



# ChildCare INTERNATIONAL

## Wordpress Design Brief

ChildCare INTERNATIONAL (CCI) is a not-for-profit organization that seeks to break the cycle of poverty by equipping and empowering children. We do this primarily through sponsorship which provides housing, food, medicine, and education. We also work in emergency relief and manage a scholarship fund for further education.

Our current website is outdated in it's look and we are wanting to update it's appearance to have a more relevant esthetic and engaging user experience.

### CONTENT

- Homepage
  - banner near top with scrolling images which we could continually update
  - Video Plugin: option to include video greeting and instruction on homepage.
  - shows latest blog update with link to blog (displays featured image)
  - On the home page, would be the following tabs:
- Sponsor a Child
  - We use Denari to manage our online donations. See our site.
  - <https://www.denarionline.com/>
- About Us
  - (subpage) Leadership
  - (subpage) Purpose
  - (subpage) Financials
  - (subpage) Partners
    - we would be able to insert the logo and name of our partner organizations on this page which would link to their own pages
- Where we Work
  - on this page there would be an interactive map denoting the seven countries where we work (Mexico, Haiti, Uganda, Kenya, Sri Lanka, Thailand, Philippines)
  - clicking on the country would take them to a respective subpage
- Programs
  - (subpage) Sponsorship
  - (subpage) Un-sponsored Children's Fund
  - (subpage) 12 Ways of Giving
  - (subpage) Kidz4Kidz

- Get Involved
- Donate
  - must work with Denari
- Blog
  - latest blog entry appears on homepage when added to blog
- Contact
  - includes our contact info
  - built in contact form with:
    - name
    - email address
    - phone (optional)
    - subject
    - message

## **APPEARANCE**

- We want an all white background with no borders down the side so that regardless of user device, the appearance is seamless.
- A consistent use of the CCI colour scheme is key to maintaining our branding
- Strong visual elements: using icons in conjunction with headings
- Our font of choice is Verdana
- we love the look and feel of [www.fhcanada.org](http://www.fhcanada.org)

## **ADDITIONAL INFORMATION**

- design should be responsive
- Google Analytics: install a website traffic statistics program that provides important information about viewership. Need to track daily visitors, top search engines and referral sites, bounce rate, top landing pages, mobile traffic, etc.
- The homepage and contact pages would also have a place for visitors to easily sign-up for our e-newsletter using the Mail Chimp widget.
- the footer and contact page should include links to our social media
  - Facebook: [www.facebook/ChildCareInternational](http://www.facebook/ChildCareInternational)
  - Twitter: @ChildCareInt
  - Instagram: @ChildCareInt
  - Vimeo: [www.vimeo.com/childcareinternational](http://www.vimeo.com/childcareinternational)
  - YouTube: [www.youtube.com/channel/UCGnOWhFhbmy-VEtYbTaPd2Q](http://www.youtube.com/channel/UCGnOWhFhbmy-VEtYbTaPd2Q)
  - LinkedIn: [www.linkedin.com/company/childcare-canada?trk=biz-companies-cym](http://www.linkedin.com/company/childcare-canada?trk=biz-companies-cym)
- We require both the design and the code
- there should be a "Sponsor a Child" option on each page
- we have a search our site option