

10 Elements of a Highly Effective Rescue Mission Homepage

With

JANELLE SUZANNE

Louder Agency, Partner and CMO



Thank you for coming!

We'll start soon.



WHAT WE'LL COVER TODAY...

- Identify 10 elements of an effective homepage—plus a bonus element
- 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 10 Elements of a Highly Effective Rescue Mission Homepage

With Janielle Suzanne



**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 10 Elements of a Highly Effective Rescue Mission Homepage

With Janielle Suzanne



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 10 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.



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





SAN DIEGO RESCUE MISSION

From Homeless To Hopeful.

IT STARTS WITH A MEAL >

 DONATE



2

Hero

Your high-converting homepage should tell a story of 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" Subline

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

Primary CTA Button

Secondary CTA

**"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





Outcome-Based
Headline

[Prayer Requests](#) [Contact Us](#) [Donor Login](#) [Search](#)

[Stories & Stories](#)

[Get Involved](#) ▾

[Get Help](#)

[Make An Impact](#) →

RESTORING HOPE AND CHANGING LIVES IN ROCHESTER, NY

Transforming the Lives of Impoverished Men, Women, and Children

By meeting spiritual and physical needs, Open Door Mission helps impoverished and homeless men and women recover from addiction, rebuild their lives, and discover lasting hope.

