



MOVE PEOPLE

Integrating Your Mission with Your Website

Heidi Hess, Director of Online Communications, Children's Defense Fund

Jim Jacobs, Vice President, Interactive, OmniStudio

Mandy O'Neill, Director, Business Development, Convio



Does your Website ...

It can.



Who speaks for you 24 hours a day?



86% of major donors check your website before making a new gift to a charity

65% of donors who use the Internet check your website “every time” they give.

Trust: 80% of people who contact Congress rely on nonprofit information as “trustworthy” compared to only 39% who find information from Congress trustworthy.

Number one deciding factor for making a donation: Mission

Project objectives


In early 2008, CDF started out with a well thought out set of objectives to improve their Web user experience:

Re-Branding	Usability Design	Traffic
Clearly define Website audiences and their goals	Support fundraising and advocacy missions	Drive increased new, qualified traffic through search engine optimization
Better identify what CDF is and its leadership in the field	Enhance the aesthetics of the site; improve usability and accessibility throughout	Better evaluate visits and track user flows into the site, from CMS to CRM, with goals
Highlight the 35 year history and the impact CDF has had and can have in the future	Provide a consistent look and feel across web properties	Start usability at the search engine experience
Establish and integrate new org. style standards	Integrate site with content management system	

Where we started from

HOME | CDF ACTION COUNCIL


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Children's Defense Fund
The voice of children


ABOUT US

Every 4




By making a secure online gift to the Children's Defense Fund, you can help us give every child a Healthy Start, a Head Start, a Fair Start, a Safe Start, and a Moral Start in life.

DONATE NOW


GET THE LATEST:
 [Sign Up for CDF's Monthly Newsletter >](#)

Latest News
[CDF Endorses Congressmen](#)
Done



Children's Defense Fund
Monthly Newsletter
www.childrensdefense.org

35th Anniversary
1973 - 2008

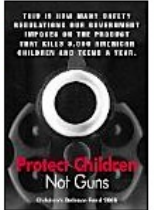


In This Edition of CDF's Monthly eNewsletter:

- > [Supreme Court's Decision Strikes Down Handgun Ban Critical to Protecting Children](#)
- > [New Quiz! The High Cost of Health Care: How Much Do You Know?](#)
- > [Step Up and Be Part of CDF's Cradle to Prison Pipeline® Campaign](#)
- > [Victory! Vital Children's Health Coverage Protected Thanks to You.](#)
- > [New Book Out This Fall from President Marian Wright Edelman](#)
- > [College Students Gather to Strengthen Child Advocacy Skills](#)
- > [Multi-Faith Resource for Child Advocacy Now Available](#)
- > [Thank You Virginia School Counselors Association](#)
- > [KIDS COUNT Data Book Released: Data on Well-Being of America's Children](#)
- > [CDF Launches Speakers Bureau](#)
- > [CDF Takes "A Broader, Bolder Approach for Education"](#)

Supreme Court's Decision Strikes Down Handgun Ban Critical to Protecting Children & Teens

CDF is disappointed with the [U.S. Supreme Court's recent decision to strike down Washington, D.C.'s decades-old handgun ban](#) (*District of Columbia v. Heller*). Laws such as the D.C. ban not only provide reasonable restrictions, but also are critical to protecting children and teens who are extremely vulnerable to gun violence, as highlighted by [CDF's recently released report, *Protect Children, Not Guns*](#), which tracks the first increase in the number of gun deaths among children and teens since 1994.



In addition to learning more about the latest stats in CDF's report, including [how many children and teens died in your state from firearms](#), you can also learn more about [how you can step up and take action](#) to protect children and teens from gun violence.

The High Cost of Health Care: How Much Do You Know?

Question 6 You know how fast gas prices are rising. And the rising cost of food is evident every time you

Steps in the Strategic Redesign

- Discovery
- Information Architecture (IA)
- Search Engine Optimization (SEO)
- Design
- Usability analysis
- Implementation planning
- Build
- CMS integration, testing, launch
- Analytics preparation

Discovery & Evaluation

CDF needed to know much more about its audiences and how to leverage a wealth of material

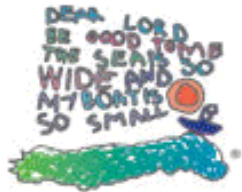
- Review existing data
- Web audience user survey
- Internal staff survey & stakeholder interviews
- Comprehensive content and language audit and examination of plans
- Branding audit and objectives

