equipped to protect them. Every day, they are at risk of brutal violence like [trafficking & slavery](#), [violence against women & children](#), and [police abuse of power](#).

LEARN MORE

UNTIL ALL ARE SAFE AND FREE

Solution



We partner with local justice systems
around the world to build safe
communities, where all are protected
from violence and slavery.



Have you answered the “Big 3 Questions” yet?

- What do you do?
- Why should I care?
- What should I do next?



4

Impact Numbers

Your high-converting homepage should include numbers that show the scope of your impact.

A Different Kind of Adoption Fundraiser.

Our Impact by the Numbers



1,700

Children adopted or in
process



1,748

Widows blessed with a
day of service



1,511

Projects completed
across 45 states



\$22.5M

Raised for adoptions
and orphan care



REAL FAMILIES. REAL IMPACT.

This Is What Happens Because You Showed Up

One equipped family means one more child with a real chance to heal. Together, we can help foster families thrive so there can be a healing home for every child.

[View Our Impact Report](#) >

172,000+

Essential items distributed to foster and adoptive families across the Gulf Coast.

2,477

Children received clothing, shoes, and other essential items through our Resource Center.

676

Families supported through meals, support groups, trainings, and family events.

6,689+

Christmas gifts given so children in foster care experience the joy and wonder of the holidays.



84%

PRM recovery grads in the past 5 years remain addiction-free and in stable housing



7,302

People served last year

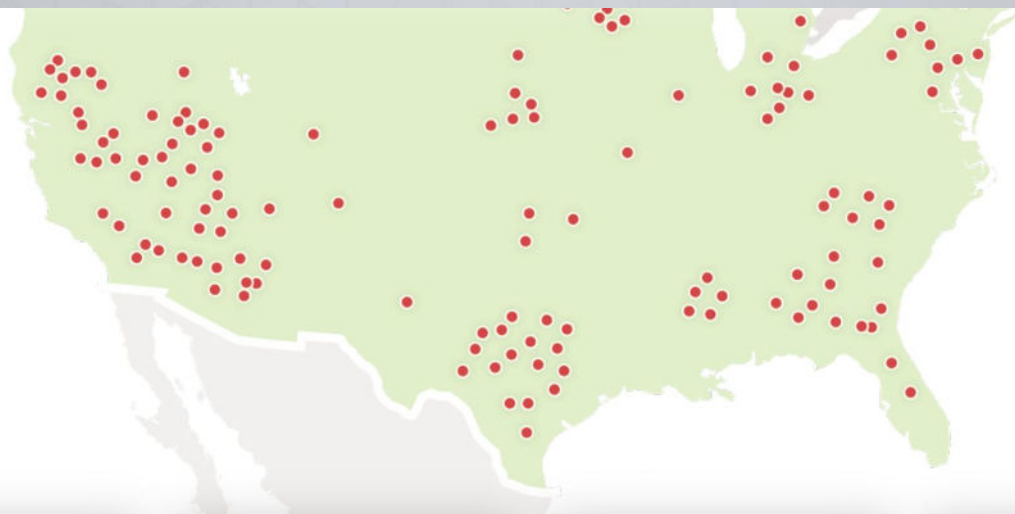


24%

Increase in neighbors served by PRM in the last two years



We exist to transform the lives of people experiencing homelessness or addiction by



44

Active Replanted
Groups

19

States With
Replanted Groups

1,229

Conference
Attendees in 2024

320+

Families Supported in
Replanted Groups

Your generosity has helped us serve **over 6,000** people this year.

Each unique story serves as a testament to God's
transformational grace — and your compassion.





Give Now



OUR NETWORK

Join a *growing* global movement.

8 million+

vulnerable children & families served annually

3,000+

people gathered for CAFO2023 Summit

300+

organizations involved

55

locally-led networks in 49 countries



5

Experience Stories

Your high-converting homepage should include meaningful impact stories.