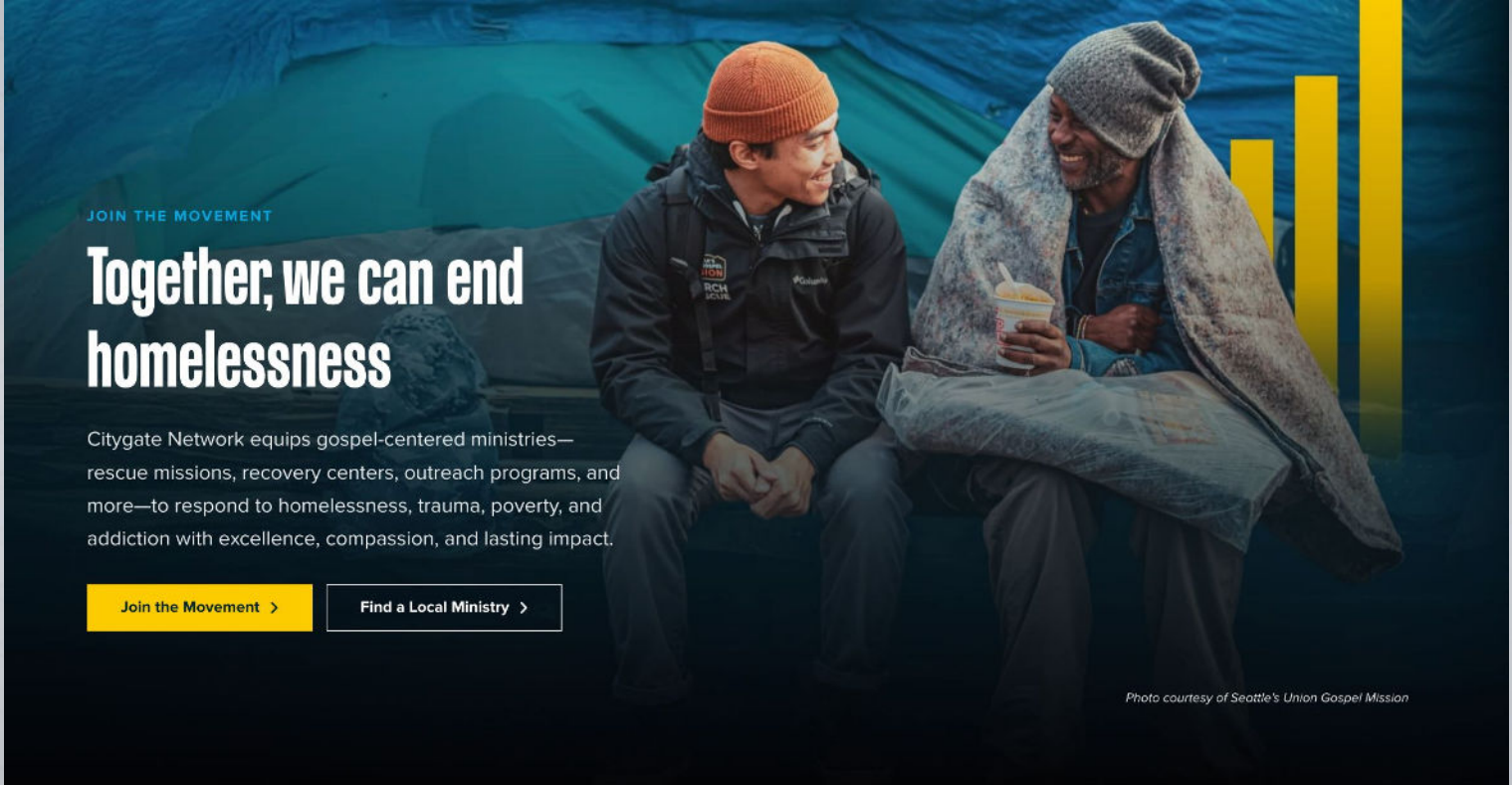
[Give Today](#) →

[Get Involved](#)

"How" Subline

Primary CTA Button

Secondary CTA



JOIN THE MOVEMENT

Together, we can end homelessness

Citygate Network equips gospel-centered ministries—rescue missions, recovery centers, outreach programs, and more—to respond to homelessness, trauma, poverty, and addiction with excellence, compassion, and lasting impact.

[Join the Movement >](#)

[Find a Local Ministry >](#)

Photo courtesy of Seattle's Union Gospel Mission

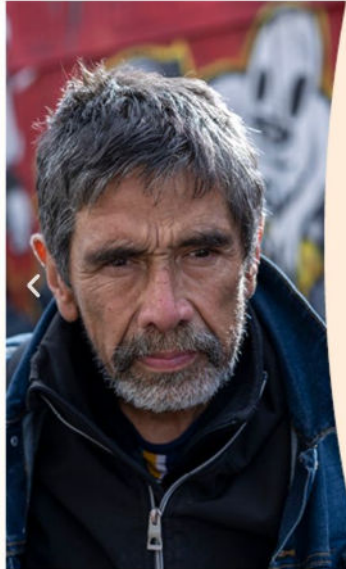


3

Featured Appeal

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

Target Immediate Needs



**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! ↗

[GET HELP](#)[HOW WE HELP](#)[STORIES OF HOPE](#)[WAYS TO GIVE](#)[DONATE](#)

FEEDING HOPE. CHANGING LIVES

Don't let families in our community go hungry this summer!

Your gift of \$42 provides a struggling family
with a food hamper and hope.

[DONATE](#)

Take Over Your Hero
Section Temporarily

Never Ever Use
Sliders or Carousels



Why Christmas in June?

Because, our neighbors' need for help doesn't end after the holidays.

The reality is that **hunger and homelessness don't take a season off.**

Your gift helps provide that support **and brings hope to neighbors facing hunger and homelessness.**

[Give Today →](#)



BECOME A MONTHLY SUPPORTER

Your Monthly Gift Provides Stability

Your monthly gift means we're here—with breakfast ready, storage secure, and phones answered. \$25 covers basic needs. \$50 handles documents. \$100 helps transition to housing.

The amount matters less than the consistency. When you give monthly, you're saying "I believe in what's possible here."

[Give Monthly →](#) [Give a One-Time Gift →](#)





**SPONSOR A BED FOR ONE NIGHT
FOR \$25 A MONTH AND MAKE A
LASTING DIFFERENCE IN A MAN'S
JOURNEY TO TRANSFORMATION.**

Wondering what a \$25 monthly gift can *really* do?

