



Child Evangelism Fellowship SITE MAP & INFORMATION ARCHITECTURE (IA)

Updated: April 1, 2016

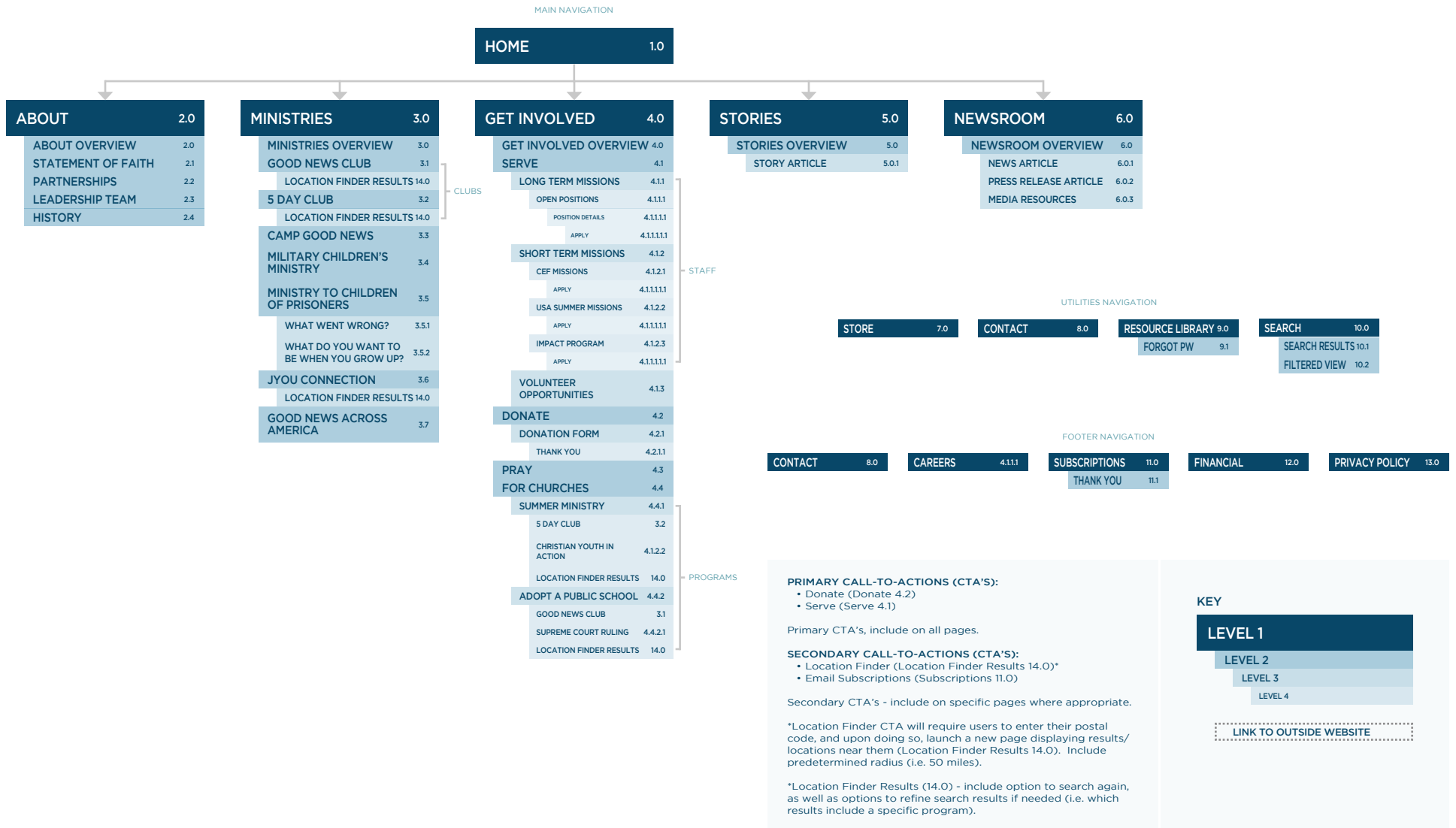
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SITE MAP





INFORMATION ARCHITECTURE (IA) - HOME

MAIN NAVIGATION

HOME

1.0

KEY

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LINK TO OUTSIDE WEBSITE

NOTES & INFORMATION ARCHITECTURE (IA)

