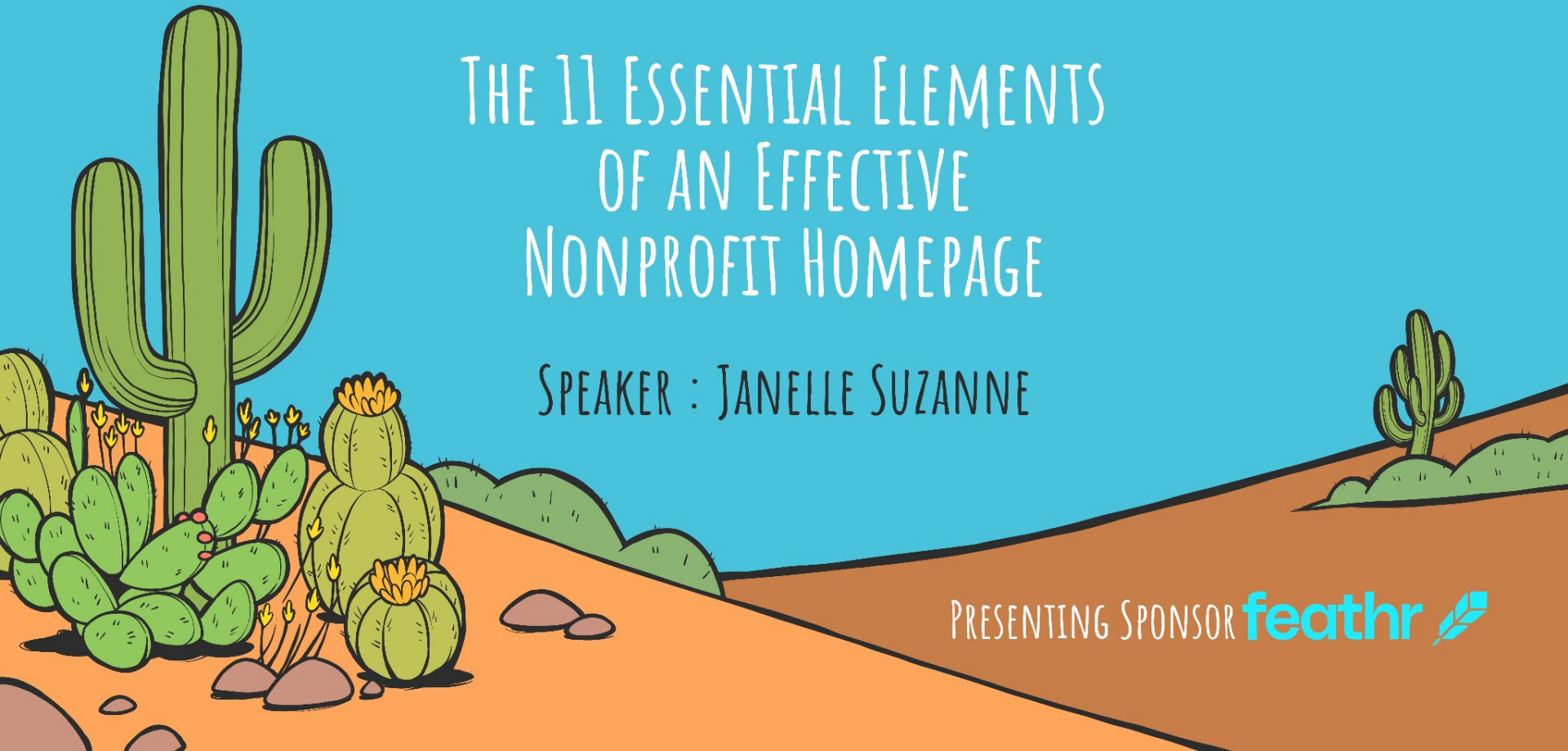
Nonprofit Storytelling Conference

The 11 Essential Elements of an Effective Nonprofit Homepage

Speaker : Janelle Suzanne



Presenting Sponsor feathr

11 Essential Elements of an Effective Nonprofit Homepage



With

JANELLE SUZANNE

Louder Agency, Partner + CMO

Thank you for coming!

We'll start soon

WHAT WE'LL COVER TODAY...

- Identify 3 of the 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?

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?

1

Reflect Your Brand

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

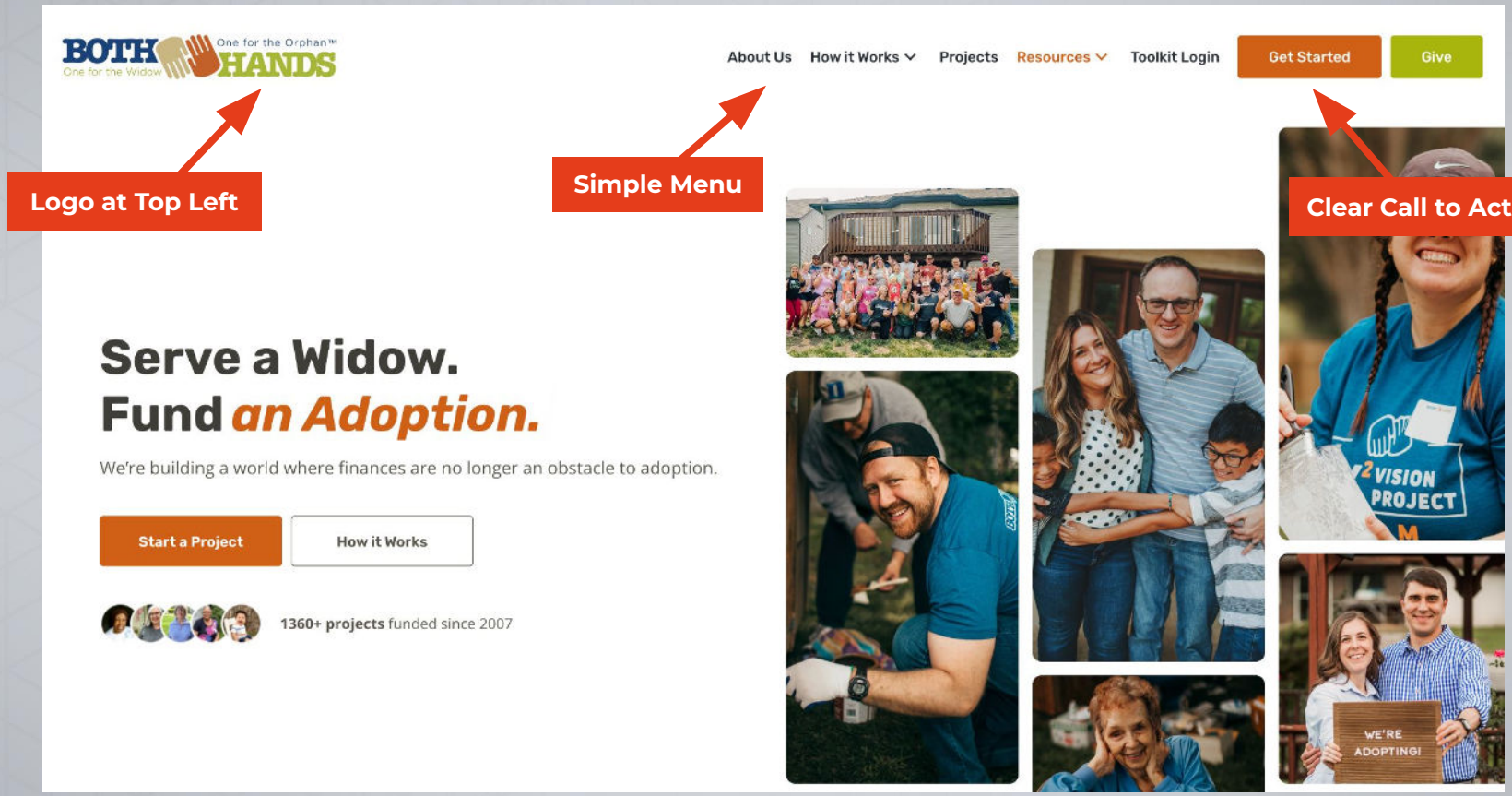
THE 11 ELEMENTS

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.

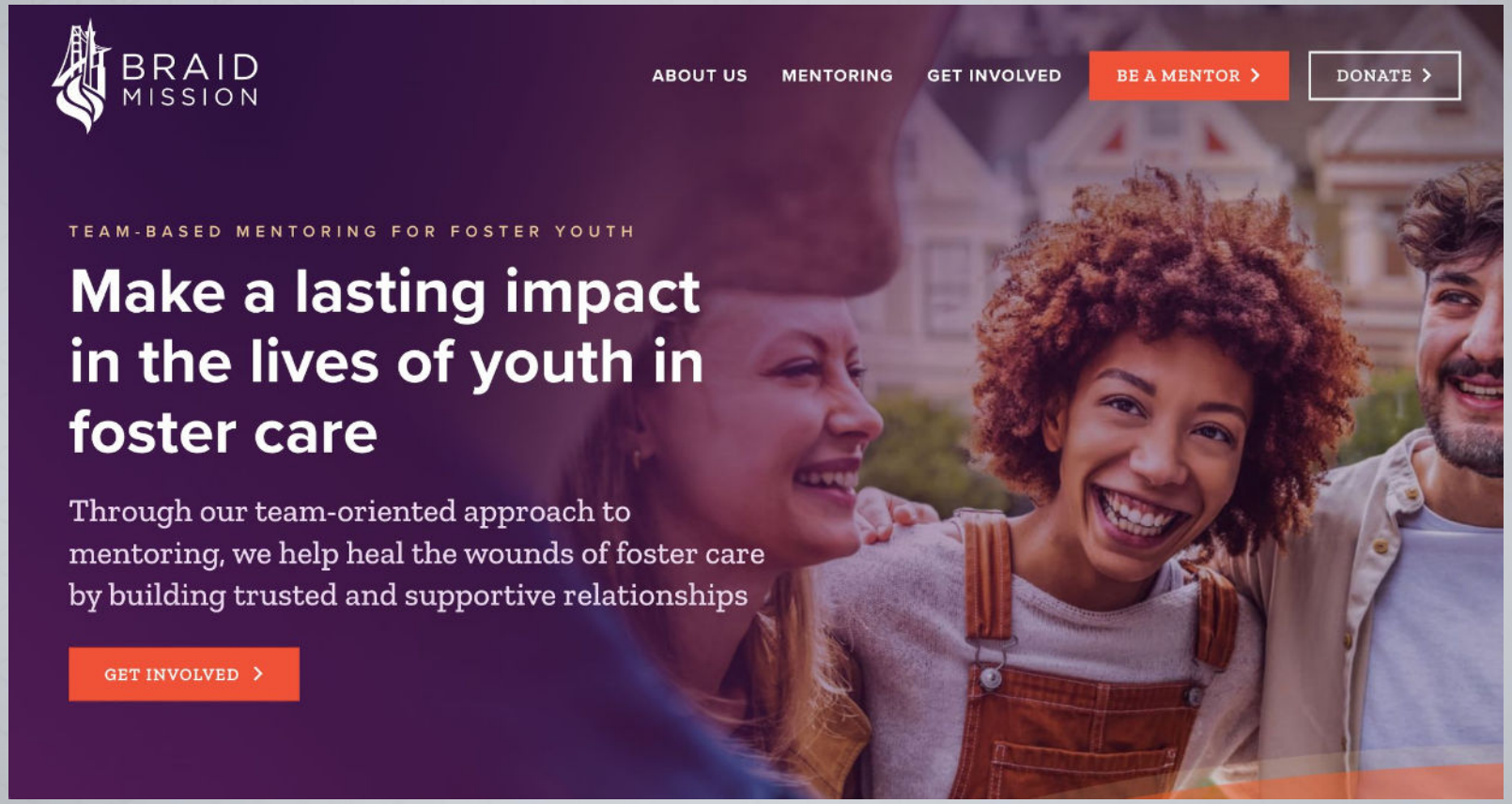

BOTH HANDS
One for the Orphan™
One for the Widow
About Us
How it Works
Projects
Resources
Toolkit Login
Get Started
Give
Logo at Top Left
Simple Menu
Clear Call to Action ("CTA")
Serve a Widow.
Fund an Adoption.
We're building a world where finances are no longer an obstacle to adoption.
Start a Project
How it Works
1360+ projects funded since 2007
2 VISION PROJECT
WE'RE ADOPTING!