By sponsoring a bed, you're providing more than just a place to rest and replenish—you're offering hope and a brighter future. A safe night's rest and 3 full meals in a supportive environment can be the spark that ignites growth, healing and transformation.

You'll also receive exclusive access to our resource library to deepen your understanding of Philly House's mission, gain insight into the realities of homelessness and poverty, and learn how to have meaningful conversations with your family and friends about these challenges.

Learn more about how you can help make life transformation possible with a \$25/month gift.

LEARN MORE





4

Problem & Mission

Your high-converting homepage should clearly state the unique way you address a problem that exists in your city or region.



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

Mention Your
Geographic Area

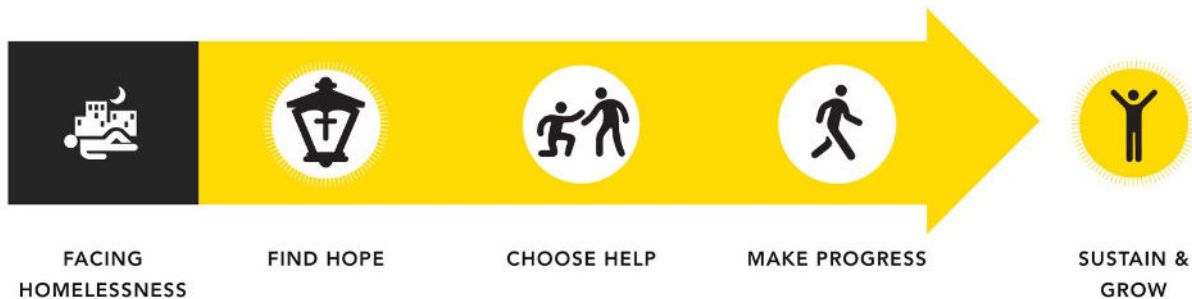
TRANSFORMATION MODEL

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.





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%.



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

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?



5

Client 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 >

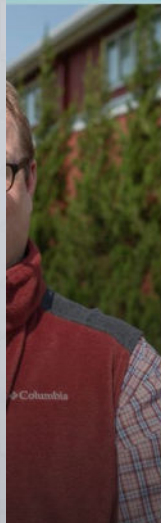
 DONATE



Marisa, [Mission Academy](#).

STORIES OF TRANSFORMATION

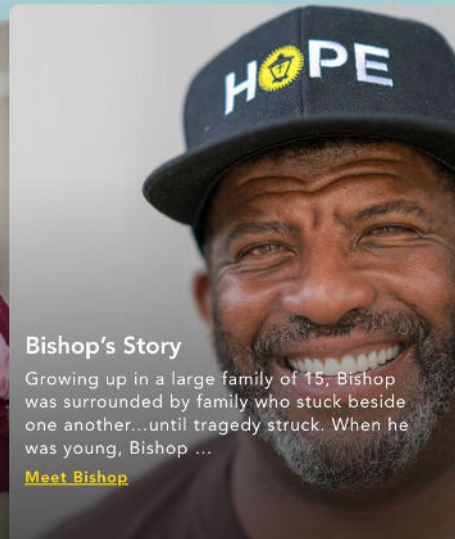
Community & relationships matter



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



Restoring Lives in Lexington



Kelci started her addiction when she was very young. But through your support, she was able to come to Grace Place to "learn to love like Jesus."

Rebuilding her life on the solid foundation of Christ, Kelci has experienced a new way of life as she serves people in need at our new Community Center.

Thank you for giving people like Kelci the chance to find hope and start again.

Kelci

FORMER CLIENT



“

“I can’t believe all this stuff they gave me to start off with, the resources. They were willing to go over and beyond, helping me and my son get back on our feet.”

Carolyn



6

Impact Numbers

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



OUR IMPACT

Together, we can flourish as a community.