Home (1.0): Consider including the following important information:

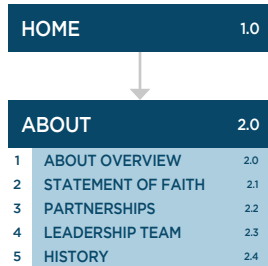
- Hero: High quality, custom and authentic image (or video if available) of CEF's work in action to capture user emotion.
- Prominent CTA's: Primary CTA's (Donate 4.2 & Serve 4.1), each linking to their respective pages,
- About CEF using targeted keywords. The closer to the top of the page this information is, the better (first 250 words, for SEO purposes). Include primary goals/efforts: Short summaries articulating CEF's mission and goals (consider displaying at least 3). Include visuals.
- Stay Connected CTA: CTA (Subscriptions 11.0) triggering users to subscribe to CEF email lists.
- Success Stories: Short summaries to support the 'about' and primary goals/mission mentioned above (consider using at least 3). Include visuals.
- Stats: Visual representation to show and confirm CEF's success in reaching their goals/efforts (i.e. 19.9 million children reached in 2015, etc.). *Reference Awana Comparative Analysis (CEF Comparative Analysis.pdf) that discusses this feature for inspiration.
- CTA's: Reintroduce primary CTA's (Donate 4.2 & Serve 4.1).

Information shall be presented in a way that naturally guides users through the page (this would be true for every page of the website) and presents an overview of CEF's story, mission, goals and objectives (user journey).



INFORMATION ARCHITECTURE (IA) - ABOUT

MAIN NAVIGATION



KEY

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LINK TO OUTSIDE WEBSITE

NOTES & INFORMATION ARCHITECTURE (IA)

- About Overview (2.0):** Shall include an overview of CEF, and include the following content: 1) Purpose, 2) Vision and 3) Culture.
- Statement Of Faith (2.1):** Shall include content for the CEF Statement of Faith.
- Partnerships (2.2):** Shall include content for each CEF partnership and include CTA (Ex: <http://www.revivalmovement.org>) to learn more about the partnership (CTA's should open a new tab/window). Include logos for each partnership.
- Leadership Team (2.3):** Shall include content for each member of the leadership team, including content such as: 1) Image, 2) Name, 3) Position, and 4) Brief Bio.
- History (2.4):** Shall include content for the history of CEF. Consider including a visual timeline.

Include side menu to navigate between about pages.



INFORMATION ARCHITECTURE (IA) - MINISTRIES



KEY

LEVEL 1

LEVEL 2

LEVEL 3

LEVEL 4

LINK TO OUTSIDE WEBSITE

NOTES & INFORMATION ARCHITECTURE (IA)

- Ministries Overview (3.0):** Shall include summaries of all ministries and include CTA's (Ex: Good News Club 3.1) for each ministry to learn more.
- Good News Club (3.1):** Shall include the following content: 1) What is Good News Club (including who can attend), 2) What is taught (Can We Really Teach The Bible In Public Schools?), 3) Who teaches, 4) Testimonials (God Works In The Hearts Of Little Ones), and 5) How to get involved. Include CTA (Location Finder Results 14.0) allowing users to find a location near them that offers a Good News Club (CTA shall allow user to enter their postal code and upon doing so, launch a new page displaying results/locations near them).
- 5 Day Club (3.2):** Shall include the following content: 1) What is 5 Day Club (including who can attend), 2) What is taught, 3) Who teaches, 4) Testimonials, and 5) How to get involved. Include CTA (Location Finder Results 14.0) allowing users to find a location near them that offers a 5 Day Club (CTA shall allow user to enter their postal code and upon doing so, launch a new page displaying results/locations near them).
- Camp Good News (3.3):** Shall include the following content: 1) What is Camp Good News (including who can attend), 2) What is taught, 3) Who teaches, 4) Testimonials, 5) How to get involved, and 6) Locations.
- Military Children's Ministry (3.4):** Shall include the following content: 1) What is Military Children's Ministry, 2) What is taught, 3) Who teaches, 4) Testimonials, 5) Initiatives/Programs (What Went Wrong - provide booklets for inmates, What Do You Want To Be When You Grow Up? - Donate), 6) CTA (Subscriptions 11.0 - auto fill Prison Ministry Newsletter) to subscribe to Prison Ministry Newsletter, 7) How to get involved, and 8) Locations.
- Ministry To Children Of Prisoners (3.5):** Shall include the following content: 1) What is Ministry To Children Of Prisoners, 2) What is taught, 3) Who teaches, 4) Testimonials, 5) How to get involved, and 6) Locations.
- JYou Connection (3.6):** Shall include the following content: 1) What is JYou Connection (including who can attend), 2) What is taught, 3) Who teaches, 4) Testimonials, and 5) How to get involve.? Include CTA (Location Finder Results 14.0) allowing users to find a location near them that offers JYou Connection (CTA shall allow user to enter their postal code and upon doing so, launch a new page displaying results/locations near them).
- Good News Across America (3.7):** Shall include the following content: 1) What is Good News Across America, 2) Strategy, 3) Where We've Been, 4) Testimonials (information/video how Indianapolis has been blessed), and 5) How to get involved. Possibly include a hero area of a collage of Facebook images (determine technology available to make this a feed).