Simple Menu

Logo Top Left

Clear Calls to Action




BRAID MISSION
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 >

Renala

Work With Us | Book | Speaking | About | Take the Assessment | Book a Call

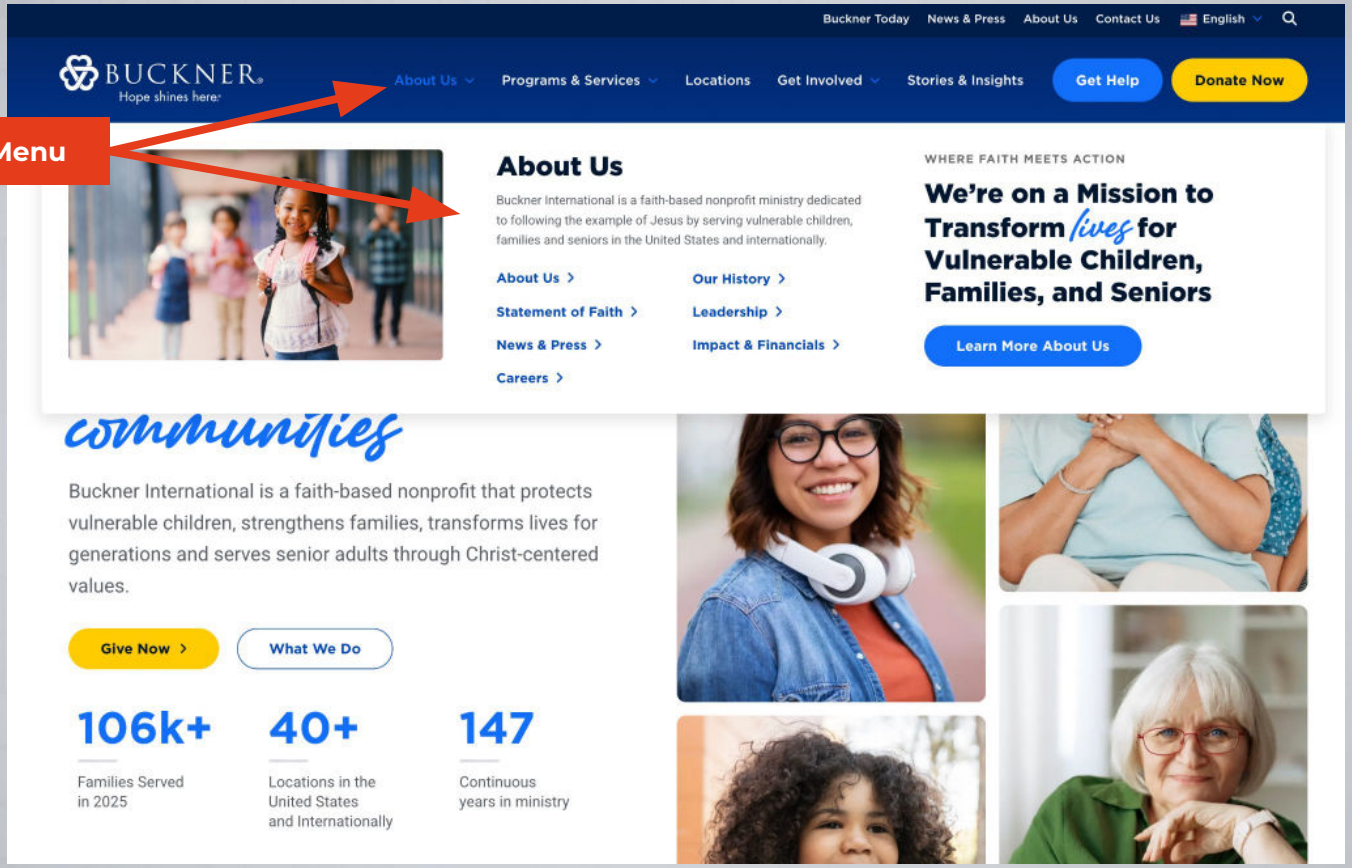
Transform fleeting moments into an intentional and aligned family life.

