

Website Planning Checklist for Non-Profits

◆ 1. Get Clear on Your Mission & Audience

- ☐ Write a 1–2 sentence mission statement
- ☐ Identify your target audience(s): donors, volunteers, community members, etc.
- ☐ Define 1–2 main goals for your website (e.g. donations, awareness, signups)

◆ 2. Prep Your Website Content

- ☐ Homepage message: What you do, why it matters, and how people can help
- ☐ About Page: Your story, team, and values
- ☐ Services / Programs Page: What you offer and who you serve
- ☐ Donation Page: Why to give, how to give, and secure payment options
- ☐ Volunteer or Get Involved Page: Easy ways to participate
- ☐ Contact Page: Email, phone, and social links

Optional but Recommended:

- ☐ Blog or Stories Page
- ☐ Events or Calendar Page
- ☐ Impact or Testimonials Page
- ☐ FAQ Page

◆ 3. Brand & Visual Assets

- ☐ Logo files (PNG, JPG, SVG)
- ☐ Brand colours and fonts
- ☐ Photography: People, spaces, services, or events
- ☐ Graphics or icons if available
- ☐ Any existing brochures or content you want to repurpose

◆ 4. Technical Essentials

- ☐ Secure domain name purchased
- ☐ Hosting platform chosen or existing
- ☐ Preferred email sign-up platform (e.g. Mailchimp, ConvertKit)
- ☐ Social media links ready
- ☐ Google Analytics or tracking ID (optional)

◆ 5. Bonus Tips for Success

- ☐ Keep your navigation simple (5–7 main links max)
- ☐ Use one clear call to action per page
- ☐ Prioritize mobile-friendly design
- ☐ Be authentic: use real photos and real stories
- ☐ Plan to update your site at least once per season

💡 Need Help?

Let's build a website that reflects your mission and moves people to action.

👋 Book your free consult: whiteweb.design/contact

✉ Or email: taren@whiteweb.design