Each ministry page shall be similar in content structure and format. Include a hero for each ministry using a high quality, custom and authentic image relevant to each ministry to capture user emotion. Include side menu to navigate between ministries.



INFORMATION ARCHITECTURE (IA) - GET INVOLVED



NOTES & INFORMATION ARCHITECTURE (IA)

- Get Involved Overview (4.0):** Shall include summaries of all methods for users to get involved, including 1) Serve, 2) Donate, 3) Pray and 4) For Churches. Each summary shall include a CTA (Ex: Serve 4.1) to learn more and/or take action. Include CTA (Location Finder Results 14.0) allowing users to find a chapter location near them (CTA shall allow user to enter their postal code and upon doing so, launch a new page displaying results/locations near them).
- Serve (4.1):** Shall include content about serving with CEF and the opportunities available for users to serve, including 1) Staff Opportunities (Long Term & Short Term Missions) and 2) Volunteer Opportunities. Include CTA's (Ex: Long Term Missions 4.1.1) for each opportunity to learn more, as well as a CTA for information on the Guide Retreat.
- Long Term Missions (4.1.1):** Shall include the following content: 1) What are Long Term Missions, 2) How to get started/involved (8 steps), 3) FAQ's, 4) Training available (Include what kind of training is available for Long Term Missions. Do not include specific resources - these shall only be available upon login to the training site). Include CTA (Open Positions 4.1.1.1) for Open Positions that will link to a page that will display all current Long Term Missions positions that are open at CEF.
- Short Term Missions (4.1.2):** Shall include the following content: 1) What are Short Term Missions, 2) Summaries of opportunities available (include CTA's to 1. Learn More (Ex: CEF Missions 4.1.2.1) and 2. Apply (Apply 4.1.1.1.1), for each summary), 3) FAQ's, 4) Training available (Include what kind of training is available for Short Term Missions. Do not include specific resources - these shall only be available upon login to the training site).
- CEF Missions (4.1.2.1), USA Missions (4.1.2.2) & Impact Program (4.1.2.3):** Each Short Term Mission opportunity page shall include the following content: 1) What it is, and 2) How to get started/involved, Include a CTA (Apply 4.1.1.1.1) for users to apply.
- Volunteer Opportunities (4.1.3):** Shall include the following content: 1) What are Volunteer Opportunities, 2) What opportunities are available, 3) How to get involved (Volunteer Missionary Application - PDF, and Volunteers In Action Guidelines - PDF), 4) FAQ's, and 5) Training available (Include what kind of training is available for Volunteers. Do not include specific resources - these shall only be available upon login to the training site). **Question:** Should a Location Finder be included here so interested volunteers can contact locations in their area (currently they need to contact the main office/headquarters)?
- Donate (4.2):** Shall include content on donation opportunities, including high quality, custom and authentic imagery to capture user emotion, as well as a CTA(s) linking to the donation form (Donation Form 4.2.1) to make the donation. Consider including a success story (i.e. high quality video) that was a direct result from donation efforts. Also consider including accreditations to build user trust.
- Donation Form (4.2.1):** The donation form will utilize a third party application such as Raise Donors (<http://raisedonors.com>).
- Pray (4.3):** Shall include all opportunities to pray. Consider including an email newsletter subscription for users to receive prayer requests from CEF. Reference: <https://www.prisonfellowship.org/action/prayerrequest/>
- For Churches (4.4):** Shall include the following content: 1) General information, 2) Programs available (Summer Ministry, Adopting A Public School) with CTA's (Ex: 5 Day Club 3.2) to programs available within each, 3) Curriculum, 4) Testimonials, 5) How to get involved, and 6) Training available (Include what kind of training is available for Churches. Do not include specific resources - these shall only be available upon login to the training site).