If the vulnerable don't have their basic needs met, we cannot truly flourish as a city. But when we join forces, we can restore dignity and worth to every member in our community. Thanks to your ongoing support and generosity, we have been able to help thousands rebuild their lives.

Impact and Financials →

59,585

Meals Served

1,853

People Clothed

138

People Provided Warm Beds and
Discipleship in our Transitional
Homes

88

Men, Women, and Children Moved
into Permanent Housing

119

People Placed in Jobs to Provide for
Themselves and Their Families

235

People Heard the Gospel at Chapel
Services and Bible Studies

2023 Stats



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

YOUR IMPACT

What **Anderson County** Accomplishes Together

When neighbors help neighbors, extraordinary things become possible. Look what we accomplished together when people decided homelessness wasn't acceptable in our community.

135

People served daily

36

Warming Center Nights during
the winter of 2025/2026

222

People helped toward stable
housing last year

3,215

Meals served monthly

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.





7

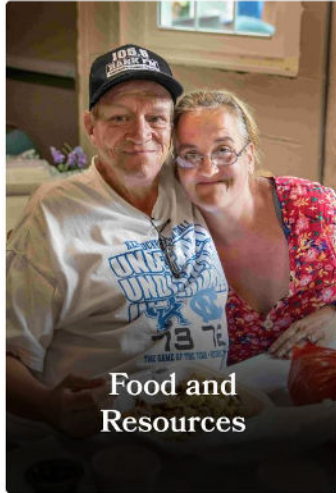
Unique Model or Programs

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

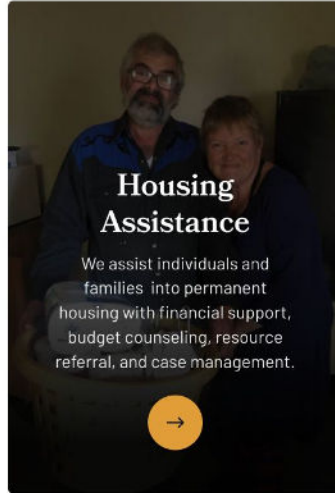


OUR PROGRAMS

Rebuilding Lives One Person at a Time



**Food and
Resources**



Housing Assistance

We assist individuals and families into permanent housing with financial support, budget counseling, resource referral, and case management.