RESTORATION + TRANSFORMATION

Meet Marisa. Watch her story...

Abuse, drugs and crime left Marisa alone... and without hope. But God had other plans for her.

WATCH HER STORY >

 DONATE



Marisa, [Mission Academy](#).



There was a season where we felt isolated because of the needs of our children. We knew we couldn't be alone in this and we didn't want others to feel this same way. God was calling us to lead an adoption/foster support group in our community and that's when we met Replanted. Replanted provided tools to learn to support others and help families feel like they had a place to belong.

Kasey & Jason





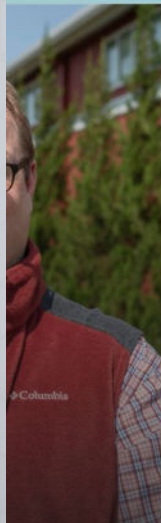
View Heartwarming Stories of Hope

Click a photo to read a child's story.



STORIES OF TRANSFORMATION

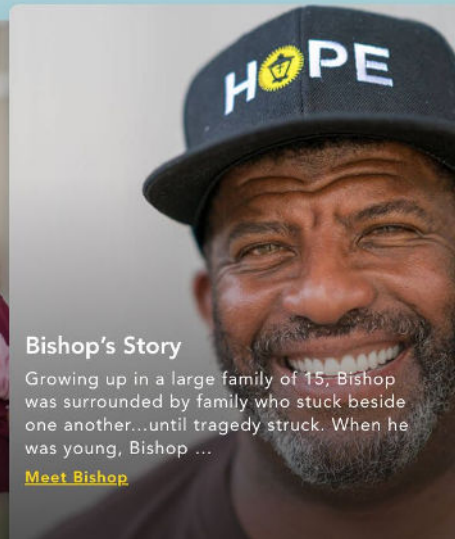
Community & relationships matter



Shane's Story



Renecia's Story



Bishop's Story

Growing up in a large family of 15, Bishop was surrounded by family who stuck beside one another...until tragedy struck. When he was young, Bishop ...

[Meet Bishop](#)



Daniel's Story





"CAFO is such a blessing to us! Through excellent staff development at the Summit, personal 1:1 coaching on fundraising which has grown our giving, and connections with so many other wise leaders across the country, being part of CAFO has been critical to our growth and sustainability as a ministry."

Suzy Roth

Executive Director, Hands of Hope





6

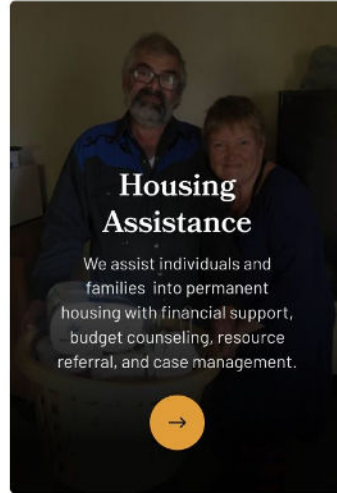
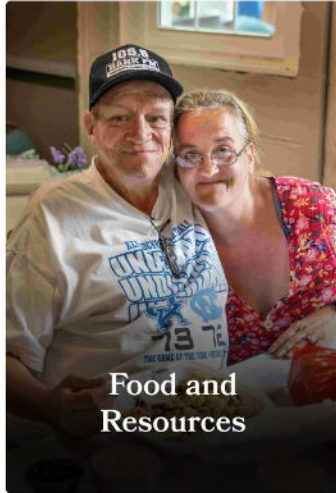
Unique Model or Programs

Your high-converting homepage should highlight the unique way(s) you help.



OUR PROGRAMS

Rebuilding Lives One Person at a Time





"My child is at an age where he doesn't want to go to church. Camp helped him get excited again."

Camper Parent

what to expect

So, what makes Connect Camps unique?