Include a hero for each using a high quality, custom and authentic image relevant to each method to capture user emotion. Include side menu to navigate between methods for users to get involved.



INFORMATION ARCHITECTURE (IA) - STORIES

MAIN NAVIGATION



KEY

LEVEL 1

LEVEL 2

LEVEL 3

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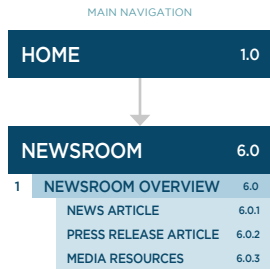
NOTES & INFORMATION ARCHITECTURE (IA)

Stories (5.0): Shall function as a blog and include things such as 1) Success stories.

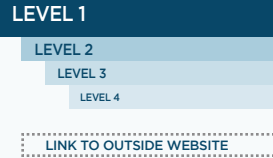
Content, such as success stories, could be sent via email (newsletter) to staff and volunteers (linking to full articles on the website) to keep staff and volunteers updated with what's happening within CEF globally.



INFORMATION ARCHITECTURE (IA) - NEWSROOM



KEY



NOTES & INFORMATION ARCHITECTURE (IA)

- Newsroom Overview (6.0):** Shall include the following headlines and links to the following content: 1) News Articles (Ex: News Article 6.0.1), 2) Press Releases (Ex: Press Release Article 6.0.2), 3) Endorsements, and 4) Media Resources (Ex: Media Resources 6.0.3).

Consider using <https://www.prisonfellowship.org/resources/newsroom/> as a guide for content structure and format.



INFORMATION ARCHITECTURE (IA) - UTILITIES NAVIGATION



KEY

LEVEL 1

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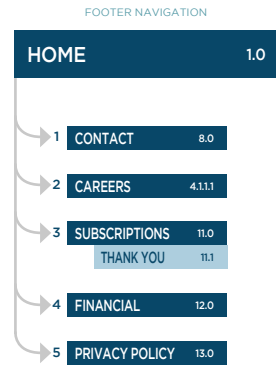
NOTES & INFORMATION ARCHITECTURE (IA)

1. **Store (7.0):** Shall link to current store (<http://cefpress.com>).
2. **Contact (8.0):** Shall include all contact information. Consider including social media information.
3. **Resource Library (9.0):** Staff and volunteer access to resources (login required).

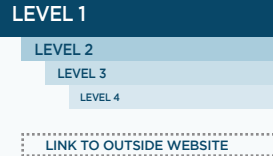
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INFORMATION ARCHITECTURE (IA) - FOOTER NAVIGATION



KEY



NOTES & INFORMATION ARCHITECTURE (IA)

1. **Contact (8.0):** Shall include all contact information. Consider including social media information.
2. **Careers (4.1.1.1):** Shall include all current Long Term Missions positions that are open at CEF.
3. **Subscriptions (11.0):** Shall include a subscription form allowing users to subscribe to desired emails. Email subscription lists shall include: 1) Prison Ministry Newsletter, 2) Reaching Children Around The World, 3) Impact Magazine, 4) Prayer Prompters, 5) CEF Updates (including Success Stories), 6) Etc. Include a brief summary of each email subscription for user context. If user comes from a specific CTA (Ex: Pray 4.3), auto select Prayer Prompters (or other prayer email subscription). Consider including social media information.
4. **Financial (12.0):** Shall include all CEF financial information (annual reports, financial statements, distribution of donation funds, etc.).
5. **Privacy Policy (13.0):** Shall link to CEF privacy policy (<http://goo.gl/5DhYcK>).

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