**Transitional
Housing**



**Ex-Offender
Re-Entry**

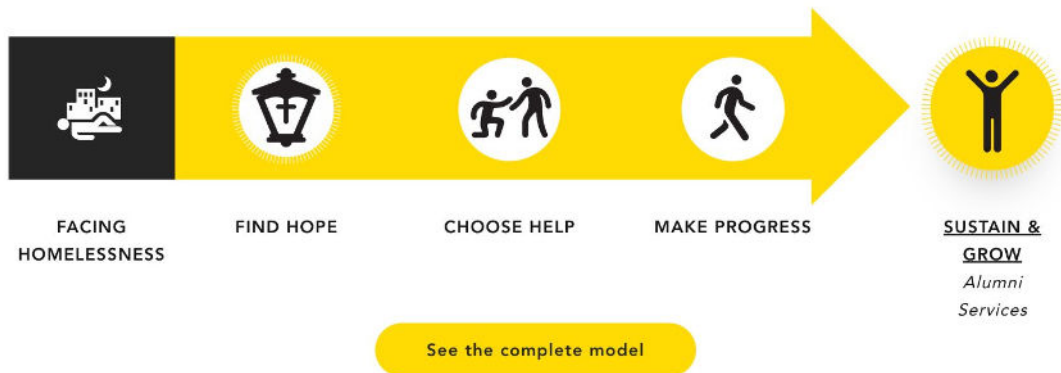


TRANSFORMATION MODEL

Our hope giving model

Transforming, through Christ, the lives of those facing homelessness

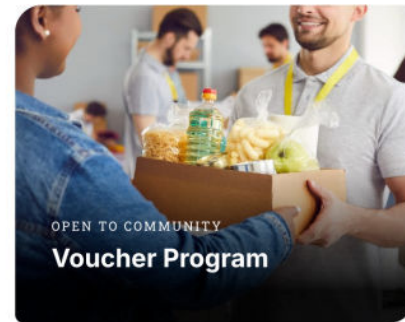
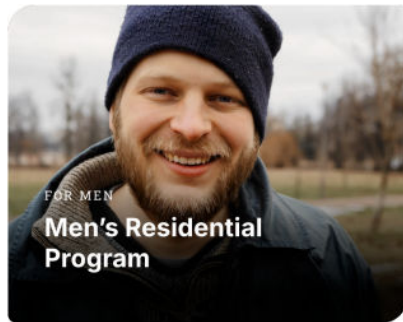
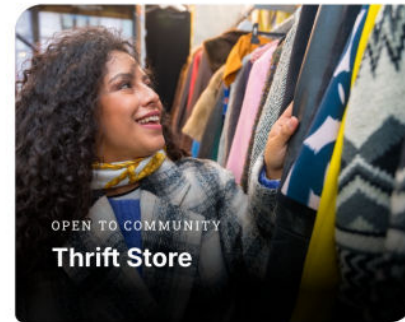
We meet each person where they are, in their unique circumstances, to provide customized services to help them overcome the cause of their homelessness.



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.



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



TOGETHER, WE CAN END HOMELESSNESS ...



FOR ONE NEIGHBOR AT A TIME.

Love Bigger

Multiply Hope

Live Fully



OUR MODEL

At Springs Rescue Mission, we reflect Christ's love through **Hospitality, Relationship, Invitation, Ownership and Transformation.**

GIVE TODAY



8

Newsletter Opt-in

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



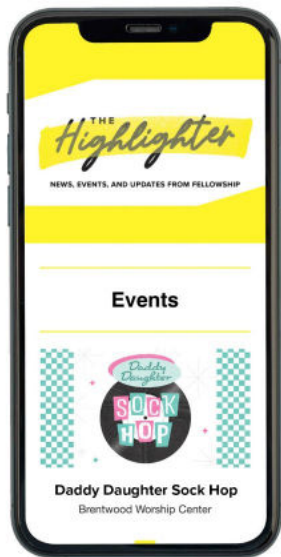
STAY CONNECTED

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

☐

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

Subscribe



Stay Connected

Subscribe to *The Highlighter* and get once-a-month news, events, and updates from Fellowship straight to your inbox.

SIGN UP

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](#)

to regain independence and purpose.



GIVE TODAY



Add Hope To Your Inbox
Get our emails to stay in the know.
Subscribe



Add Hope To Your Inbox
Get our emails to stay in the know.

Contact Information

First Name

Last Name

Email

☒ Yes, sign me up for email updates.

Subscribe

By clicking 'Subscribe', you are submitting your information to Springs Rescue Mission

This site is protected by reCAPTCHA



9

Final CTA

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



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 →](#)

GET INVOLVED

Together, We Can Give Hope and Restore Lives.



**Prayer
Requests**



**Give
Financially**



Volunteer



**Order
Catering**



**Donate
Your
Vehicle**



**Prayer
Requests**

PROVIDING UNCONDITIONAL REFUGE AND HOPE

Help us provide hope to the homeless, hungry and hurting of Philadelphia.

[DONATE TODAY](#)





Get Involved

Lasting Transformation Comes from Loving Our Neighbors in the Ways they Need Most



Give

Your support brings hope to men, women, and children by providing basic needs, life-changing resources, and essential Christ-centered care are recovery.



Volunteer

Build relationships, share your skills, and see lives transformed!



Spread the Word

Find us Facebook and Instagram, where you can comment on posts and encourage more people to love their neighbors.