We get that you want your child (and your whole family) to have a summer they'll never forget! Here's what each and every camper will experience at Connect Camps to ensure that happens:



Nonstop Fun & Active Play

Each fun-filled day is designed to keep your child engaged from drop off to pick up. From indoor artistic skills to outdoor sports skills, there is something for every kid.



Bible-Based Teaching

Using inspiring Bible lessons intentionally chosen to be memorable and encouraging, kids leave camp with foundational truths to carry them through all of life's adventures.



Sense of Belonging

Camp's team-based environment and wide range of activities give your child a sense of belonging and a place to just be themselves.



New Friends for the Entire Family

Your child (and your whole family) have the chance to make new friendships in your community with families in the same stage of life.



Long-Lasting Memories

Camp isn't just fun — it's remarkable! Your kids will come home with stories of what they experienced, leaving lasting memories for you and your kids. On the last day of camp, your entire family gets to jump in on the fun and experience the final session together.

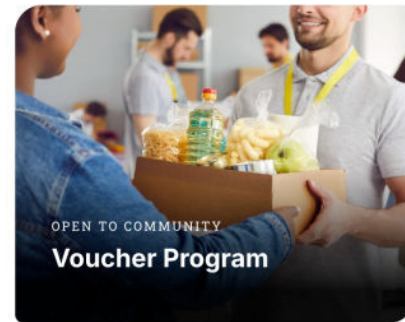
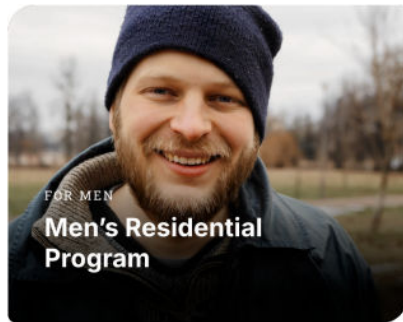
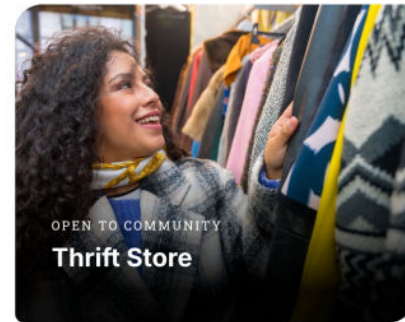
[FIND A CAMP NEAR YOU](#) →

DRAFT Francis Parker Growth Plan Scope of Work

COMMUNITY PROGRAMS & SERVICES

Restoring Hope. **Rebuilding Lives.**

We strive to share God's love with all who come to the Haven, provide practical help, and help men and women build independent, productive lives.



We want to come alongside you

Be confident in your next step.

Whether you are exploring ways to get involved or are looking for ways to respond to the needs of foster and adoptive families, we want to help you wisely discern your next step and empower you to make a difference in the life of a child or family.

Gain community that feeds your soul.

When your community is stronger, you are stronger to help your child heal. This is why we encourage and train churches, support teams, and organizations so that they understand what it's like to parent a child with trauma. When your community "gets you", you can go that extra mile.

Learn strategies that heal and actually work.

Traditional parenting strategies may do more harm than good. Learn specific attachment-based, trauma-informed strategies so you can connect with your child and confidently meet their unique needs.

Have a soft place to land when things are hard.

Parenting children with a history of trauma is hard. We have been there ourselves. But you never have to do the hard things alone. We are committed to walking alongside you with empathy and care.

[Find Your Next Step](#)

OUR SOLUTION

The PRM Transformation Model

The PRM Transformation Model is our Christ-centered approach to helping people move from a life of crisis toward wholeness. Rather than a rigid set of steps, our model reflects four essential areas of support - **Get Help**, **Stabilize**, **Recover**, and **Give Back** - addressing the root causes of homelessness, addiction, and trauma, and guiding people toward a purposeful, self-sufficient life.



Get Help

Hope begins with open doors, the love of Christ, warm meals, safe shelter, and multiple pathways to a transformed life.

