



CONTENT OUTLINE

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This document includes a full content outline of the SCM Website. Its purpose is to list out high-level ideas we want to convey and what users are looking for. Things to keep in mind while editing this doc: the goals for each page, why users are there and what do they care about?

This doc should not include any actual web copy.

<p><u>Questions to consider:</u></p> <ul style="list-style-type: none">- <i>Who will be using the page?</i>- <i>What do they need to find?</i>- <i>When should they encounter each piece of content?</i>- <i>Where on the page does it make the most sense to see the content?</i>- <i>Why does the user even care about the content?</i>- <i>How should they see it?</i> <p><u>Indicate when:</u></p> <ul style="list-style-type: none">- <i>There are different pieces of content in different UI components</i>- <i>You need a header for a section</i>- <i>A description for a page or list item is needed</i>- <i>A user need instructive text for a button or interaction</i>	<p><u>Key:</u></p> <p><i>1 = page</i></p> <p><i>a. = Section of content</i></p> <p><i>i. = Details about the Content</i></p> <p><i>[] = UI component 9dynamic0</i></p> <p><i>< > = Field of data in a content type</i></p> <p><i>“ ” = Title of a button or header</i></p> <p><i>() = Other notes/explanation</i></p> <p><i>Static Content (blocks) should include</i></p> <ul style="list-style-type: none">- <i>Name</i>- <i>What it's about</i>- <i>Button label</i>- <i>Destination</i>
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1. Nav Bar

a. Content

- i. Brandmark
- ii. Pages
- iii. *CTA (?) = Contact or Consult

2. Home Page

a. Hero Area

- i. H1 Title
 1. Hook Statement on Empowerment
- ii. Body Text (What do we want to convey here?)
- iii. CTA (for what?)
- iv. Video or Image (Explains the SCM)

b. [Block] Courses

- i. Header
 1. H3 Title “Courses”
 2. H2 Hook “Fundraise Your Way.”
 3. Body Text (overview)
- ii. [Block] Product
 1. Image (Illustrated visual of the course)
 2. H4 (Course Name)
 3. Body Text (Course Description)
 4. CTA “Learn More” Button

c. [Block] Consulting

- i. Illustration
- ii. Header (parallel with illustration)
 1. H3 Page Name
 2. H2 Tagline
- iii. Body Text
- iv. Get Consulting CTA
- v. Learn More Button

d. [Block] Resources

- i. Header
 1. H3 Page Name
 2. H2 Tagline
- ii. [Block] Product
 1. Image
 2. Header



3. Body Text
4. Learn More Button

e. [Block] About

- i. Header
 1. H3 Page Name
 2. H2 Tagline
- ii. Image
- iii. Body Text
- iv. Learn More Button

f. [Block] Contact

- i. Body Text
- ii. Contact Button or other CTA



3. Course Page

* Will this all be living one page or do we need to create sub pages (Yes probably)

* Let's do a course download page like the one on Brian Tracy's site, where the download link is in the hero and there are course details in the body of the page.

Qs:

Who will be using the page?

- General Site Audience

What do they need to find?

- Need to find course access immediately
- Need to find course for their field, not waste time on a course not designed for them
- Need to find comparison of free and paid courses
- Need to be able to share course easily with other (spread word, not the content)
- Need to be able to access a course they already got

When should they encounter each piece of content?

- Course overview and possible anchor links to sub course
 - Examples? Other solutions?
- First, should be the SCM Course
 - Description
 - download/pay
 - Share course
- Then the sub course: Libraires
- Option to connect at bottom
- If they already have the course, do they need to log in and have an account???
 - I'm not sure...

Where on the page does it make the most sense to see the content?

- Course overview in the hero area
- Rest in blocks on the body
- Connect/Contact strip at bottom
- Share on social media in the footer

Why does the user even care about the content?

- Because they are willing to learn a new way to fundraise if it will mean increased results and better donor connections.
- The free course will let them see if this is applicable to them and if it's worth digging deeper.

How should they see it?

- Easy to find their course and see what it gives them.

a. Hero Area

- i. H1 Title "Training Courses"
- ii. Image / illustration



- iii. Body text “(tagline)”
- iv. List Item
 - 1. Courses available <anchor links>
 - 2. May not have this as users are comfortable scrolling. But then again if users can’t find exactly what they need right away they’ll leave.