Key User Needs

- Engaged constituency (long-time supporters: 83% female, 67% 40+ years old, 64% white)
 - Needed diversification
- Poor search presence; many visits from Emails, newsletters, article links, word of mouth
- But email didn't support reasons to visit; Ensure consistency with announcements sent
- Individual focus: What can I do?
- Evoke values: credible, engaging, relevant, reliable, inspiring, informative, compelling
- Focus on successes, impact (What doing NOW, history important but our work and successes need to shine)
- We are the experts, users expect and depend on the site being up-to-date
- Better interrelation of initiatives, issues, and calls to action; cross-referencing

Re-branding

- Collaboration with PR agency
- Logo, colors, styles makeover
- Photography
- Messaging and slogan



Children's Defense Fund

The voice for **all** the children of America.

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Leading our nation since 1973 to ensure a level playing field for all children

*Step Forward
for Children*



SEO Integration

- SEO recommendations integrated through entire process to ensure “search engine friendly” site and high rank for top program issues
- Elements of optimization:
 - IA naming of navigation links and URLs for CMS
 - Page names and URL conventions for secure forms
 - SEO technical requirements for each type of content/wrapper (title tags, meta tags)
 - Optimizing our actual files (titles, keywords, file names, etc.)
 - Page code optimization for search engines
 - Redirection strategy for old pages to new pages

The new user experience

- Usable, user-centric design
- Better identification of what CDF does and what the user can do to help us fulfill our mission
- Better content differentiation and user cuing
- Unique feel to set CDF apart
- Integrating CMS and CRM experiences
- Leveraging the CMS for search engine visibility and increased engagement

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How CDF Helps America's Children

Children's Health

- Health Coverage for All Children Campaign
- Ending Organizations
- The All Healthy Children Act
- Medicaid & SCHIP
- Uninsured Children
- Racial & Ethnic Disparities

Ending Child Poverty

- Child Welfare
- Early Childhood Education & Child Care
- Elementary & High School Education
- Youth Development & Leadership Training

Juvenile Justice

- CDF Freedom Schools® Program
- Cradle to Prison Pipeline® Campaign
- Special Projects for Children in Need

GET INVOLVED

- Donate Now
- Find Events
- Take Action
- Get Email Updates
- Enter your email address to get updates from CDF

PRIORITIES FOR AMERICA'S CHILDREN

Resolutions for elected officials to ensure the future of every child.

Every 18 minutes

A baby dies before his first birthday

Donate

Improve the Lives of Children with your annual gifts, together we can improve the lives of children who need it most.

News

- Children's Defense Fund Reaction to Sen. Rockefeller's Health Care Proposal
- Children's Defense Fund Details Series of Hearings on the State of Child Welfare
- Children's Defense Fund Details Series of Hearings on the State of Child Welfare
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Research & Publ

- Research on the State of Child Welfare
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Resources

- Access for Infants & Adults Project on Act
- Access for Health
- Access for Health
- Access for Health
- Access for Health

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Health Coverage for All Children Campaign

There are 9 million uninsured children in America – that's one in nine. Every 39 seconds, a child is born uninsured. More than 2,200 children are born uninsured every day. Health care costs for working families continue to rise, making it difficult to afford insurance or access timely care. The failing state of our nation's health care system affects every person in the United States, insured and uninsured alike. If we are to end the problem of children growing up without health coverage and ensure affordable coverage, real health reform is necessary.

In this campaign - to guarantee comprehensive health coverage for all children and pregnant women - CDF has convened hundreds of groups and secured endorsements from almost 1,300 organizations representing more than 60 million people throughout the United States. With this national network, CDF has laid the groundwork to continue the work with in the 111th Congress to cover all children and pregnant women in America.



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Stories

Nedbalek Family
After the Nedbalek children lost their health insurance, the family struggled to put food on the table. [Read more](#)

More Stories

Related Initiatives

- Children's Health

Action Alert

Health Coverage for All Children
Send an email to Congress telling them that any health reform legislation this year must include health coverage for all children.

Take Action Now!

Related Staff

Susan Gates
General Counsel



Recent Photos



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Email Address

Find CDF in your state 

PRIORITIES FOR AMERICA'S CHILDREN

Priorities for elected officials to ensure the future of every child.

