

# Homepage Messaging Framework

## Hero Image

Use the hero image to help illustrate a problem the audience members might be facing or how the guide helps solve the problem.

## Name

Your nonprofit's name and what you do

## Headline

This is your product or service that you are providing to your audience; the problem you solve. Ex: Get the Support You Need to Help Your Child Thrive.

## Subtitle

A short statement to add more context to the Headline statement and add to the credibility of the business. (ex: Advocating for Student Support & Success Since 1984)

## Call to Action

Direct	Transitional

The **Direct CTA** is what you want someone to do NOW. Example: Give Now

The **Transitional CTA** is for audience members who aren't ready to commit/buy/etc yet. Examples: Give us a Call/Volunteer, Read This Blog

## Impact stories

Story #1	Story #2	Story #3
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Your home page needs to show the difference your nonprofit is making in people's lives - aka your impact

## About Us/Guide

### Header statement

About content goes here

Why do you understand the hero's pain point? How can you relate to the problem the hero is facing and the villains that are causing them to feel the way they do? Explain what you can do for them. This should include addressing their external/rational need, internal/emotional need, and philosophical/primal need.

## Authority Testimonials

### Client Testimonial

What can you leverage that will show the audience that you are capable of helping them? Pull from Google Reviews, current website, social media, etc.

## Plan

Step 1	Step 2	Step 3
<b>Ex: Preliminary Consult</b> Ex: Share your situation with me and review the process.		

List the steps the audience would need to take to get the help they need. Include a 1-2 word description, followed by a short sentence to explain each step of the plan.

## Agreement/Promise

What is the agreement you are making with the audience to promise you are going to help? Include how you will help them avoid failure/despair and help them experience joy/find success so that their problem is solved.