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 →



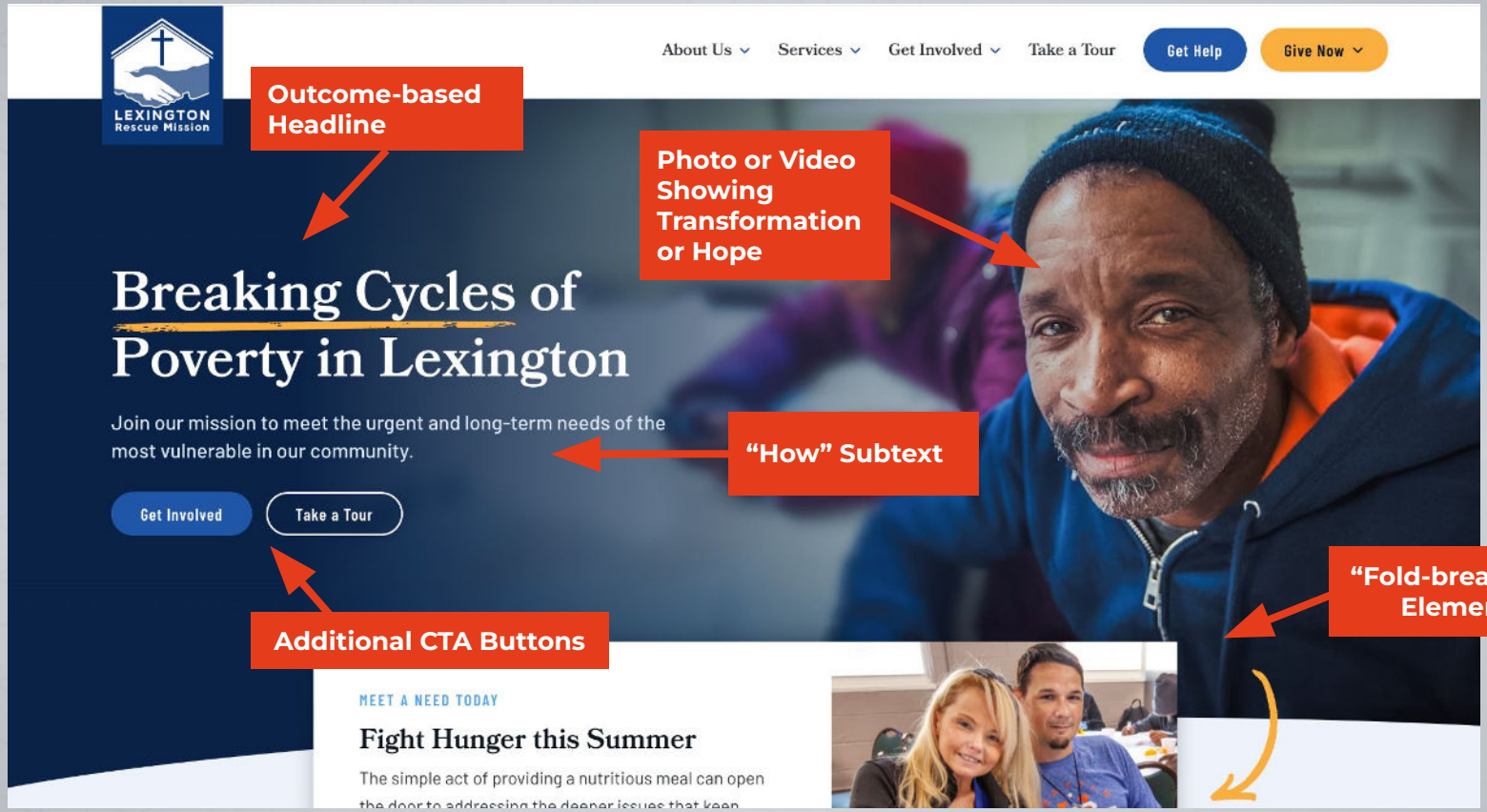
Drop-down Menu

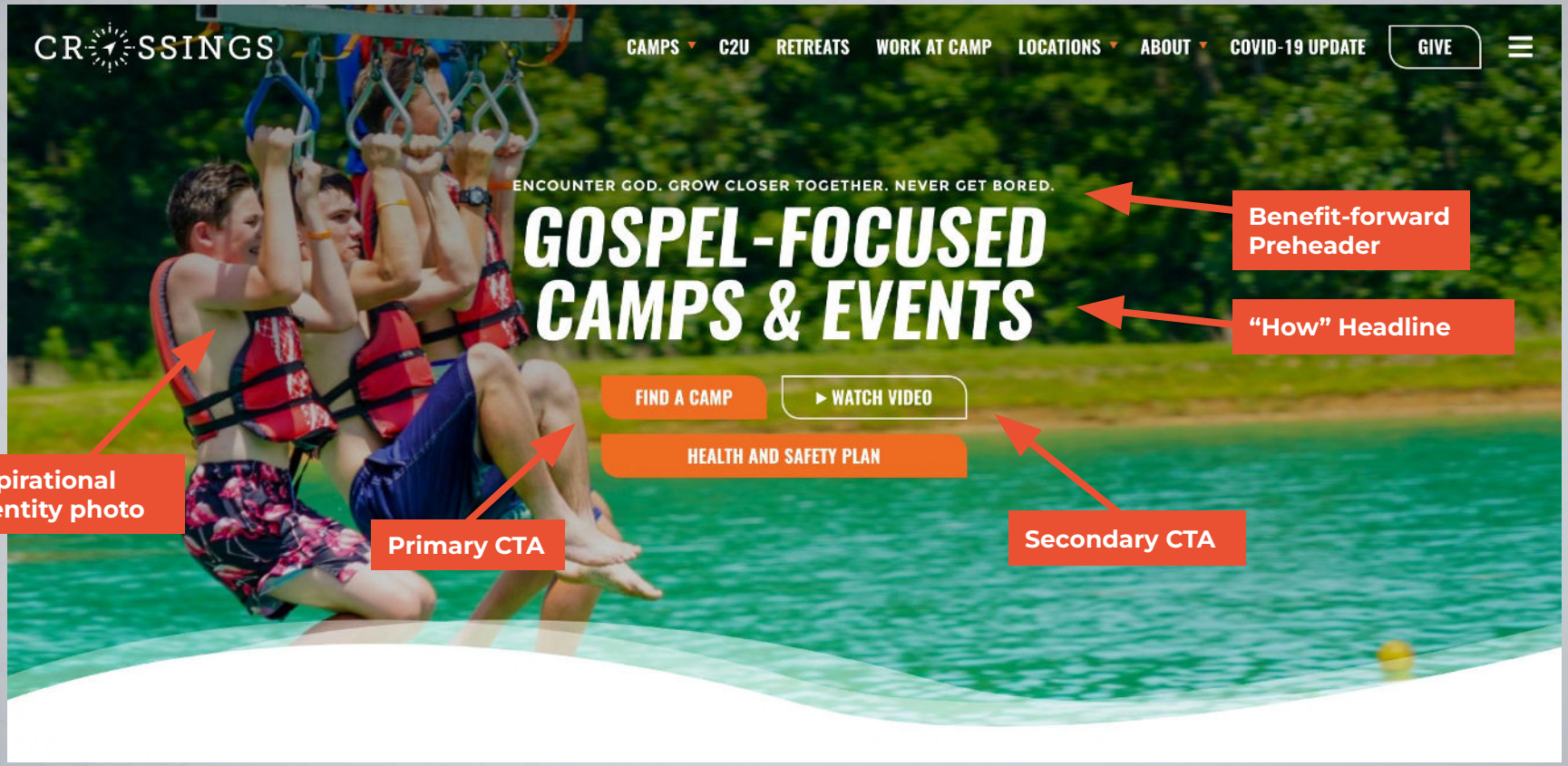


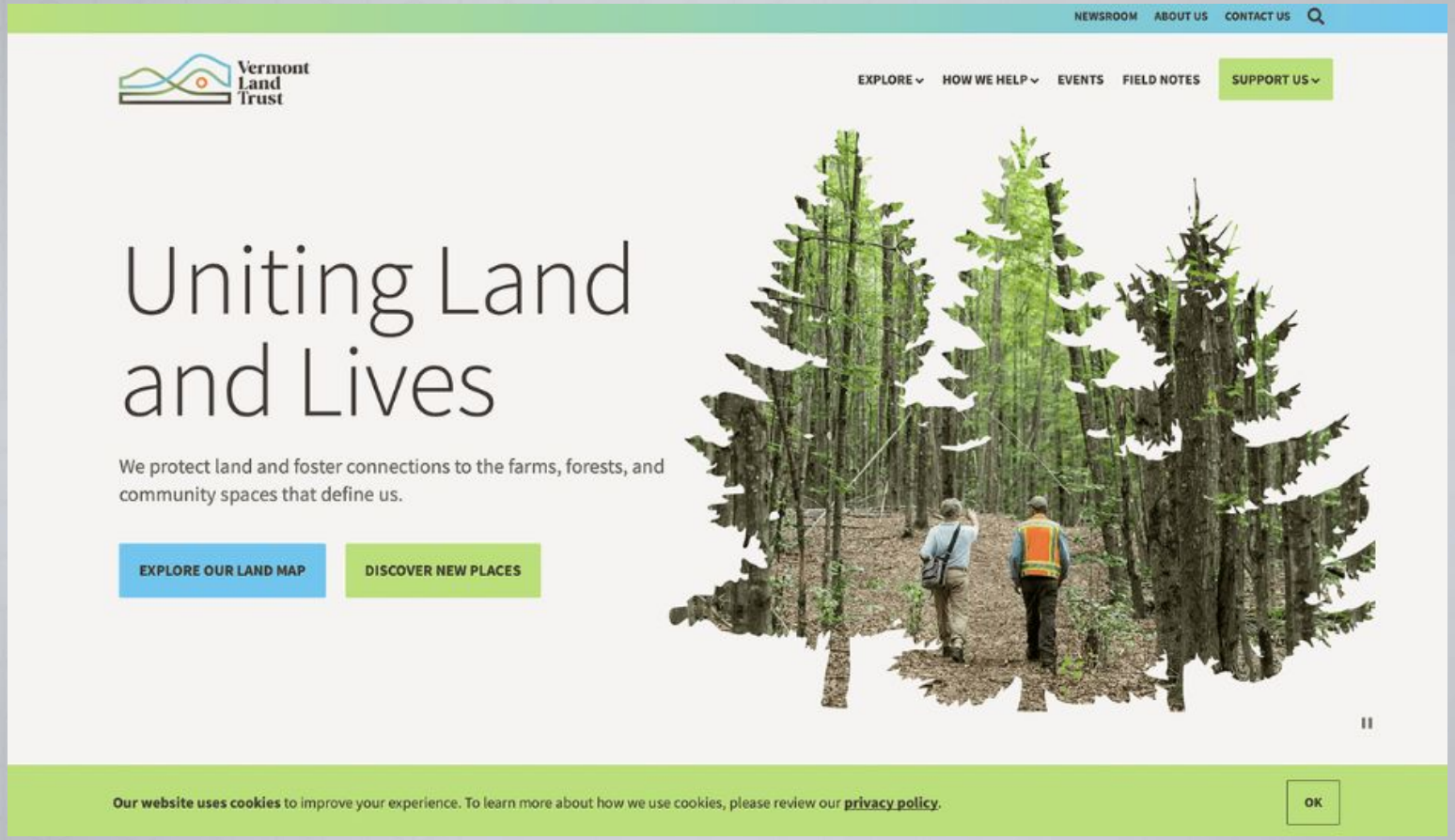
2

Transformation

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


LEXINGTON
Rescue Mission
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


CROSSINGS
CAMPS
C2U
RETREATS
WORK AT CAMP
LOCATIONS
ABOUT
COVID-19 UPDATE
GIVE
ENCOUNTER GOD. GROW CLOSER TOGETHER. NEVER GET BORED.
GOSPEL-FOCUSED CAMPS & EVENTS
FIND A CAMP
▶ WATCH VIDEO
HEALTH AND SAFETY PLAN
Benefit-forward Preheader
"How" Headline
Aspirational Identity photo
Primary CTA
Secondary CTA


NEWSROOM
ABOUT US
CONTACT US
Vermont Land Trust
EXPLORE
HOW WE HELP
EVENTS
FIELD NOTES
SUPPORT US
Uniting Land and Lives
We protect land and foster connections to the farms, forests, and community spaces that define us.
EXPLORE OUR LAND MAP
DISCOVER NEW PLACES
Our website uses cookies to improve your experience. To learn more about how we use cookies, please review our privacy policy.
OK

magic city ToolBANK

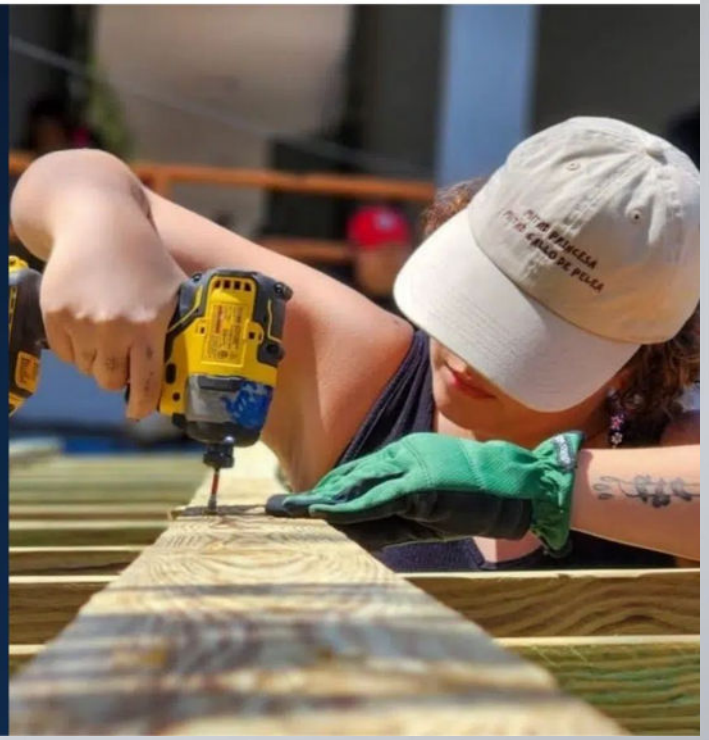
About Us | Tool Lending | Get Involved | Give Now | Borrow Tools →

MAGIC CITY TOOLBANK

EMPOWERING OUR COMMUNITY WITH TOOLS FOR CHANGE

Birmingham's nonprofits and community groups do vital work. We make sure they have the tools to do it. They borrow what they need, stretch their budgets further, and get more done.

Become a Member → | About Tool Lending



BOTH HANDS
One for the Orphan™
One for the Widow

About Us | How it Works | Projects | Resources | Toolkit Login | Get Started | Give