[LEARN MORE](#)

Stabilize

Recover

Give Back



Education

Access to quality education is the primary way we serve a child and community tangibly.



Christ-Centered Focus

All, from staff to students, are introduced to Jesus, who is the foundation of our mission and vision.



Recreation

From chess to basketball, each child is able to learn new skills and build their confidence in the context of a team.



Safety

Every child is known, noticed, and cared for. Children in need of physical safety can find a haven on-site year round.



Health Care

With government health care and incredible health partners, we are able to access the care needed for each child.



Trauma-Informed Care

All staff learn strategies that facilitate healing and confidently meet their unique needs.



7

Plan (sometimes)

Your high-converting homepage should give your audience a plan.



Launch Your Project

Join hundreds of families who've funded adoption through service.



Serve a Widow

Turn volunteer sponsorships into adoption funds while serving a widow.



Fund Your Adoption

Receive 100% of donations directly toward your adoption expenses.

[See the Process](#) →



join us this summer

Save Your Child's Spot for the Summer Experience They'll Never Forget!



1. FIND A CITY

54+ locations for 2025



2. SAVE A SPOT

Registration is quick and easy



3. GET PUMPED!

It's camp time!



8

Opt-in

Your high-converting homepage should offer a way for people to regularly engage with you.



STAY CONNECTED

**Share in the joys, struggles & transformations of
those experiencing homelessness in Atlanta.**

☐

I agree to receive communication from Atlanta Mission. [Privacy Policy](#)

Subscribe

Pathway Church Partnerships.

Learn how your church can partner with Pathway Ministries.

[Partner Now](#)

Give to Bring Progress.

Give financially to help transform lives with Pathway Ministries.

[Give to Pathway](#)

[Volunteer at Pathway](#)

Sign Up for Prayer Updates.

Sign up to receive monthly prayer updates from Pathway.

First Name*

Last Name*

Email Address*

Phone Number

[Submit Button](#)

WANT A FREE GROUP DEVOTIONAL?

Sign up for more information about The EDGE Student & Leaders Conference today! As an added bonus for learning more about The EDGE, we'll send you a 1-week devotional guide to get your students in the Word and guide your next youth group Bible study discussion time.

SIGN UP & SEND MY DEVOTIONAL »



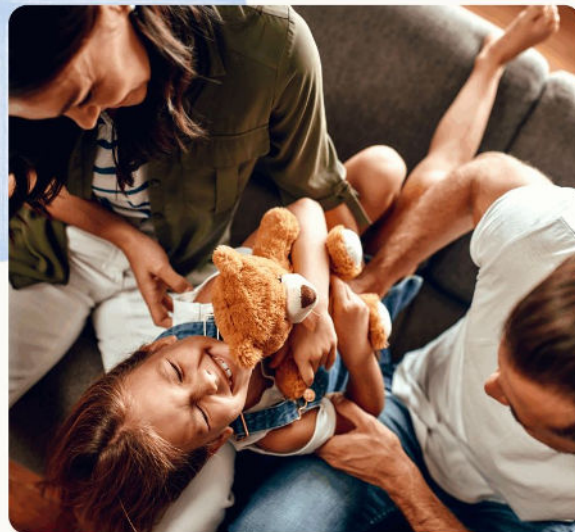
FREE ASSESSMENT

Get Your FamilyScore

Stop guessing what your family needs. This free 10-minute assessment cuts through confusion and shows what is working in your family—and where focused attention can make the biggest difference.

No more overwhelming advice or random strategies. Get specific, actionable insights tailored to your family.

[Take the Free Assessment →](#)



Slide-in for
Lead Magnet

Experie





**FREE
DOWNLOAD**
2020 EDITION

**GET THE ULTIMATE
SUMMER PLANNER**

Your plans may be out the window,
but the fun shouldn't be! Redeem
your summer with The Ultimate
Summer Planner.

