

11 Elements of a High-Converting Nonprofit Homepage

With

JANELLE SUZANNE

Louder Agency, Partner and CMO



Thank you for coming!

We'll start at 1:00 ET



WHAT WE'LL COVER TODAY..

- Identify 10 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?

The 10 Elements of a Highly Effective Nonprofit Homepage

With Janielle Suzanne and Chris Thurman



**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 Nonprofit Homepage

With Janielle Suzanne and Chris Thurman



1

Reflect Your Brand

The 10 Elements of a Highly Effective Nonprofit Homepage

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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.

Logo at top left

Simple Menu

Clear call to action ("CTA")

Serve a Widow. Fund *an Adoption.*

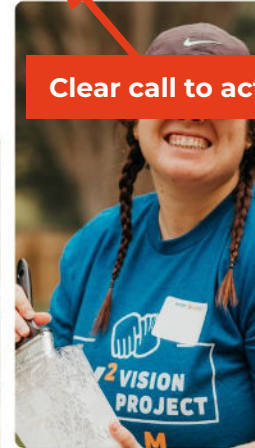
We're building a world where finances are no longer an obstacle to adoption.

[Start a Project](#)

[How it Works](#)



1360+ projects funded since 2007



GET HELP NOW >

VOLUNTEER >

DONATE ▾



[WHO WE ARE](#) | [WHAT WE DO](#) | [REAL STORIES](#) | [WAYS TO GIVE](#) | [GET INVOLVED](#) | [CONTACT US](#) | [🔍](#)

 SAN DIEGO RESCUE MISSION

From Homeless To Hopeful.

IT STARTS WITH A MEAL >

 DONATE



[Shop](#) [Contact Us](#) [Log In](#) [♥ Give](#)

[About](#) [Groups](#) [Conference](#) [Training & Resources](#) [Get Involved](#)

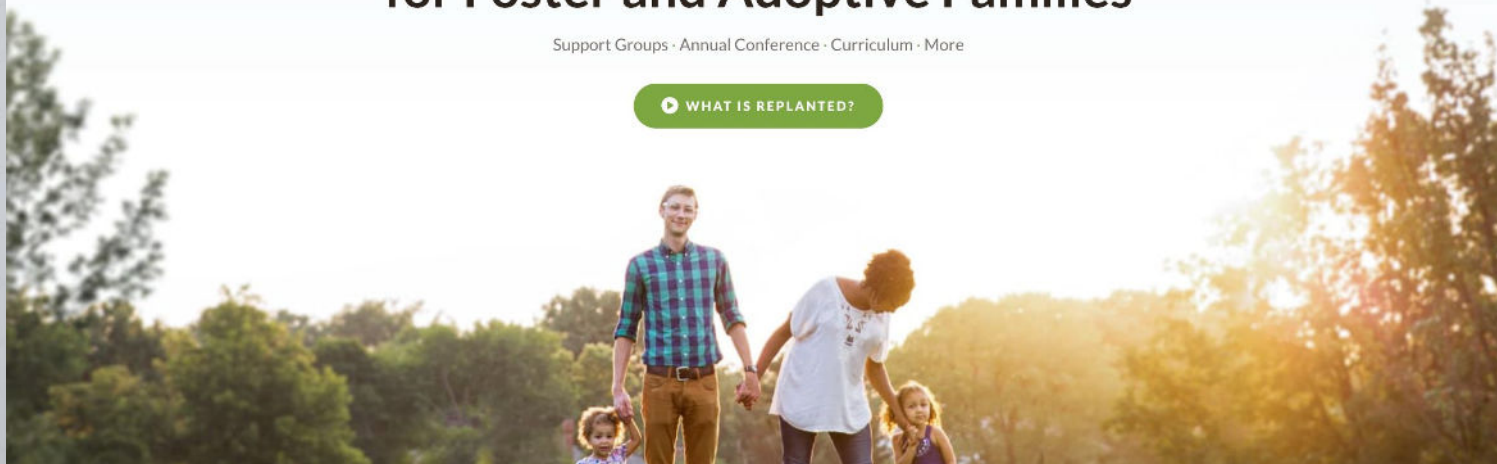
[FIND A GROUP](#)