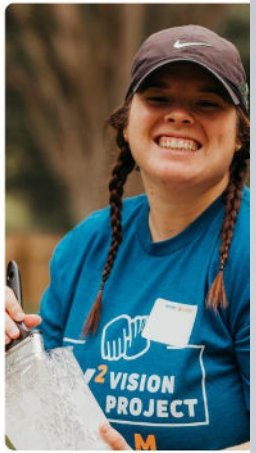
Serve a Widow.
Fund *an Adoption.*

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

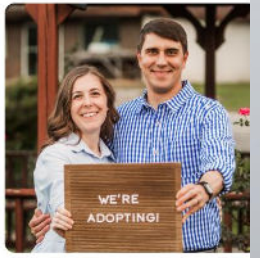
Start a Project | How it Works

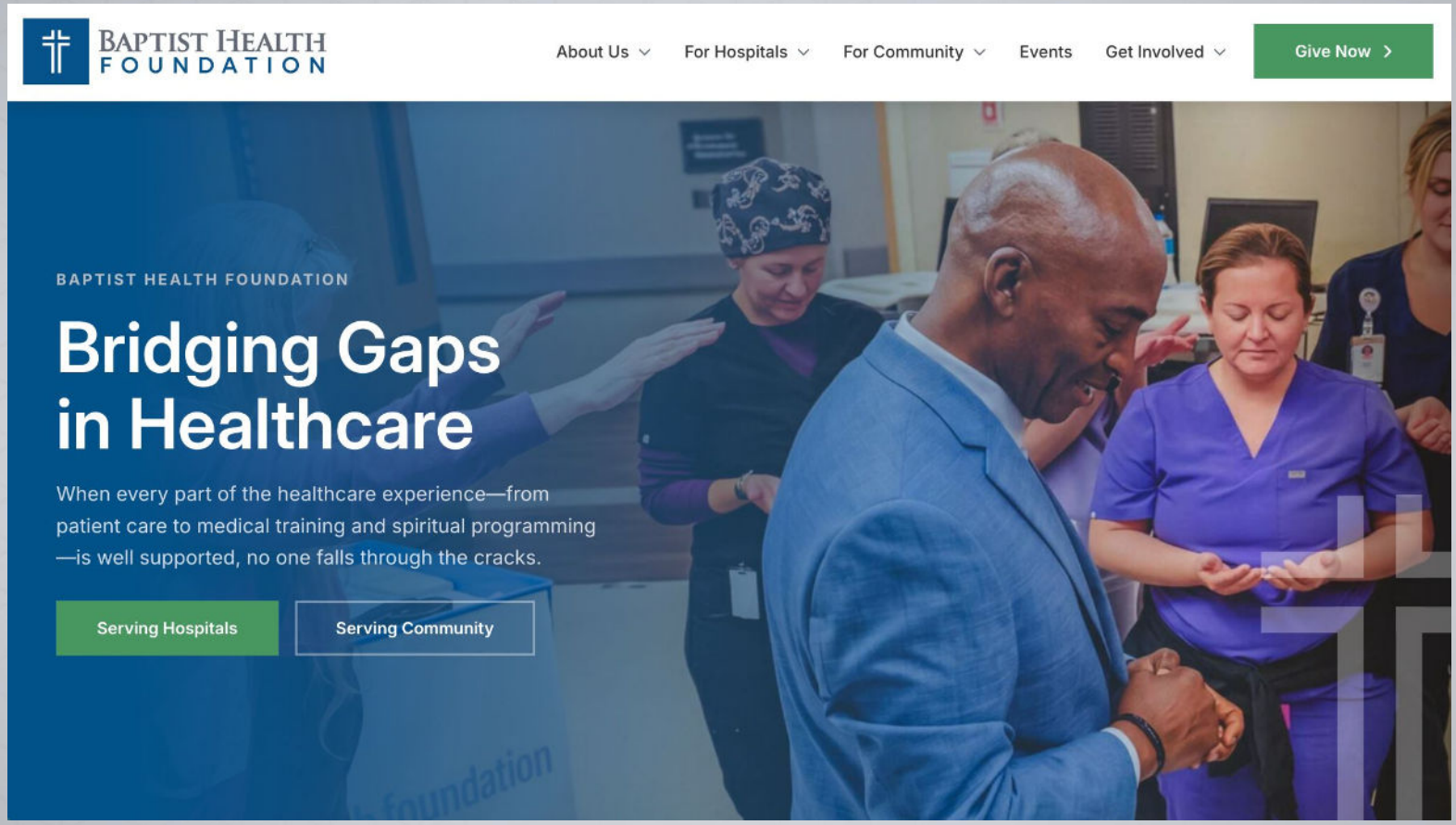
1360+ projects funded since 2007










BAPTIST HEALTH FOUNDATION
About Us
For Hospitals
For Community
Events
Get Involved
Give Now
BAPTIST HEALTH FOUNDATION
Bridging Gaps in Healthcare
When every part of the healthcare experience—from patient care to medical training and spiritual programming—is well supported, no one falls through the cracks.
Serving Hospitals
Serving Community

3

Problem & Mission

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

Problem

Solution

Problem

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 NUMBERS

The State of Child Care in Kansas

The data tells a clear story: Kansas families need more child care options, more support, and a stronger system. We're working on all of it.

See the Full Picture >

COST

$15,156

Average annual cost of infant care in Kansas - nearly double what the federal government considers affordable

DESERTS

37%

of Kansas communities that are child care deserts

REACH

8,200+

Families served through our network each year

COALITIONS

305+

Communities supported statewide

Problem

THE HI[illegible]-PERFORMER'S HIDDEN CRISIS

Success Shouldn't Feel Like Survival

YOU'VE DONE EVERYTHING RIGHT. BUILT THE CAREER. LED THE TEAMS. HIT THE MILESTONES.

So why does it feel like you're running on empty?

This isn't weakness. It's intelligence.

Your body's trying to tell you something: the way you got here won't sustain you. The patterns that drove achievement are now driving depletion.

You don't need more strategies or information. You need your body's wisdom. A different approach entirely.

Solution



Trusted by executives at Fortune 500 companies, elite athletes, therapists, and coaches who know that sustainable performance requires a different approach.

Problem

Solution



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

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 >

Atlanta Mission - Part 1



THE REALITY

The need has never been more important

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

The Problem

Add urgency

Use Statistics or Stories

Atlanta Mission - Part 2

Solution

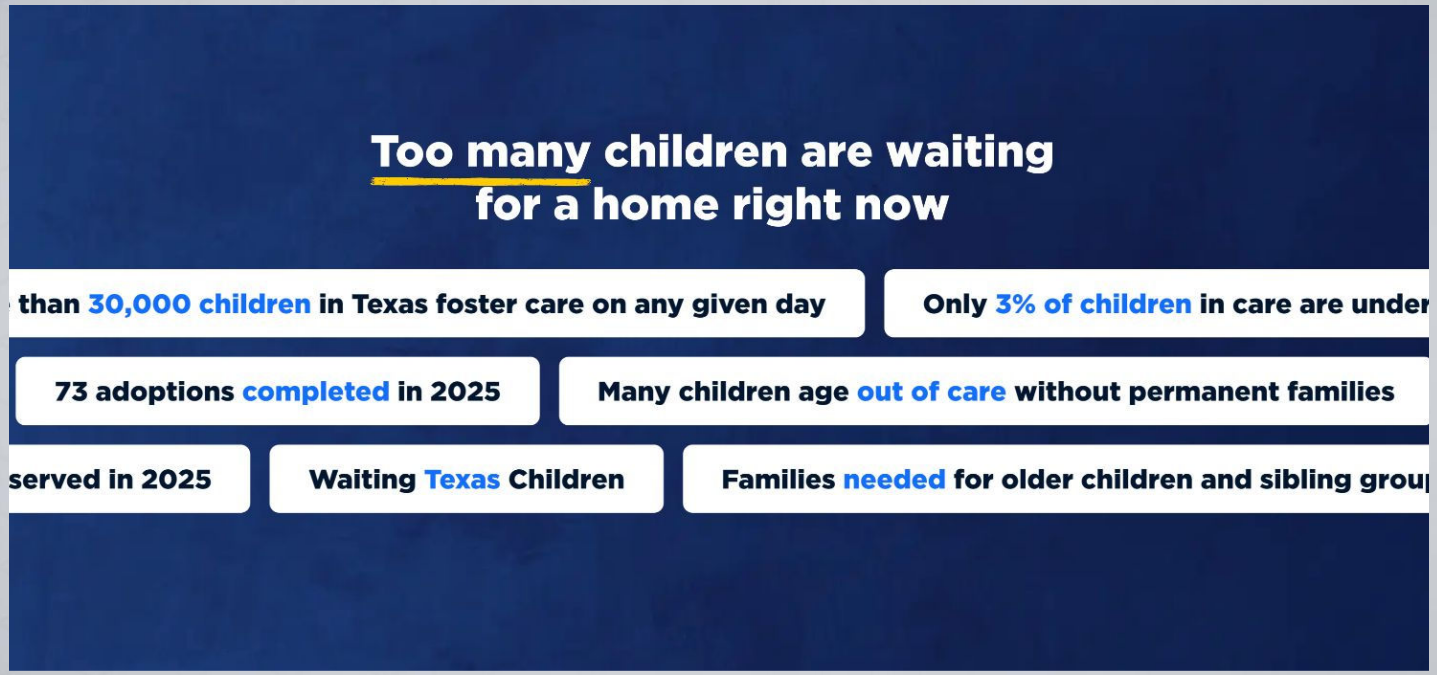
TRANSFORMATION MODEL

Our hope giving model

Transforming, through Christ, the lives of those facing homelessness

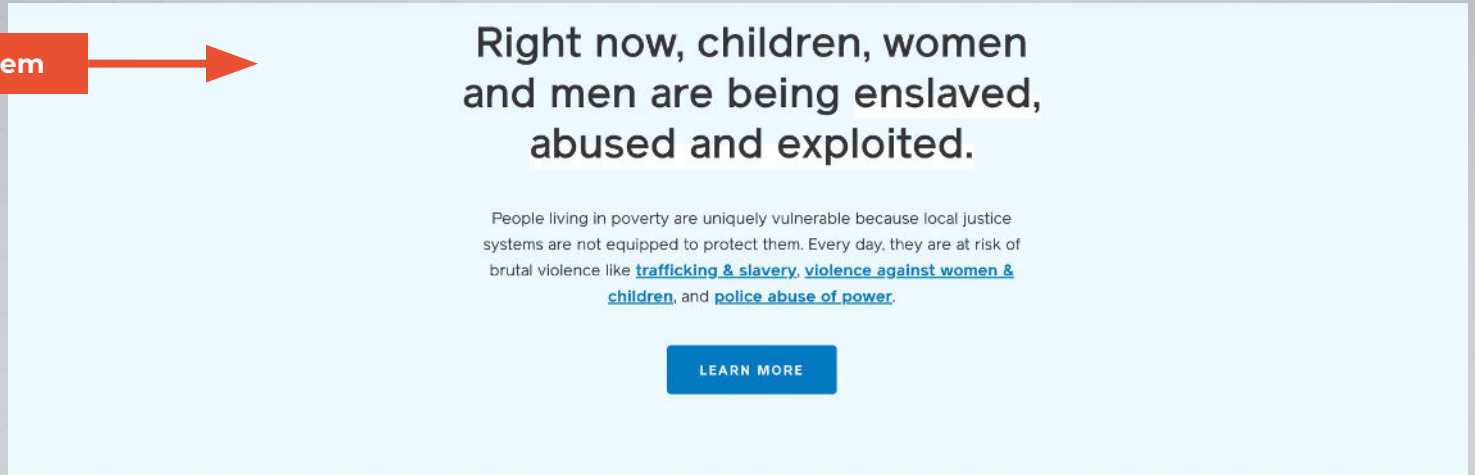
We meet each person where they are, in their unique circumstances, to provide customized services to help them overcome the cause of their homelessness.