[Get Your FREE Download →](#)

A CITY

for 2020

F

Registration



Send hope in the mail.

Many youth in foster care will never receive a birthday card or a note of encouragement. That's why we launched a program to make sure they know they are remembered and loved. Wherever you live, you can send a card today encouraging youth or thanking the social workers who support them.

GET STARTED >





Where are you in your *journey* title here?

Choose a path to learn more and take your first step with confidence.

Segmented
Lead Magnets



**I'm interested in
Foster Care**

[Learn More >](#)

**I'm considering
adoption**

[View Upcoming Sessions >](#)

**I'm not sure what
my next step is**

[Learn More >](#)

YOUR JOURNEY



9

Final CTA

Your high-converting homepage should give your audience options that show potential ways to get involved.



Get Involved

Start a Project

Serve a widow while funding your adoption or orphan cause.

[Start a Project](#)

Give to a Project

Make an impact for adoptive families or orphan care ministries today.

[Give to a Project](#)

Join the Both Hands Community

Stay up to date on the work God is doing through Both Hands families around the world

[Sign Me Up](#)

GET INVOLVED

Together, We Can Give Hope and Restore Lives.



**Prayer
Requests**



**Give
Financially**



Volunteer



**Order
Catering**



**Donate
Your
Vehicle**



**Prayer
Requests**



Invest in generational transformation.

When people encounter the love of God, the trajectory of their life changes. Your gift supports the restoration of hurting people, transforming the parents, neighbors, employees, and leaders in our community.

[Give Now](#)

Other Ways to Get Involved

Consider Other Steps
beyond Financial Gifts



Volunteer

Your time, passion, and unique talents are greatly appreciated and needed.

[Learn More →](#)



Take a Tour

Tour the new Community Center and hear our vision for serving hurting people in Lexington.

[Learn More →](#)



Donate Supplies

Review our list of current needs to make in-kind donations.

[Learn More →](#)



Take your *next* step



Give

Support the growing global movement of those serving the most vulnerable around the world.

[WAYS TO GIVE →](#)



Join

Become a CAFO member to strengthen the movement, access resources, find community and more.

[BECOME A MEMBER →](#)



Connect

Build intentional connections at the CAFO Summit through workshops, coaching and rich community.

[LEARN MORE →](#)

Stay connected with news and stories of impact in your inbox

[SUBSCRIBE](#)



Everyone can play a role in healing the wounds of foster care



Become a Mentor

Get matched with a team
of adult volunteers and a
youth in foster care

[MENTOR PROGRAM >](#)



Become a Facilitator

Support a volunteer group
to help them confidently
mentor youth

[FACILITATOR PROGRAM >](#)



Sponsor a Team

Contribute to our mission
by sponsoring our mentor
teams

[DONATIONS >](#)



Send a Card of Hope

Send encouragement to
youth in foster care and
their social workers

[CARDS OF HOPE >](#)





10

Footer

Your high-converting homepage should end with a tailored footer.

Contact Info

Contact Us

✉ info@lexingtonrescue.org

☎ (859) 381-9600

📍 444 Glen Arvin Ave.
Lexington, KY 40508



Extra Links

About Us

Services

Get Involved

Take a Tour

Get Help

News & Stories

Impact in Your Inbox

Be the first to know about upcoming events and what we'll be doing in the community! We'd love to stay in touch with you via our newsletter.

Subscribe

Social Links

Trust Badges

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[Privacy Policy](#)





STAY CONNECTED

Stay up-to-date on events, receive announcements, and keep up with what is happening at Upward Bound Youth!



887 W Main St
Smithville, OH 44677

✉ info@upwardboundyouth.org

☎ 330-944-9038

Hours

Monday - Friday | 8:30am-4:30pm EST



Nav item One

Duis Autem

Veleum Euismod

Dolor lund

Lorem ipsum dolor

Nav item One

Duis Autem

Veleum Euismod

Dolor lund

Lorem ipsum dolor

Nav item One

Duis Autem

Veleum Euismod

Dolor lund

Lorem ipsum dolor



11

Alert Bars & Slide-Ins

Your high-converting homepage should include options to turn on time-sensitive alerts.