[START A GROUP](#)

Support + Connection for Foster and Adoptive Families

[Support Groups](#) · [Annual Conference](#) · [Curriculum](#) · [More](#)

[▶ WHAT IS REPLANTED?](#)





[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 >](#)





[ABOUT](#) ▶ [NEXT STEPS](#) ▶ [MINISTRIES](#) ▶ [WATCH & LISTEN](#) [WHAT'S HAPPENING](#) ▶ [GIVE](#) ▶

[PLAN A VISIT](#) ▶



Discover the Fullness of Life that God Offers You

Join us Sunday at 9:00am & 11:00am in person or online

[PLAN A VISIT](#) ▶

[WATCH LIVE](#) ▶





2

Transformation

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

ENCOUNTER GOD. GROW CLOSER TOGETHER. NEVER GET BORED.

GOSPEL-FOCUSED CAMPS & EVENTS

FIND A CAMP

▶ WATCH VIDEO

HEALTH AND SAFETY PLAN

Aspirational
identity photo

Primary CTA

Benefit-forward
preheader

“How” headline

Secondary CTA





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" subheadline

[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 the door to addressing the deeper issues that keep





Be *empowered* to care wisely and well

Join with a global community that unites and strengthens Christians to respond effectively for vulnerable children and families.

OCT 1-3 | HOUSTON, TX

Join Us at CAFO2025

CAFO2025
Houston · TX



Serve a Widow. Fund *an Adoption.*

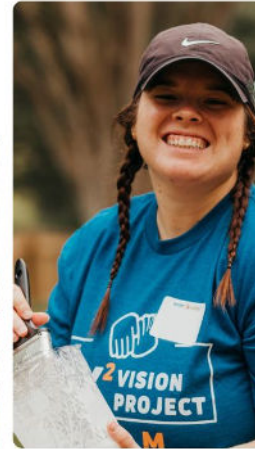
We're building a world where finances are no longer an obstacle to adoption.

[Start a Project](#)

[How it Works](#)



1360+ projects funded since 2007





3

Problem & Mission

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

The Remarkable One-Week Day Camp Experience

Problem

A WEEK YOUR KIDS WILL NEVER FORGET

Solution

Every parent wants their child to have a great summer, but finding high-quality, local activities that you and your kids will love is difficult. Connect Camps is a one-week day camp filled with non-stop fun, engaging activities, daily faith-based lessons, and the chance to make lasting friendships. It's an unbelievable week that your child will never forget.

Clearly stated outcome



REMARKABLE QUALITY

From secure check-in and check-out procedures, to



REMARKABLE STAFF

Over 125 years of camp experience goes into



REMARKABLE RELATIONSHIPS

Partnered with a local



REMARKABLE CONTENT

Christ-centered content is



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 >](#)



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



Add urgency

Use statistics or stories

The Problem

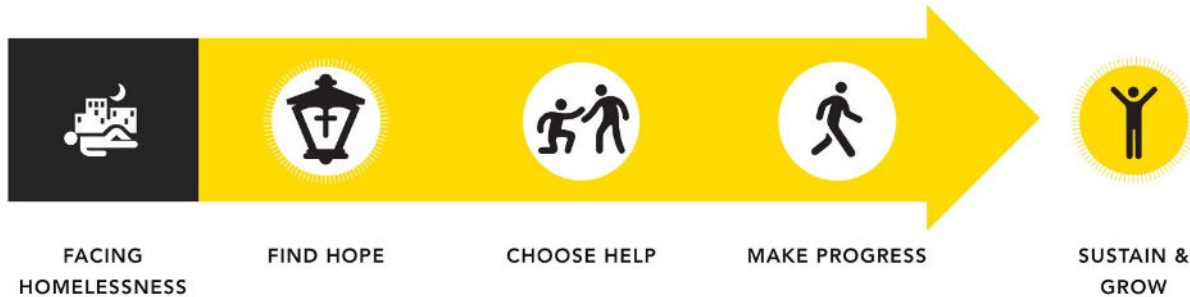
TRANSFORMATION MODEL

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.

Solution



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

We partner with local justice systems around the world to build safe communities, where all are protected from violence and slavery.