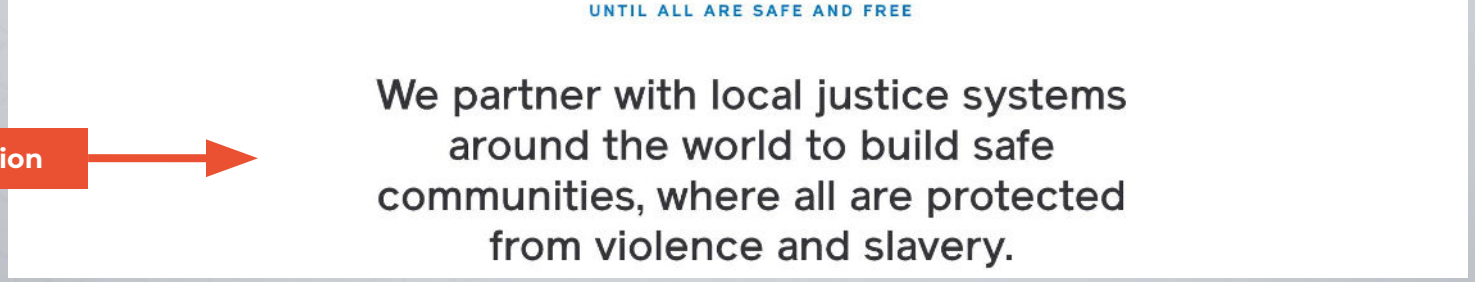

Too many children are waiting for a home right now
than 30,000 children in Texas foster care on any given day
Only 3% of children in care are under
73 adoptions completed in 2025
Many children age out of care without permanent families
served in 2025
Waiting Texas Children
Families needed for older children and sibling grou


THROUGH JESUS, A PATHWAY FROM POVERTY TO PROGRESS
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



Solution



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



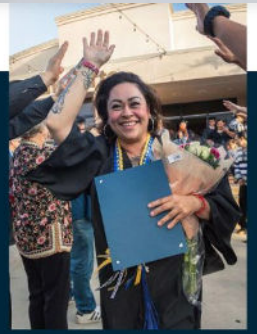
1,511

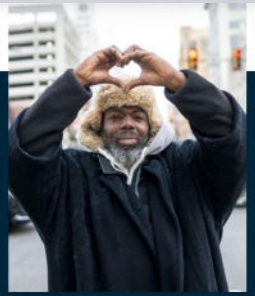
Projects completed across 45 states



$22.5M

Raised for adoptions and orphan care







We're more effective *together*

2 million+

individuals cared for by Citygate Network member ministries

3.4 million+

volunteer hours served across Citygate Network member ministries

14.1 million+

nights of shelter provided by Citygate Network member ministries

73.4 million+

meals served by Citygate Network member ministries

$2.1 billion+

combined annual revenue of Citygate Network member ministries



84%

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







7,302

People served last year

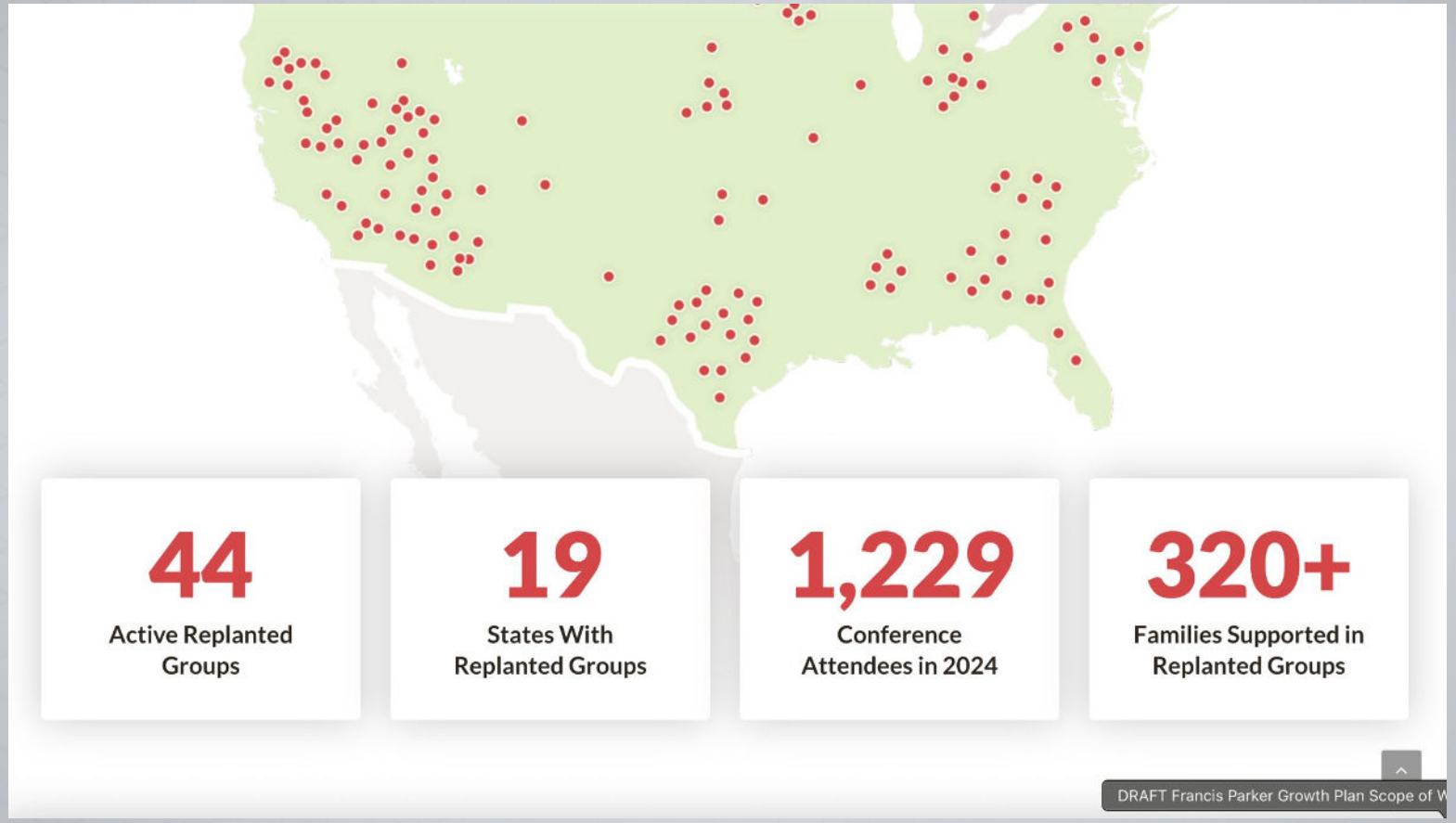
24%

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
DRAFT Francis Parker Growth Plan Scope of W