b. Body

- i. [block] Main Course Product
 - 1. [block] H2 Title “Social Capital (Fundraising) Model”
 - a. Image
 - b. Body Text (Description)
 - c. List Items (highlights of course, macroview)
 - d. H3 Title “Free Course”
 - i. Body text (Description)
 - ii. Button “Get Now”
 - 1. Off ramp to “Free Course Details Page”
 - e. H3 Title “Full Course”
 - i. Body text (Description)
 - ii. Off ramp to “Full Course Details Page”
- ii. [block] Sub Course Product
 - 1. H2 Title
 - a. Image
 - b. Body Text (Description)
 - c. List Items (highlights of course, macroview)
 - d. H3 Title “Free Course”
 - i. Body text (Description)
 - ii. Button “Get Now”
 - 1. Off ramp to “Free Course Details Page”
 - e. H3 Title “Full Course”
 - i. Body text (Description)
 - ii. Off ramp to “Full Course Details Page”



2.1 Course Details Page

(template for all course pages)

c. Hero Area

- i. Image
- ii. H2 title
- iii. H3 Title
- iv. Body text
- v. <Form> “Your Email”
- vi. <selection input> “Sign up for emails”
- vii. Button: “Download Free Course” or “Get Now”

d. Body

- i. [Block] H2: Course Highlights
 1. 3-5 components: Image, text
- ii. [Block] H2: Reviews
 1. [component] carousel of reviews
 - a. Image, text, name
- iii. [Block] H2: Download course now
 1. Button: “Download”
 2. H2: Want to upgrade?
 - a. Body text
 - b. CTA: Button for Full Course
 - i. Offramp to “Full Course SCM” Page



4. Consulting Page

Qs:

Who will be using the page?

- Organizations and boards looking for more help on applying the SCM to their donors and needing guidance on building capital
 - Not general audience, more official and professional

What do they need to find?

- **They need to be able to immediately connect with a consultant**
 - To hire them
 - To just talk and see if it'll be a good fit
- They need to find reviews/testimonies
- Who is helping them -> link to about page

When should they encounter each piece of content?

1. Connect with consultant/company
2. Benefits
3. Testimonies
4. Description
5. Who
6. *Rates (should this be on front-facing?)

Where on the page does it make the most sense to see the content?

Connect CTA in the header/Hero, everything else in the body. No columns.

Why does the user even care about the content?

They are here because they know they need help learning to be a better fundraiser, they want to know why they shouldn't go find another consultation service.

How should they see it?

Clear and easy, easy to scan/scroll friendly and find helpful info and to find more details.

a. Hero Area

- i. Image
- ii. [featured content] parallel with the image
 1. H3 Title "Consultation"
 2. H2 Tagline "Hook"
 3. Brief Statement/overview
 4. "(Free) Consultation Now" CTA
 - a. Offramp "Contact" Page
 - i. Onboarding Process

b. Body

- i. [block] H2: Benefits/Results
 1. What content is featured here?



2. Body Text
3. Any dynamic components?
4. Illustrations
- ii. H2: [dynamic component] Testimonials
 1. List style: (horizontal, carousel, vertical list) how many items on list? Maybe like 5?
 2. Layout:
 - a. Quote
 - b. Name
- iii. [block] H2: Description
 1. What does KD want? Level of depth?
 2. Illustrations?
- iv. [block] H2: Who/About
 1. H3 Names
 2. Body text
 3. Images
- v. [block] H2: Connect
 1. “Consultation Now” CTA
 - a. Offramp: “Contact” Page
 - i. Onboarding Process
 2. Body text: Brief description letting people know the first meeting is free and an hour max



5. Resources Page

Publications, Presentations and Slides, Writings, Podcast

Qs:

* This is probably going to be needed to be broken down to multiple pages.

* Resources / Blog (Past Event Presentations, Articles, Publications)

* Resources / Podcast

Who will be using the page?

- Course and consultant users. People looking to learn more about Kathryn and see what she's done and/or is doing (maybe because she's speaking at an event they're going to). Those interested in finding out more about fundraising methods and other field related topics.

What do they need to find?

- Specific talks she has done. Because they heard about it, or saw it, and want to see it a gain or refer to the content again
- Blog posts that are relevant to them and their field/niche
- Supplementary resources to consulting and the courses
- Interesting articles she's written
- Podcast details without having to go off page
- an ability to search by topic or keywords

FOR BLOG:

- Articles and brief descriptions
- Specific events or topic of writing (Browse by topic)
- Ability to share the article online
- Possibly ability to comment or like the content

When should they encounter each piece of content?

- The hero should include what will be on this page
- The blog is the most important, as that will be the most interesting and useful thing for users. Should be its own page with a link/block to the podcast at the bottom.
- Search functions are secondary
- The podcast is the most supplementary and time-committing for the user, it should be at the bottom or be its own page

Where on the page does it make the most sense to see the content?

- Really we don't need an actual resources page do we? It would be better to have a dropwon menu in the nav bar that would just give users the options to click on "Articles" and "Podcast" and "Publications"

Why does the user even care about the content?