[Find More Ways to Help ↗](#)



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



About Us

Services

Get Involved

Take a Tour

Get Help

News & Stories

Extra Links

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

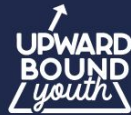
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[Privacy Policy](#)





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

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Nav item One

Duis Autem

Veleum Euismod

Dolor lund

Lorem ipsum dolor

Receive stories of impact in your inbox.

Practical resources, network updates, and stories of impact.

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Colorado Springs, CO 80919

Phone: (719) 266-8300

Email: info@citygatenetwork.org



About the Network

[About the Network](#)
[Mission, Vision, Values](#)
[Leadership & Board](#)
[Districts](#)
[Movement History](#)
[Financials & Reports](#)

Membership

[Membership](#)
[Mission / Ministry](#)
[Business Partners](#)
[Individual](#)

Get Involved

[Ways to Give](#)
[Give Now](#)
[Job Board](#)
[Find a Ministry Member](#)
[Contact](#)



Citygate Network was formerly the Association of Gospel Rescue Missions.





11

Bonus: Alert Bars & Slide-Ins

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

Sunday Breakfast Rescue Mission is now Philly House! [Read more →](#)

[ABOUT](#) [WHAT WE DO](#) [APPROACH](#)

PHILLY  HOUSE

[STORIES + NEWS](#) [GET INVOLVED](#) [GET HELP](#) [DONATE](#)

EST. 1878

HOPE LIVES HERE.

HELPING THE HUNGRY, HOMELESS AND HURTING.

[GET INVOLVED](#)

[GET HELP NOW](#)

IT'S ABOUT TRANSFORMATION

Your care provides a Christ-centered foundation to help neighbors rebuild.



Housing & Shelter

Promoting immediate safety and support for recovery and growth.



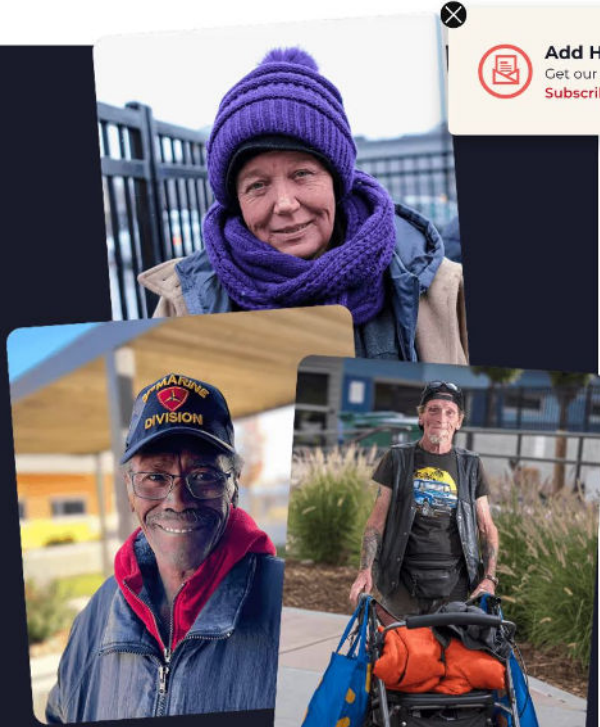
Health & Meals

Restoring physical, behavioral and spiritual health for future success.



Skills & Careers

Education and employment training to regain independence and purpose.



Add Hope To Your Inbox

Get our emails to stay in the know.

[Subscribe](#)







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



QUICK ACTION PLAN

- **Which of the 10 elements do you already have on your homepage?**
Can you make improvements to any of these elements?
- **Which of the 10 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 audit.
louderagency.com/citygate/

Connect with me.
janelle@louderagency.com



Homepage Hotseat Time...

The 10 Elements of a Highly Effective Rescue Mission Homepage

With Janielle Suzanne



Get Your Free Audit

Schedule a personalized audit.
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Connect with me.
janelle@louderagency.com