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+

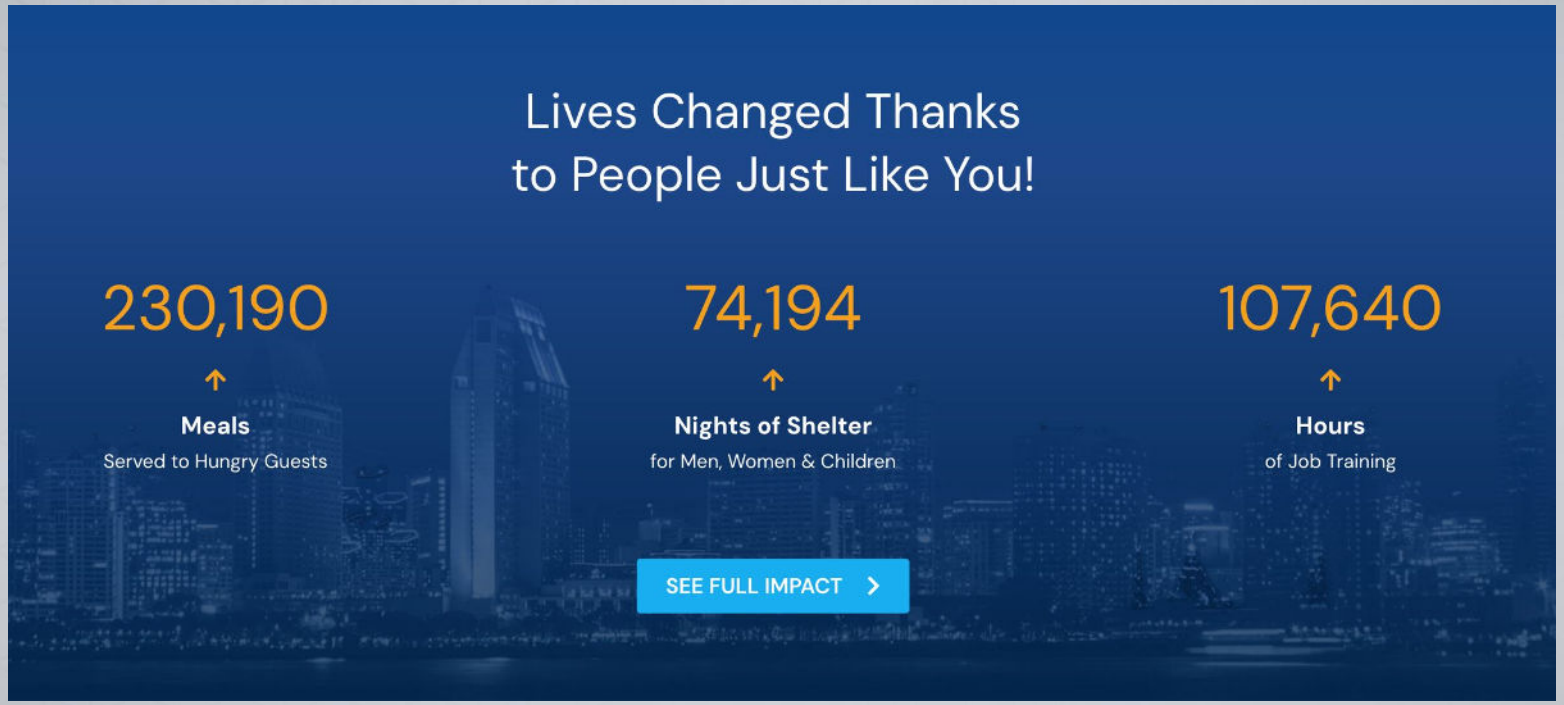
people gathered for CAFO2023 Summit

300+

organizations involved

55

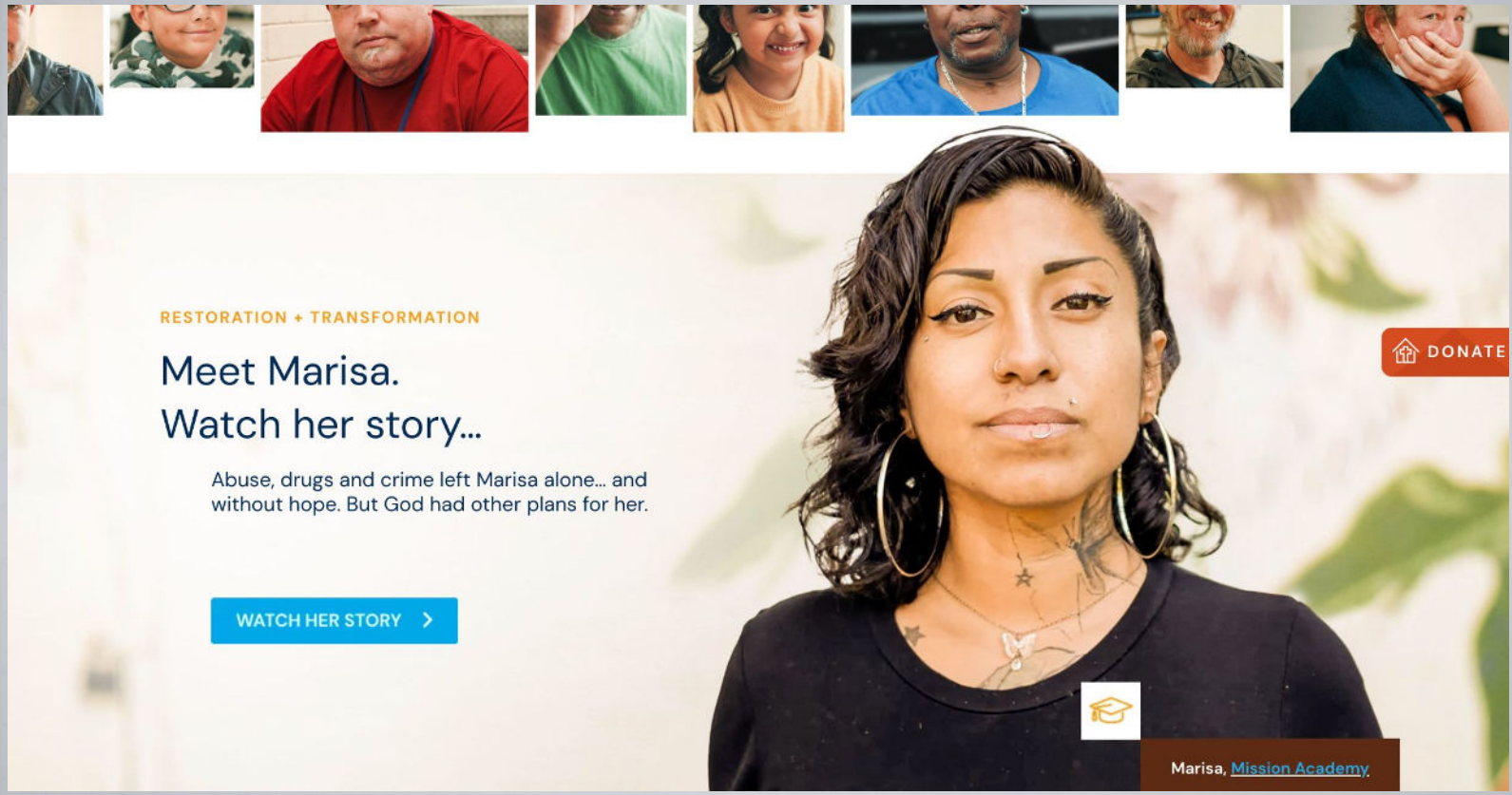
locally-led networks in 49 countries


Lives Changed Thanks
to People Just Like You!
230,190
Meals
Served to Hungry Guests
74,194
Nights of Shelter
for Men, Women & Children
107,640
Hours
of Job Training
SEE FULL IMPACT

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

YOUR SUPPORT IN ACTION

A second chance for Kevin.

Found as a stray with a broken leg and a pelvis fracture, Kevin needed surgery—and someone to give him a chance.

$6,563.44

IN LIFESAVING SURGERY FUNDED

Your generous donations covered Kevin's care.



01 / Rescued



02 / On the mend

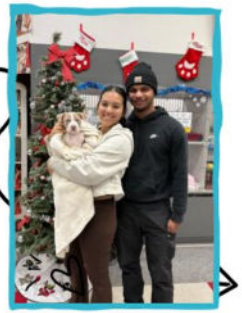


03 / Home at last

And they lived *happily* ever after



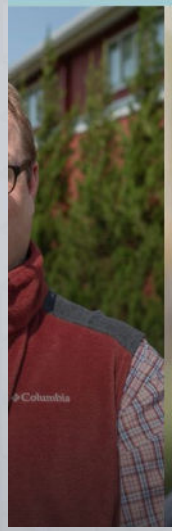






STORIES OF TRANSFORMATION

Community & relationships matter











Growing Central Texas *For Good.*



"The Center for Nonprofit Success plays a vital role in strengthening the nonprofit sector—by equipping leaders, elevating community voice, and building the capacity of organizations to lead with integrity and impact."

Diana Phillips

Founder | Greater Taylor Foundation



"At Georgetown Health Foundation, we see The Center for Nonprofit Success as a way to strengthen the people who strengthen our community. When those who serve others are equipped to lead with confidence and clarity, the ripple effects reach every corner of people's lives. Foundations have the privilege to help accelerate that progress by investing in The Center and the future it represents."

Scott Alarcon

CEO | Georgetown Health Foundation



"The Center for Nonprofit Success is exactly what so many of us need. I wish this existed when I started, and honestly, I still need it. A digital playbook built with community and practical guidance? Game changer!"

Bessy Martinez

Executive Director | The Latina Foundation

View Heartwarming Stories of Hope

Click a photo to read a child's story.






6

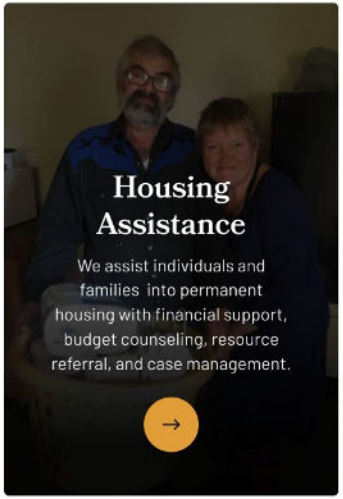
Unique Model or Programs

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.

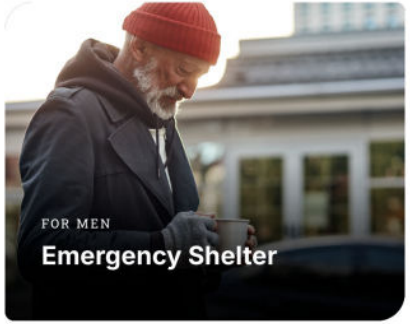
FIND A CAMP NEAR YOU →

DRAFT Francis Parker Growth Plan Scope of W

COMMUNITY PROGRAMS & SERVICES

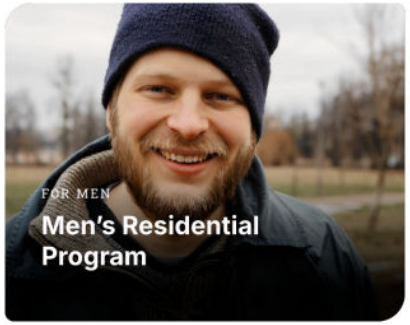
Restoring Hope. Rebuilding Lives.

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.













CONFIDENCE AND COMMUNITY

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.

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.

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.

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.

Everything You Need. All in *One Place.*

Standards for Excellence

Curated Resource Library

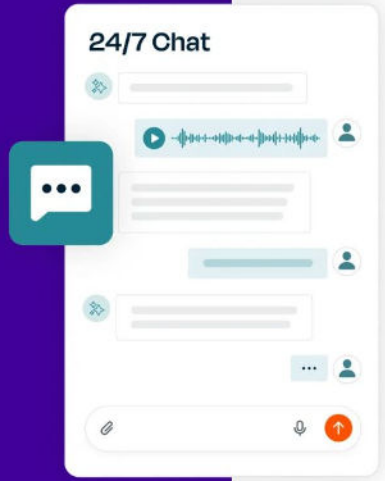
24/7 Chat Access >

Coaching + Training

Get immediate, trusted responses to your questions.

When you Google a crisis comms plan or a nonprofit budget template, you have to sort through thousands of answers—and not know which ones (if any) are right.

Our AI-powered chat only pulls answers from the Standards of Excellence® and our vetted library of up-to-date resources specifically designed for nonprofits. Now, you don't have to sort through pages of documents to get a quick answer to your question. Whether it's 1 p.m. or 1 a.m., you have a trusted source to find exactly what you're looking for when you need it.



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 →

How It Works

Partnering with Break Through Tech is straightforward. Here is what to expect from start to finish.

01

Submit a Challenge

Propose a technical project grounded in your organization's needs.

02

Guide the Process

Meet with your team of fellows to advise progress and drive business impact.

03

Celebrate Results

Participate in final presentations and invite colleagues to engage with the outcomes.

04

Meet the Moment

Provide program feedback that helps shape responsive, real-world programming.

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



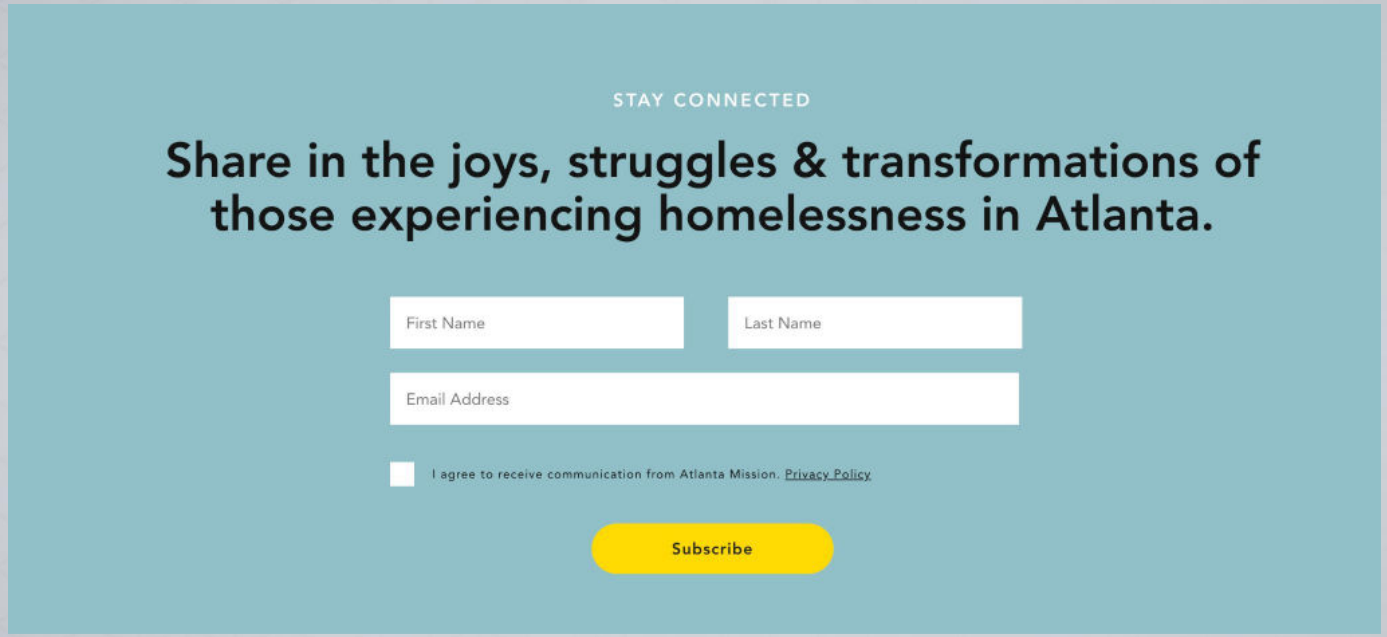
3. GET PUMPED!