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



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

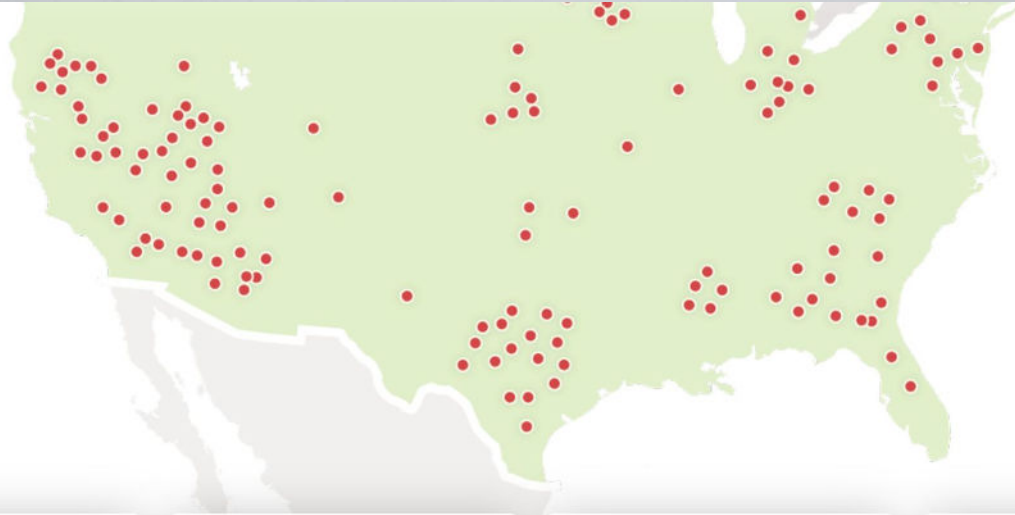
119

People Placed in Jobs to Provide for Themselves and Their Families

235

People Heard the Gospel at Chapel Services and Bible Studies

2023 Stats



44

Active Replanted
Groups

19

States With
Replanted Groups

1,229

Conference
Attendees in 2024

320+

Families Supported in
Replanted Groups



Give Now



OUR NETWORK

Join a *growing* global movement.

8 million+

vulnerable children & families served annually

300+

organizations involved

3,000+

people gathered for CAFO2023 Summit

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.



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





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](#).



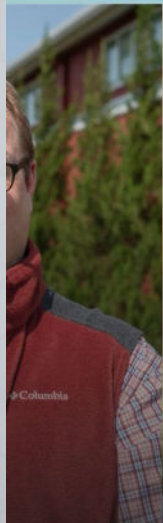
View Heartwarming Stories of Hope

Click a photo to read a child's story.



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





"CAFO is such a blessing to us! Through excellent staff development at the Summit, personal 1:1 coaching on fundraising which has grown our giving, and connections with so many other wise leaders across the country, being part of CAFO has been critical to our growth and sustainability as a ministry."

Suzy Roth

Executive Director, Hands of Hope





6

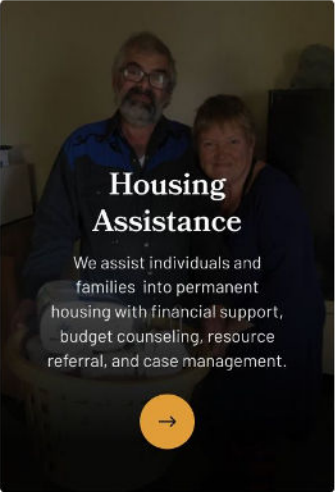
Unique Model or Programs

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](#) →

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.

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.

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.

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](#)

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.



[See the complete model](#)



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.



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](#) →



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.

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

Subscribe

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 >>





Experie



A CITY
for 2020

GET THE ULTIMATE SUMMER PLANNER

Your plans may be out the window,
but the fun shouldn't be! Redeem
your summer with The Ultimate
Summer Planner.

[Get Your FREE Download →](#)

F

Registration

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 >](#)





9

Final CTA

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



Get Involved

Start a Project

Serve a widow while funding your adoption or orphan cause.

Start a Project

Give to a Project

Make an impact for adoptive families or orphan care ministries today.