Real Children's Health Reform in 2009

Guarantee every child and pregnant woman comprehensive health and mental health coverage

Any health care reform legislation must include these principles for children:

- Coverage Must Be Affordable.** Establish a national eligibility floor of 300 percent of the federal poverty level for all children and pregnant women, with an affordable buy-in based on a family's income for those over that income level.
- Benefits Must Be Comprehensive.** Guarantee every child access to all medically necessary services to maximize a child's health and development.
- The System Must Be Simple and Seamless.** To ensure children get enrolled and stay enrolled, simplify the application and enrollment process to make it easy for all children to get covered and stay covered. This must include eliminating known barriers to enrollment and instituting automatic enrollment of eligible children.

Download a fact sheet with these principles: [Health Coverage for All Children](#)

It Is Time to Take Action

President Obama ran on a promise of health coverage for all children

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Ensure Health Care Reform Includes Health Coverage for All Children

Momentum around health care reform is building and the next few weeks provide our nation with an unprecedented opportunity to make critical changes to our broken health care system. Congress is drafting health care reform legislation right now—that's why it is crucial for you to contact your Members of Congress today to let them know that affordable, comprehensive health coverage for everyone—especially children—is important to you.

- Fill out the form on the left. All * fields are required (be sure to select your "Title" before continuing).
- Want to make a bigger impact? Personalize your message. Feel free to personalize the subject line and add additional comments or your personal story in the message to your Members of Congress in the form on the right.
- Click "Send Your Message." After completing and submitting the form below, we will automatically send your message to your Members of Congress based on your zip code.

Contact

Required fields

Title:

First Name:

Last Name:

Your Email:

Address 1:

Address 2:

City:

State / Province:

ZIP / Postal Code:

Phone Number:

Yes, I would like to receive periodic updates and communications from Children's Defense Fund.

Remember me. [What's this?](#)

Message

Subject:

Dear (Decision Maker),

Please personalize your message

President Barack Obama ran on a campaign promise of health coverage for all children in America. Now that the unfinished business of the last Congress - the expansion of CHIP - is done, children deserve real health care reform so that no child is without coverage. Even with the CHIP expansion, 5-6 million children will still have no coverage and millions more will be underinsured. With rising health care costs, families are struggling - especially now - to get health care for their children. I am writing to urge you to

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[Send Message](#)

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Required fields

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Last Name:

Your Email:

Address 1:

Message

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The Children's Defense Fund Leave No Child Behind a Fair Start, a Safe Start and a Great Start in life and families and communities. CDF provides a strong, who cannot vote, lobby or speak for themselves. We pay particular attention to the needs of poor and minority children and those with disabilities. CDF educates the nation about the needs of children and encourages preventive investments before they get sick, drop out of school, get into trouble or suffer family breakdown. [Read more...](#)

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CDF Leadership & Staff



Susan Gates
General Counsel

Ms. Gates coordinates CDF's Health Coverage for All Children Campaign, overseeing all policy, communications, field and advocacy activities and serves as a key liaison between CDF and elected officials, other organizations and members of the media.

She also oversees CDF's advocacy efforts to curb child gun violence and to implement sensible gun laws nationwide.

She is responsible for ensuring the organization's compliance with all relevant laws, overseeing the organization's day-to-day legal needs, protecting its nonprofit status and its intellectual property, and identifying and recommending solutions for potential legal issues.

Prior to joining the Children's Defense Fund, Ms. Gates was engaged for 18 years in the private practice of law at the Hall, Estill law firm headquartered in Tulsa, Oklahoma. As a shareholder and senior litigation partner, she was responsible for planning, organizing, staffing and conducting complex federal and state litigation matters and tried numerous matters in both federal and state courts throughout the United States.

Ms. Gates holds a Juris Doctorate degree, with honors, from the University of Tulsa, and a bachelor's degree, with honors, in political science and economics from Oklahoma State University. A native of Tulsa, Oklahoma, she is

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Related Campaigns

Health Coverage for All Children Campaign

CDF's Health Coverage for All Children Campaign, a national, state, and local initiative to guarantee comprehensive health and mental health coverage for all children and pregnant women in America.