Alert Bar

Send Oasis Basketball to East Africa Championship

LEARN MORE



About Us ▾

Our Work

Get Involved

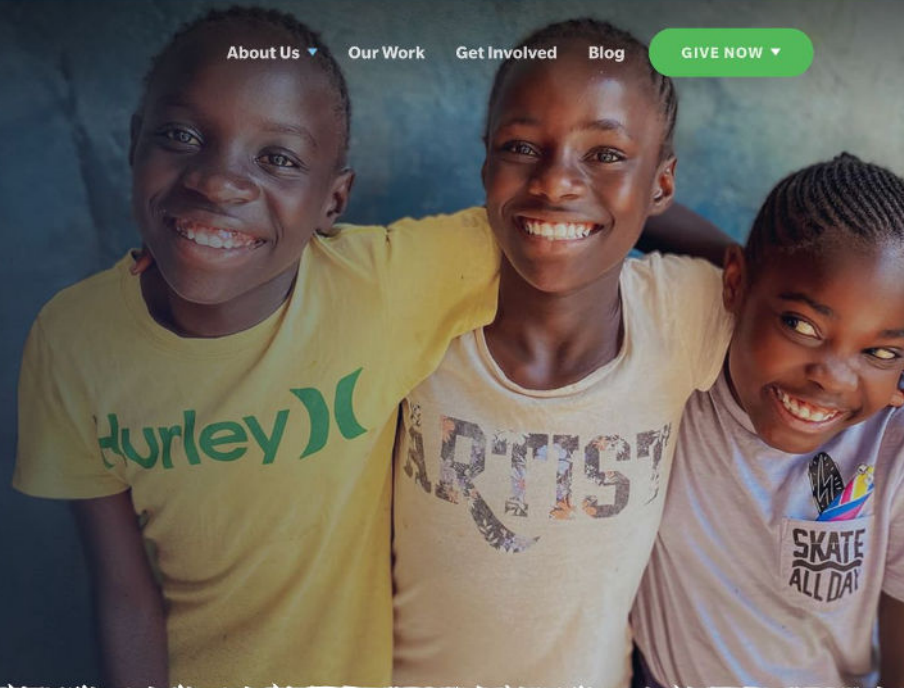
Blog

GIVE NOW ▾

Breaking the Cycle of Generational Poverty

Join our mission to give children in Kenya hope for a bright future.

GET INVOLVED →



Slide-in



Get the Field Guide

This guide includes the legacy stories of Orphan Sunday + Stand Sunday, recommended marketing timelines, shareable resources, and more — including information on the Pure Religion Project!

[GET THE GUIDE](#)

“Religion that is pure and undefiled before God the Father is this: to visit orphans and widows in their affliction, and to keep oneself unstained from the world.”

James 1:27

English



12

Bonus: Featured Appeal

Your high-converting homepage should highlight an active appeal or campaign.

Breaking Cycles of Poverty in Lexington

Join our mission to meet the urgent and long-term needs of the most vulnerable in our community.

[Get Involved](#)[Take a Tour](#)