Give to a Project

Join the Both Hands Community

Stay up to date on the work God is doing through Both Hands families around the world

Sign Me Up



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](#)

Consider other steps beyond financial gifts

Other Ways to Get Involved



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 →](#)



Take your *next* step



Give

Support the growing global movement of those serving the most vulnerable around the world.

[WAYS TO GIVE →](#)



Join

Become a CAFO member to strengthen the movement, access resources, find community and more.

[BECOME A MEMBER →](#)



Connect

Build intentional connections at the CAFO Summit through workshops, coaching and rich community.

[LEARN MORE →](#)

Stay connected with news and stories of impact in your inbox

[SUBSCRIBE](#)



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

Contact Us

✉ info@lexingtonrescue.org

☎ (859) 381-9600

📍 444 Glen Arvin Ave.
Lexington, KY 40508



Social links

Extra links

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.

Subscribe

© 2024 Lexington Rescue Mission. All Rights Reserved. [Website by Louder Agency](#).
[Privacy Policy](#)

Trust Badges





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



About Us ▾

Our Work

Get Involved

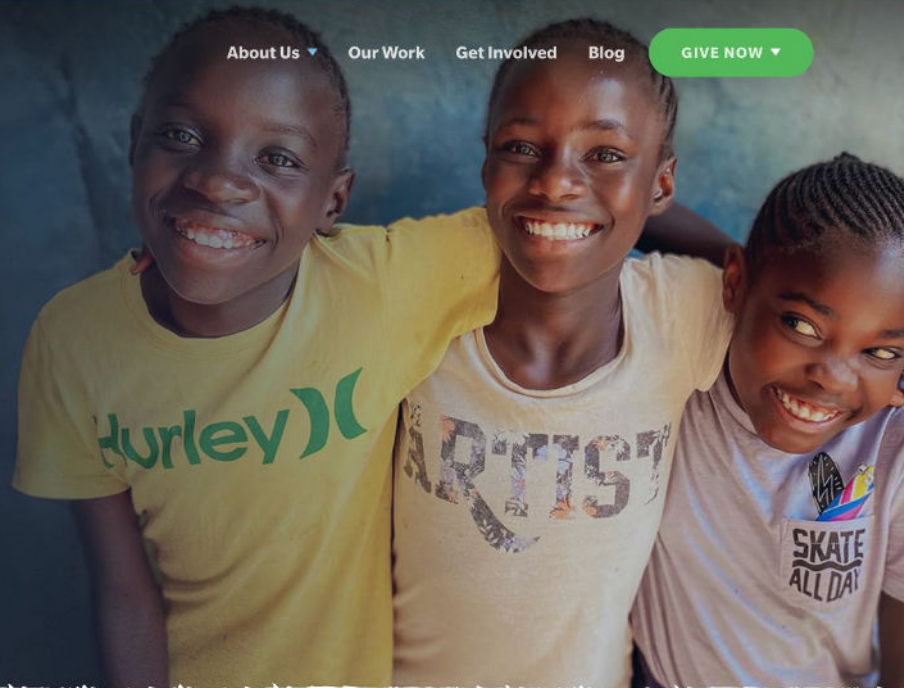
Blog

GIVE NOW ▾

Breaking the Cycle of Generational Poverty

Join our mission to give children in Kenya hope for a bright future.

GET INVOLVED →





Slide-in



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 should 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

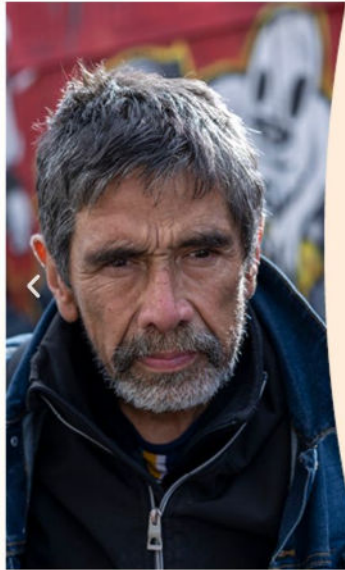
Help us prepare for thousands of neighbors who have nowhere else to turn.

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



**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! ↗



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](#)





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 1 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?

Download Your Plug-and-Play Homepage Template at louderagency.com/npsc