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.
First Name
Last Name
Email Address
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

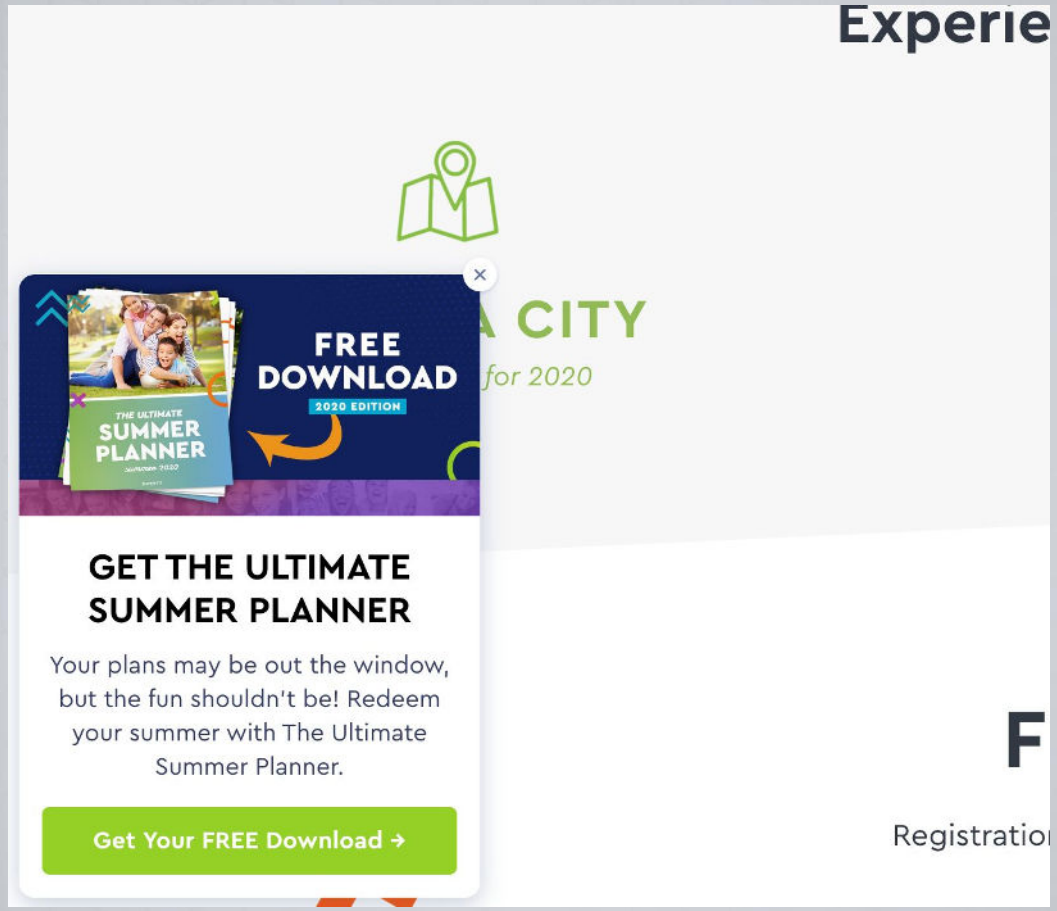
Stop guessing what your family needs. This free 10-minute assessment cuts through confusion and shows what is working in your family—and where focused attention can make the biggest difference.

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

Take the Free Assessment →



Slide-in for Lead Magnet



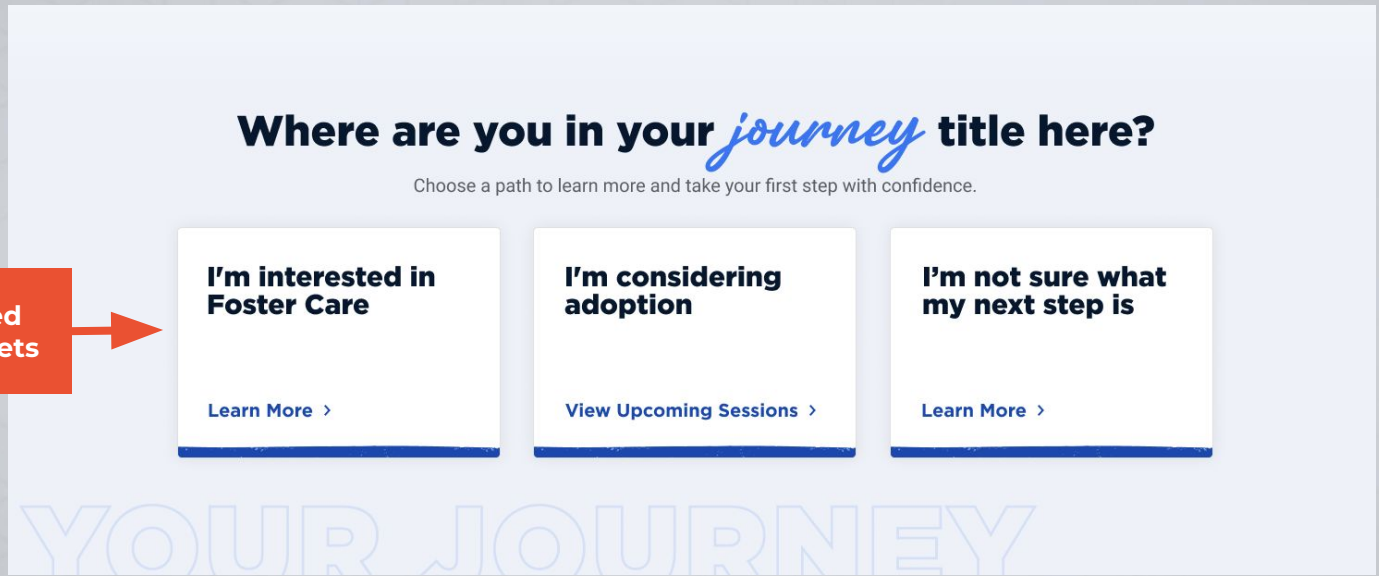
Send hope in the mail.

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 >



Segmented Lead Magnets



9

Final CTA

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

GET INVOLVED

Together, We Can Give Hope and Restore Lives.



Prayer Requests



Give Financially



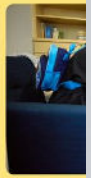
Volunteer



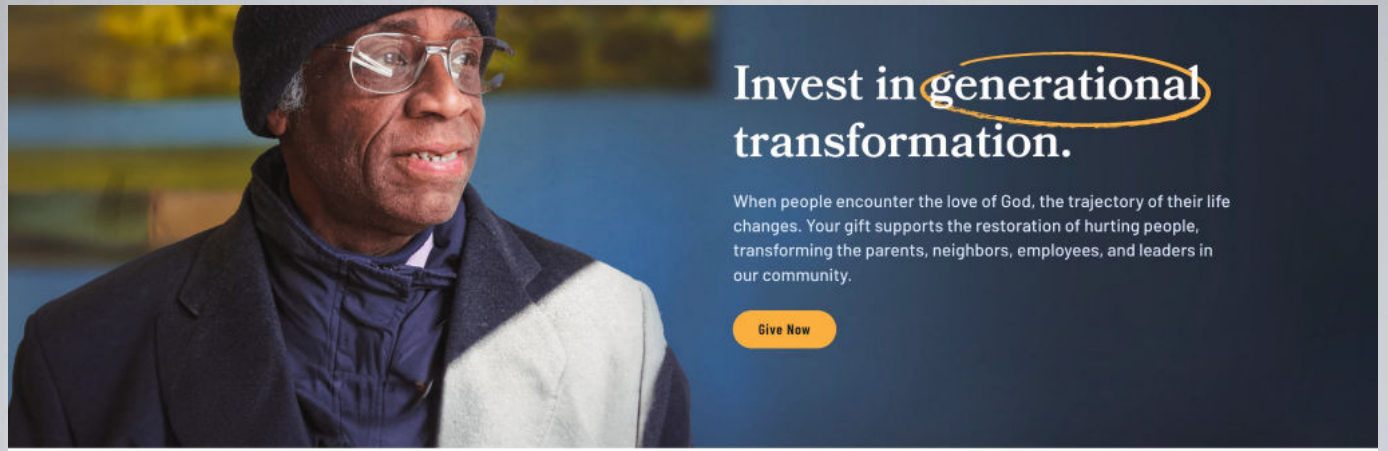
Order Catering



Donate Your Vehicle



Pray Req



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 →

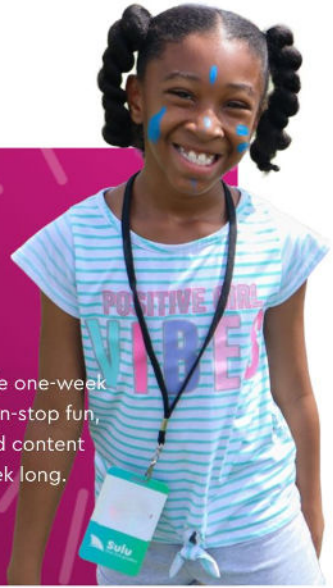
Donate Supplies

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

Learn More →

jump in this summer

Learn More About Our Camps



Connect Camps

Connect Camps is a remarkable one-week day camp experience full of non-stop fun, active play and Christ-centered content to engage your camper all week long.

LEARN MORE →



Connect Sports Camp

Connect Sports Camp is a remarkable sports day camp experience that develops young athletes completed 1st-6th grade in skill and character.

LEARN MORE →

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

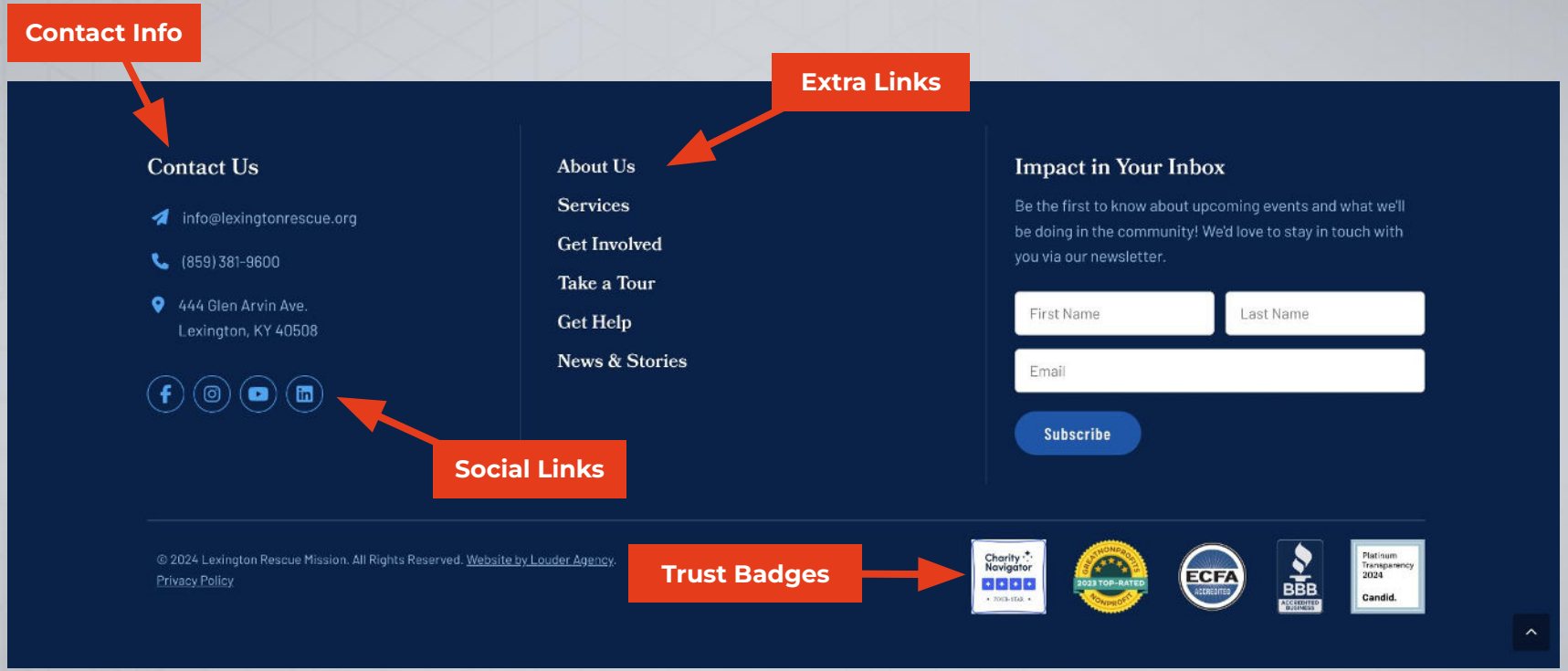
Send encouragement to youth in foster care and their social workers