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How should they see it?

a. Hero Area



- i. H3 Title “Blog”
- ii. H2 Title “(Tagline/Hook)”
- iii. Brief Description
- iv. Image

b. Body

- i. [Block] H2 Title: Featured Content
 - 1. H3 Title “Podcast”
 - a. Image
 - b. Body Text
 - c. Button “Listen Now” or “Learn More”
 - i. Offramp to “Podcast” Page
 - 2. H3 Title “(other featured content)”
 - a. Image
 - b. Body Text
 - c. Button “Learn More”
 - i. Offramp to “(pagename)” Page
- ii. [Block] H2 Title: “Articles”
 - 1. <Hover Function> List Item (Grid, 15 items per page, pagedial at bottom)
 - a. Image
 - b. H3 Title
 - c. Date of article
 - d. Body Text and tags
 - i. Offramp to “Blog Post” Page



4.1 Blog Post Page

c. Header

- i. *Hero Image

d. Body

- i. H2 Title
- ii. Author and date
- iii. H3 Headers
- iv. Body Text
 1. *Supplementary information (Images and icons)
- v. [Block] of summary or links to content or slides related to the article (bottom of page)
- vi. [Block] Social Media Links
- vii. [Block] *(Comment and/or like)
 1. Form field
- viii. [Block] Related Articles
 1. List items (Grid, 3-4, similar keywords or recent articles?)
 - a. Image
 - b. H3 Title
 2. Button “More” takes you back to main Resources page

4.2 Podcast Page

e. Header

- i. H1 Title
- ii. H3 Description
- iii. Image: Podcast Cover Art

f. Body

- i. List Style
 1. Grid
 2. Sort by recent episode
 3. Pagedial carousel at bottom
- ii. [block] Episode
 1. Image
 2. H3 Title
 3. Date
 4. Body Text
 5. Button: “Read More” or “Listen Now”



4.2 Podcast Details Page

g. Header

- i. H2 title (Podcast Ep Title)
 1. H3 Sub header
 2. Image

h. Body

- i. H3 Headers
- ii. Body Text
 1. Transcript or brief overview of podcast episode
 2. <Sound player embed>
 3. links to listen on other platforms
 4. <external links> Guest speakers
- iii. Footer
 1. Share Post
 2. Related Posts
 3. Leave a reply/comment



6. About Page

Qs:

Who will be using the page?

- People wanting to find out more about kathryn
 - Because they're going to an event she is speaking at
 - Because they want to learn more about their instructor/consulter
 - Because they want know if they should trust her

What do they need to find?

- Name, education, professional experience, awards and recognitions, publications
- Mission, values, and purpose
- *Goals and aspiration

When should they encounter each piece of content?

- Background
- Purpose
- CTA

Where on the page does it make the most sense to see the content?

- Body

Why does the user even care about the content?

- Because they want to see the human behind this site. They want to see if they can trust her.
- They want to know who their champion is and that she is here to serve, not take advantage of or manipulate

How should they see it?

- First a face, then the story behind it. Then her role in the community. Then an action they can take knowing she's got their back.

a. Hero Area

- i. H3 Page Header "About"
 1. Breadcrumbs
- ii. H1 Title: Bold Statement
- iii. H2 Title: Name

b. Body

- i. Image
- ii. H3 Title: ("A little about who i am..." or something)
- iii. Body Text: Background description
- iv. H3 Title: ("My Mission...")
- v. Body text
- vi. Image
- vii. H3 Title: "Connect"



- viii. H2 Title: “We’re in this together”
- ix. Body text: (connects back to what she is offering)
- x. CTA: button



7. Contact Page

Qs:

Who will be using the page?

- People wanting to get her as a guest speaker, someone wanting to ask a few questions, other professionals in the field or colleagues.

What do they need to find?

- Phone, email, *location, and instant messenger
- Social Media
- Estimated response time

When should they encounter each piece of content?

- Messenger
- Social media
- location

Where on the page does it make the most sense to see the content?

- Body for everything except location (and maybe social media)

Why does the user even care about the content?

- Because they need to send a message to KD

How should they see it?

- Upfront and immediate

a. Hero Area

- i. H1 Title: "Contact"
- ii. H2 Title: "Let's Connect"
- iii. Body Text: Brief Tagline

b. Body

- i. Image
- ii. H3 Title: "Send us a message:"
- iii. <Form Field> Contact
 1. Your name, Your email, *phone, *company, *Type of inquiry
 2. Message: "How can we help?"
 3. Button: "submit/send"
- iv. Social Media Links



8. Footer

- a. [Block]
 - i. Site Name
 - ii. Social Media
 - iii. Privacy Notice thing
 - iv. Nav pages
 1. Courses
 2. Consulting
 3. Blog
 4. Podcast
 5. About
 6. Contact
 - v. Email sign up or other CTA

Missing Elements:

- Upcoming Events ?
- Book for Event -> Contact
- Newsletter ?
- Contact specifics (nav?, footer?, subsection?)