Recent Videos



CDF's Susan Gates on Health Coverage for All Children

More Videos



Children's Defense Fund

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Dear Omni,

You've already heard the good news that President Obama recently signed legislation expanding the Children's Health Insurance Program (CHIP). This will provide health coverage for an additional four million children, taking care of unfinished business from the last Congress. Even with this expansion, **5-6 million children will still have no health coverage and millions more will remain underinsured.**

That's why we need *real* health care reform that ensures *all* children have access to affordable, comprehensive coverage and a simplified system to get children enrolled and keep them enrolled. **This year we have an unprecedented opportunity to reform the health care system for all children, and we need your help to make it happen.**

For children like three-year-old Katie, health coverage means the difference between suffering and thriving. Katie has severe health problems that require the attention of numerous specialists. Unfortunately, Katie's father earns too much for his daughter to qualify for CHIP but too little to afford health coverage for his family. None of Katie's therapies, tests or appointments are covered, and many of the services that *are* covered have limitations. Katie's father has been forced to ask for a pay *cut* so Katie will qualify for coverage.

For millions of families in America, the current health care system is broken. Like Katie's parents, they just want the *opportunity* to be able to access the health coverage their children deserve and need. President Obama ran on a campaign promise to provide health coverage for *every* child in America **and with your donation we can help him make that promise a reality in 2009.**

All children
must have health coverage



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1 Gift & Payment Information — **2 Review Gift**

Your donation to CDF allows us to continue our vital programs and research work to protect them from abuse and neglect, ensure access to health care and quality education. Your gift will be put to work immediately on behalf of all America's children.

Design your gift below

*Select Gift Amount:

\$10,000.00
 \$1,000.00
 \$500.00
 \$250.00
 \$50.00
 \$35.00
 Enter an amount:

*Gift type:
 One-time gift
 Sustaining gift

Select a Gift Duration:

Total Gift:

Billing Information

Title:

*First Name:

Middle Name:

*Last Name:

Suffix:

*Street 1:

Street 2:

*City:

*State/Province:

*ZIP/Postal Code:

Country:

*Email Address:

Yes, I would like to receive email updates from CDF.

*Daytime Phone:

Please provide your employer information to take advantage of matching gift programs.

Employer Name:

Street Address:

City:

State:

Zip Code:

Phone Number:

To Make a Gift in Honor Or in Memory Of

Yes, this is an honor or memorial gift.
 Remember Me

Payment Information

Credit Card Type:

*Credit Card Number:

*CVV Number: What is this?

*Expiration Date: /

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Step Forward for Children

1 Gift & Payment Information — **2 Review Gift**

Your donation to CDF allows us to continue our vital programs and research work to lift children out of poverty, protect them from abuse and neglect, ensure access to health care and quality education.

Your gift will be put to work immediately on behalf of all America's children.

Design your gift below

*Select Gift Amount:

\$10,000.00
 \$1,000.00
 \$500.00
 \$250.00
 \$50.00
 \$35.00
 Enter an amount:

*Gift type:
 One-time gift
 Sustaining gift

Select a Gift Duration:

Total Gift:

Billing Information

Title:

*First Name:

Middle Name:

*Last Name:

Suffix:

*Street 1:

Early results

- Site visits from 2008 – 2009 (March 1-April 20) increased 12%
- Email conversion rate increased 350%
- Google organic search visits increased 23%; Google listing now includes CDF program links
- Average time on site up 15%; bounce rate improved 1.37%
- Facebook page view have doubled since 2008; 26% increase in fans per day; 440% increase in visits from Facebook to site from 2008 to 2009
- A wide range of keyword phrases (e.g. “ending child poverty” and “child advocacy”) increased in rank from low or nonexistent to top 5 on Google in most cases
- Improved internal site traffic and better staff understanding of content organization and integration, resulting in less time to maintain the site, often due to dynamically driven and related content automation.

Early results

- Leveraging search engines for visibility and engagement

- ✓ The importance of Google listing “sitelinks”

- ✓ CDF search



- Keyword phrases:
- ✓ Ending child poverty (old site rank = #9)
- ✓ End child poverty
- ✓ Child poverty

The screenshot shows a Google search for "ending child poverty" with approximately 6,230,000 results. The search results include:

- World Hunger Crisis** (www.feedthechildren.org) - Help the UN World Food Program feed hungry children worldwide.
- Children in Poverty** (www.miracel.org.uk) - Poor Kids in India Are Going Hungry. Our Charity Provides Food & Love!
- How does poverty feel?** (www.just4neighbors.net) - Dynamic interactive curriculum helps you understand.
- A Plan to End Child Poverty** - For anyone interested in reducing child poverty, there was heartening bad news out of Britain last month. In 1999 the Blair government introduced an ...
- End Child Poverty** - The Campaign to End Child Poverty is calling on the Government to make a determined effort to ensure Britain is a more equal society by 2020.
- Ending Child Poverty** - Our vision is to end child poverty. We must invest in high quality education for every child, livable wages for families, income safety nets like job ...
- The UK Commitment: Ending Child Poverty by 2020** - Jan 30, 2006 ... by the Labour government to end child poverty by 2020, ... The government's commitment to end child poverty is reflected in a range of ...
- Child poverty | Joseph Rowntree Foundation** - Latest: Ending child poverty in a changing economy' by Donald Hirsch ... In 1999, Tony Blair committed to ending child poverty by 2020. ...
- Ending Child Poverty: Popular Welfare for the 21st Century?** - Google Books Result by Robert Walker - 1989 - Social Science - 170 pages. Equally, though, there was little discussion of the strategy for eradicating child poverty, something that Blair often dealt with only at the level of ...
- PS1314 - Ending child poverty: everybody's business** - The Government believes that ending child poverty is a moral and social ... The Cost of not ending child poverty: how can we think about it, ...
- Vision 2020 - End Child Poverty - Sign the Pledge** - Wisconsin Community Action Program Association (WISCAP) have joined forces for one common mission, one shared hope: the end of child poverty by 2020. ...
- Ending Child Poverty LE Facebook** - The Campaign to End Child Poverty includes over 140 children's and other ... Ten thousand people join historic rally to end child poverty - 6th of Oct, 2008 ...

Video results for ending child poverty:

- Ending child poverty in Europe! (3 min 30 sec)
- End Child Poverty (2 min 1 sec)

Searches related to ending child poverty:

- campaign end child poverty
- what will it take to end child poverty
- end child poverty coalition
- end child poverty network qmru
- end child poverty rally
- ending child poverty everybody business

A large "#3" is overlaid on the right side of the search results, indicating the ranking of the top result.

Early results

- Keyword phrases:
- ✓ Child advocacy resources
- ✓ Child advocacy organization

(no visibility in Google for old site in first 30 results)

The screenshot shows a Google search results page for the query "child advocacy organization". The search bar at the top contains the text "child advocacy organization" and a "Search" button. Below the search bar, the results are listed. The first result is "Child Advocacy Groups, Children's Advocacy Organizations, Child ...", which is a directory of children's advocacy groups. Other results include "Voices for America's Children (Voices for America's Children)", "Child Advocacy Organizations in the Yahoo! Directory", "Children's Defense Fund (CDF), Health Care Coverage for All of ...", "The National Children's Advocacy Center", "Child Advocacy Organizations - The Zero 5.0laf - The Official ...", "Child Advocacy Resource Links", "CCW Child Advocacy", and "Engineering the 21st Century Child Advocacy Organization | Connect ...". A yellow highlight box is placed over the "Children's Defense Fund (CDF)" result, with a red "#4" next to it. The page also includes navigation links like "Web", "Images", "Maps", "News", "Videos", "Gmail", and "more" at the top, and a "Sign in" link in the top right corner.

Organization Impact

- Greater awareness what the site can do for the organization and their individual/departmental missions
- Inspired a significant increase in participation in the site – see the value in keeping the website updated
- More integrated website is helping people to think in a more integrated fashion internally (e.g. seeing options for cross-promotion and acting less siloed)
- Established new content strategy (e.g. what content goes where on the admin side and on the user side) frees us up from spending time thinking how to best incorporate content on our website and forces us to stay user-centric and consistent.

Before

CDF: We didn't know who our user was, what they wanted and where they were looking for what they wanted.

User: Didn't know what CDF was doing or where they were heading and what they could do to help.

After

CDF: We know what our audience wants and where we can put what they want where they can easily find it.

User: Knows what CDF does (and did), how they can help and what CDF's future is.

Q & A

Want to contact us after the presentation?



Contact Heidi Hess
Director of Online Communications
Children's Defense Fund
HHess@childrensdefense.org



Contact Jim Jacobs
Vice President of Interactive
OmniStudio
jim@omnistudio.com



Contact Mandy O'Neill
Director, Business Development
Convio, Inc
aoneill@convio.com



Click here to read the
Children's Defense Fund
Case Study

About Convio

- Leading provider of software and consulting to help nonprofits drive support online
- Focus on helping nonprofits get results from their online investment
- Internet strategy and campaign consulting capabilities



For Additional Information

Questions?

Email us at info@convio.com
or call **888.528.9501**