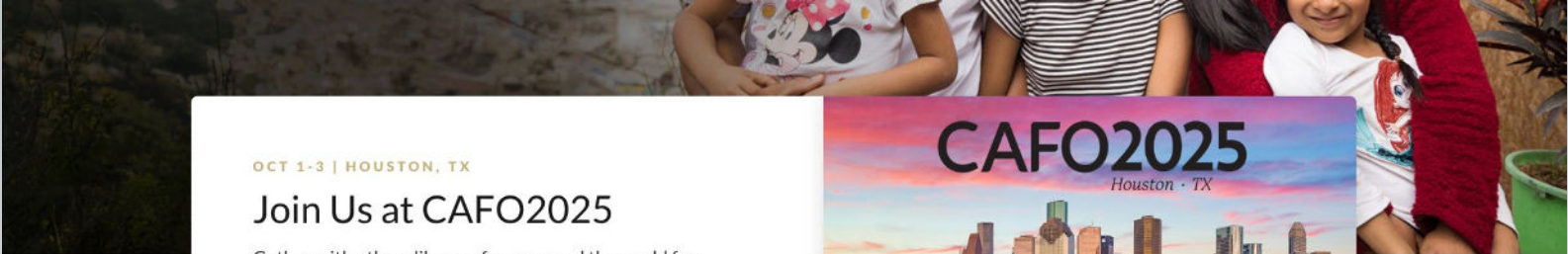
Thanksgiving will be here before we know it

Help us prepare for thousands of neighbors who have nowhere else to turn.

For just **\$2.59**, you can give someone a hot Thanksgiving meal and the chance to find hope, healing, and a fresh start. Every gift helps provide not only food, but also care, and the opportunity for lasting change.

[Give Today →](#)

Google



OCT 1-3 | HOUSTON, TX

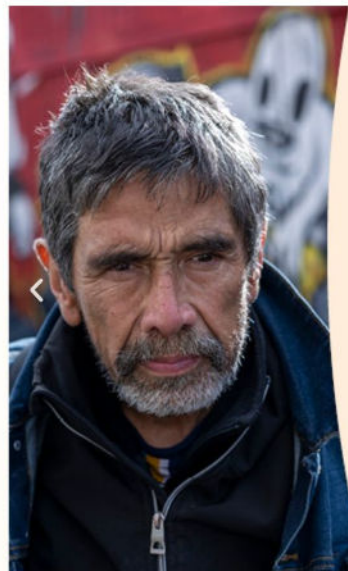
Join Us at CAFO2025

Gather with others like you from around the world for workshops, coaching, community and an unforgettable lineup of mainstage speakers at CAFO Summit!

[LEARN MORE](#)



Target Immediate
Needs for Your Current
Appeal or Campaign



**HURTING
NEIGHBORS
NEED HELP 24/7!**
1 MEAL, JUST \$2.72

**LOVE YOUR
NEIGHBOR**
SUMMER CAMPAIGN

Change Lives Now.

Feed a homeless man, woman or
child for just \$2.72.

