

The 12 Core Layouts of a Nonprofit Website

As a nonprofit, people come to your website to learn about your cause, support it, or request assistance. The key to any successful nonprofit website is the ability to tell a compelling a story that unites people behind your mission.

To that, you will generally need the following core layouts on your website:

✓ **The Homepage**

Your homepage is the 'front door' of your website. It should not be designed to leave customers there, but rather lead them deeper into the website, based on where they need or want to go.

✓ **The About Page**

One of the most visited pages on any small business website. This is where customers learn who you are, what you're about, and vet you for values.

✓ **The Team Pages**

This page highlights the members of your team and should include headshots of your executive director & officers. Ideally, there would also be pictures of the members of your team serving the people or cause targeted by your mission.

✓ **The Contact/Location Page**

People don't fill out forms online as often as they used to. It's one of the reasons we recommend live chat on all websites. However, that's less true with nonprofits where people often want to get in touch in order to find ways to contribute, volunteer, or request help. If your nonprofit has people come to your location, a Google Map, address, and driving directions should be on this page.

✓ **Blog/News Pages**

As a nonprofit, people are invested in your stories and the stories of people you help. Use your blog to tell those stories or celebrate instances where you've been featured in the press or media.

✓ **Blog Index**

The blog index showcases all of your blogs. Typically, it is organized with the newest posts first.

✓ **Cause, Program, or Event Pages**

Most nonprofits have causes they support, programs they put on, or events they run. Each one should have its own page, with audience-appropriate calls to action (e.g., donate, volunteer, get help)

If your nonprofit frequently puts on events, you'll want to include a "Gallery" page that showcases photos and/or videos from past events.

✓ **Cause, Program, or Event Index**

Like the "blog index" above, this page lists all of your programs, events, or causes and links to their individual pages. Generally, this page will have 2-3 sentence ledes for each service, designed to get visitors to click into the right service page for them.

✓ **Donate Page**

Most nonprofits receive donations. You should have a donation page that features emotion-evoking images of your nonprofit at work that inspires people to donate. To make sure they follow through, make setting up one-time or recurring donations as easy as possible.

✓ **Volunteer Page**

You likely rely on volunteers to carry out your mission. You should have a volunteer page that encourages people to volunteer, provides any resources they need to get started (e.g., download waiver forms), and showcases heartwarming stories or images of volunteers at work.

✓ **Get Involved Page**

Similar to other 'index' pages, your "Get Involved" page should feature all the ways someone could get involved, with 2-3 sentence ledes that move the visitor to the appropriate opportunity.

✓ **Request Assistance**

Many nonprofit websites make it easy for the people they serve to request assistance online. While this could be done through the contact page, you may

want a "Request Assistance" page if there are specific criteria you want to call out or forms that need to be completed.

Is it time for a Super Site?

Ready to take your nonprofit website to the next level quickly and affordably? Talk to a Pro to learn how!