CARDS OF HOPE >

10

Footer

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


Contact Info
Extra Links
Contact Us
info@lexingtonrescue.org
(859) 381-9600
444 Glen Arvin Ave.
Lexington, KY 40508
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.
First Name
Last Name
Email
Subscribe
Social Links
© 2024 Lexington Rescue Mission. All Rights Reserved. Website by Louder Agency.
Privacy Policy
Trust Badges
Charity Navigator
ECFA
BBB
Platinum Transparency 2024
Candid.



STAY CONNECTED

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

First Name | Last Name | Email | SIGN UP

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	Nav item One	Nav item One
Duis Autem	Duis Autem	Duis Autem
Veleum Euismod	Veleum Euismod	Veleum Euismod
Dolor Iund	Dolor Iund	Dolor Iund
Lorem ipsum dolor	Lorem ipsum dolor	Lorem ipsum dolor

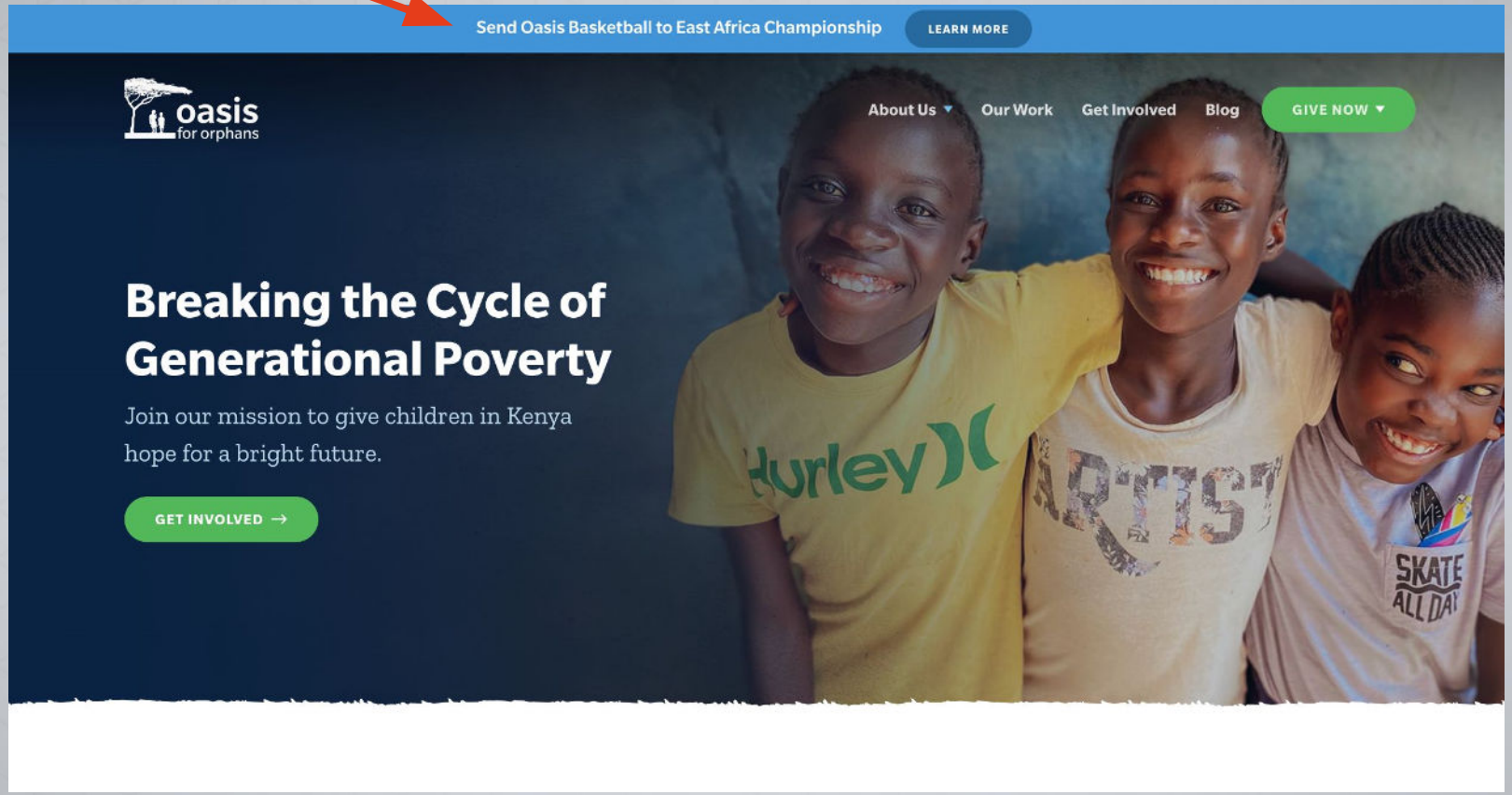
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11

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
oasis
for orphans
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 →
Hurley
ARTIST
SKATE ALL DAY

Slide-in


FIELD GUIDE
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 may* 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

Target Immediate Needs for Your Current Appeal or Campaign



Change Lives Now.

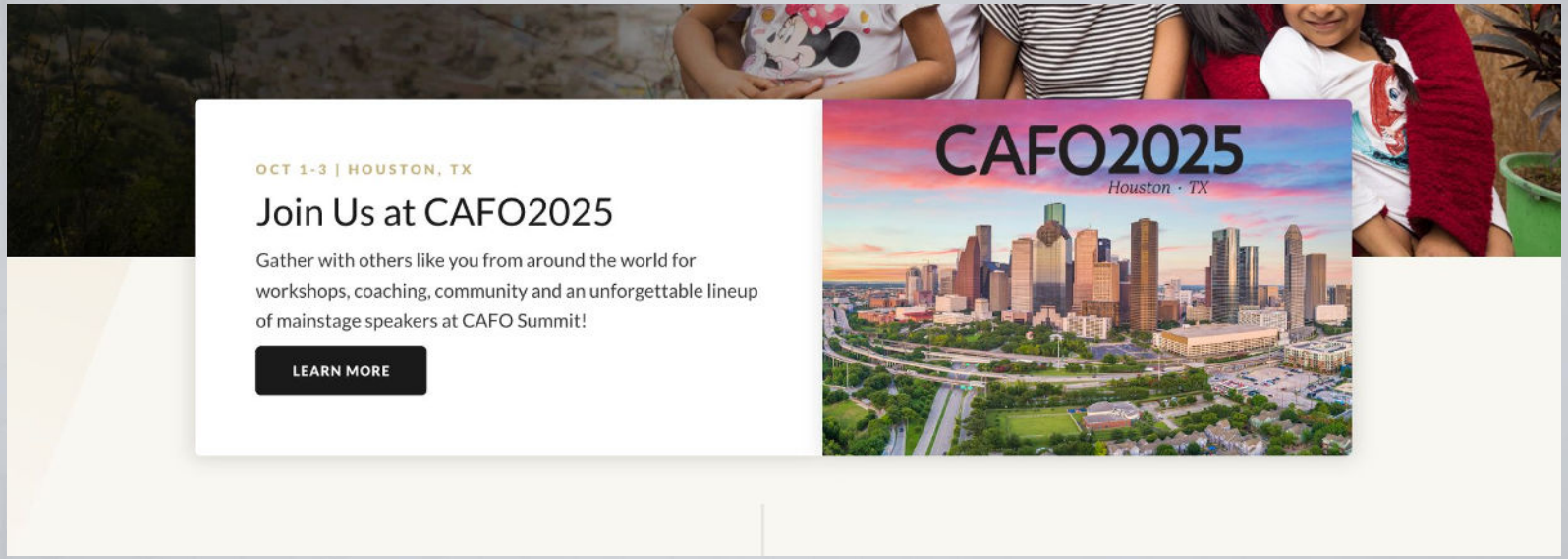
Feed a homeless man, woman or child for just $2.72.

$50 | $100 | $150 | Other

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

GIVE NOW > | GIVE MONTHLY >

this helps the most!


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
CAFO2025
Houston · TX

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?

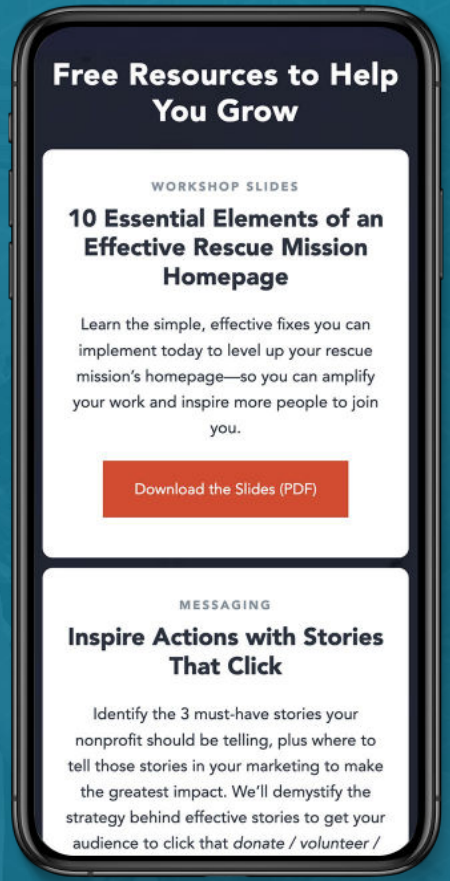
Get Your Free Audit

Schedule a personalized website audit.
louderagency.com/npsc

Connect with me.
janelle@louderagency.com

Get Today's Slides

Download at the same link:
louderagency.com/npsc



Homepage Hotseat Time...

Questions?

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

Connect with me.
janelle@louderagency.com