\$50

\$100

\$150

Other

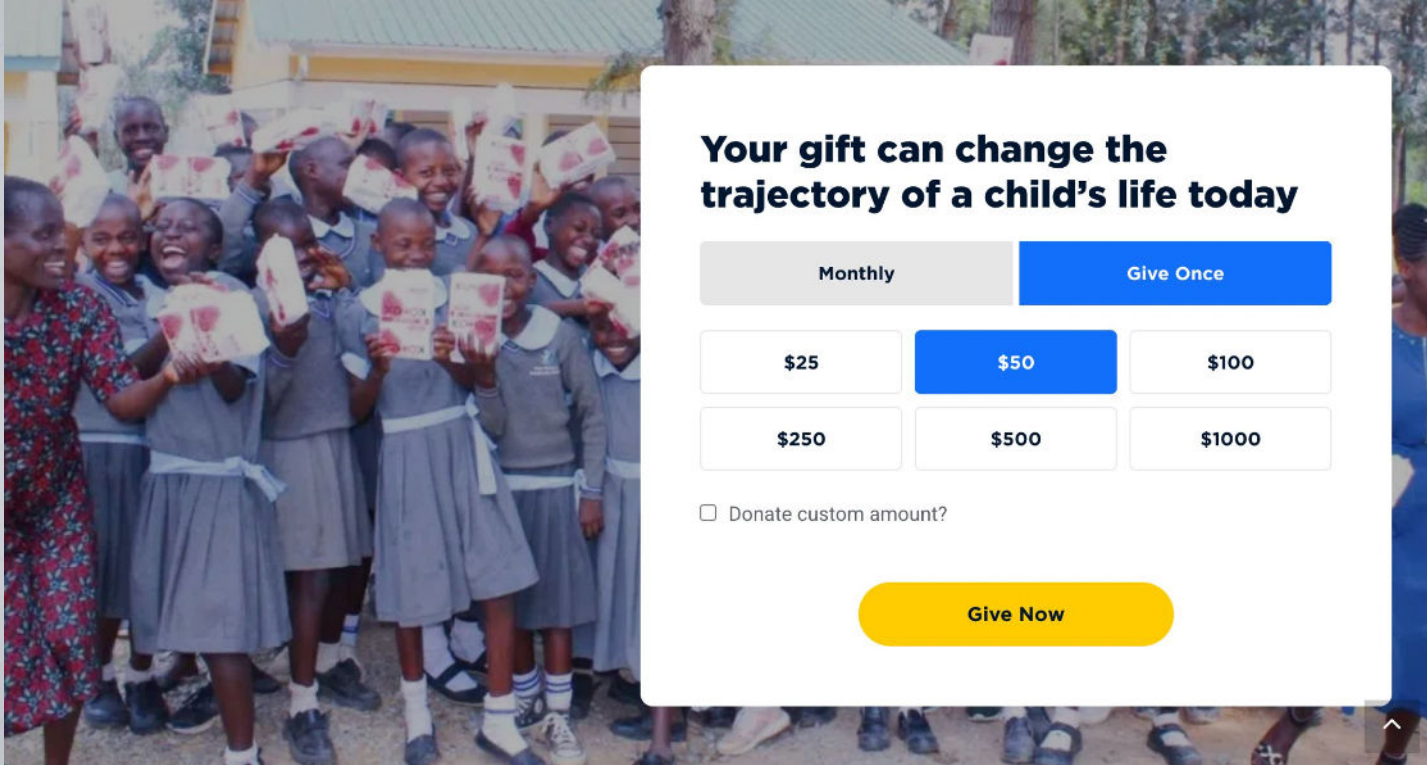


Your \$50 donation will provide 18 meals & care.

GIVE NOW >

GIVE MONTHLY >

this helps the most! ↗



Your gift can change the trajectory of a child's life today

Monthly

Give Once

\$25

\$50

\$100

\$250

\$500

\$1000

☐ Donate custom amount?

Give Now



QUICK ACTION PLAN

- **Which of the 11 elements do you already have on your homepage?**
Can you make improvements to any of these elements?
- **Which of the 11 elements are missing from your homepage?**
Can you add any of those elements to your homepage?
- **What extra elements do you have on your homepage?**
Do they serve a clear purpose or can you remove any of them?

Get Today's Slides

Download at the same link:
louderagency.com/cafo

Free Resources to Help You Grow

WORKSHOP SLIDES

10 Essential Elements of an Effective Rescue Mission Homepage

Learn the simple, effective fixes you can implement today to level up your rescue mission's homepage—so you can amplify your work and inspire more people to join you.

[Download the Slides \(PDF\)](#)

MESSAGING

Inspire Actions with Stories That Click

Identify the 3 must-have stories your nonprofit should be telling, plus where to tell those stories in your marketing to make the greatest impact. We'll demystify the strategy behind effective stories to get your audience to click that *donate / volunteer /*



Homepage Hotseat Time...

The 11 Elements of a Highly Effective Nonprofit Homepage
With Janielle Suzanne and Chris Thurman



Questions?

Ready to take the next step? Schedule a free consultation:
louderagency.com/cafo

Connect with me.
janelle@louderagency.com



Get Your Free Audit

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together,

LET'S TAKE TWO MINUTES TO
COMPLETE THIS BRIEF SURVEY.



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