LANDSCAPE ANALYSIS

of **Youth INC, Children International,** *and* **BronxConnect**

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Introduction

The purpose of a landscape analysis is to evaluate website content and social media presences of three nonprofits, similar to CASA: Youth INC, Children International, and Ride for the Child. This will guide recommendations for the CASA site and social media presence by evaluating what these nonprofits do successfully.

To conduct this landscape analysis, I assessed the websites and social media presences of three nonprofits to pull positive aspects of the site to emulate in CASA's web presence. The conclusion section draws from these sites as inspiration and recommendations to adopt in CASA's content strategy.

Youth INC

Youth INC's mission is to empower New York City youths by providing support to nonprofits aimed at helping children.

Website

The Home page of the Youth INC site provides a quick and simple mission statement as the purpose of the nonprofit: "Our mission is to transform the lives of New York City youth by empowering the nonprofits that serve them." A direct, concise call-to-action such as this one would benefit the CASA Denton home page. The page provides a video with relevant statistics to draw on the audience's need for trust in a nonprofit, such as "1 in 3 children are living in poverty" in NYC. Statistics like this create an emotional appeal for the audience, convincing them that their help is needed.

One page of the website that is particularly persuasive is the Problem and Approach tab. The problem is states, "Without help, many of the city's children will be left without the support they need to get them through high school and into a supportive work environment." The approach states, "Youth INC canvasses and surveys nearly 100 out of New York City's 1,500 youth-focused nonprofits every year to find strong potential partners." This page dedicates itself to clearly outlining the need for the nonprofit and the method Youth INC uses to maintain a sustainable model. Providing this information to the user ensures credibility while emphasizing the call-to-action—to volunteer and donate.

The Youth INC website provides a helpful and well-designed Board of Directors page, with images of each member, his or her title on the board, and a clickable link on the name that leads to a page with further information about the member. The addition of a biography of each member paired with a professional photo further builds the users trust in not only the nonprofit as a whole, but in the individual members who devote their time to expanding and improving Youth INC. Seeing pictures of each member humanizes the nonprofit even more to the audience.

The Donate button can be found in the footer section of each page—CASA Denton does a better job with findability by including the Donate option in the navigation bar—that leads

directly to a donation page. This creates a shorter path for donators, placing emphasis on the user experience (the donation page is easier to navigate to) and prioritizing the call-to-action itself.

The Events menu includes a calendar page which lists events happening in 2018, as shown in the image below. Including all of the events in one place and in chronological order helps the user better understand the sequence of events and when to mark their calendar. If the user wants to know more information about the events, the Events menu also includes a page that lists their signature events. Including a list similar to the one below with clickable links to further information would benefit the CASA events page.

2018 Calendar of Events

JAN 17 — **PARTNER NETWORK KICKOFF**
5:30PM-8:00PM | Location: Kirkland&Ellis, 601 Lexington Ave

FEB 28 — **YOUTH INC WINTER BOARD MEETING**
4:00PM-6:00PM | Location: TBD

MAY 3 — **RBC TRADE FOR THE KIDS**
8:00AM-4:00PM | Location: RBC Capital Markets, 200 Vessey St

MAY 11 — **YOUNG PROFESSIONAL BOARD CHIPS FOR CHANGE**
8:00PM-11:00PM | Location: The Yale Club, 50 Vanderbilt Ave

JUNE 13 — **STATE OF THE MARKET**
Timing and Location: TBD

Overall, Youth INC's content is direct, concise, and helpful. The language used in the site is often inclusive, transitioning swiftly from a distant "Youth INC" to the personal pronoun "we." This creates a better sense of community to the reader, giving the impression that Youth INC is united in helping its cause. The website also includes convincing statistics to show the need the nonprofit fulfills, which proves highly persuasive to people interested in donating or volunteering.

Social Media

Facebook	Twitter
• 789 followers	• 856 followers
• 789 likes	• 787 likes

Youth INC's social media maintains its goals in both Twitter and Facebook presences. These posts mainly emphasize the nonprofit's impact, goals, and breadth. Youth INC highlights its calls-to-action through these posts—for example, one tweet says: "Youth INC's 72 nonprofit partners help 150K NYC kids set goals – like getting into college – and achieve them. Our Giving Tuesday goal: raise $150K in honor of each one of them! Please help us by donating in honor of someone who helped YOU reach higher!" Stating goals in a social media platform allows other people to share the content to even more people, reaching a wider audience that will then be influenced to help Youth INC reach that goal. The call-to-action is also clearly defined: "help us by donating."

Children International

Children International provides financial support to children who live in poverty on a global scale. This nonprofit works by drawing in sponsors who contribute $32 a month to help a child in need.

Website

The home page immediately calls on the audience's emotions, using the image of a young black girl in what seems to be a dilapidated bedroom as the main image on the page. Throughout the website, Children International includes images of the children that it helps, as shown in the image to the right. This makes its mission more direct and subjective to the user, as he or she must face the reality of the issue. Using images of the children the nonprofit provides funding to closes the gap between some of the countries it helps—India, Zambia, and Guatemala to name a few—and potential sponsors in the United States.


Julie Marie, 4, Philippines

How we deliver health programs related to nutrition
In the Philippines, we focus on malnutrition treatment. 11% of kids are considered moderately to severely undernourished. We provide 149 sites where kids can access support.

The Success Stories section of the site includes a video that shows how Children International helped two impoverished children from Colombia rise out of their dire situations and eventually give back to Children International as adults. This section increases the legitimacy of the site, and therefore the viewer's trust in the site and willingness to sponsor a child. More importantly than this built trust, however, is that the video proves that this nonprofit makes a difference and influences children's lives years later. Furthermore, the nonprofit cleverly uses video to keep the viewer engaged with the site in dynamic ways. For example, the Stories page of the site has a video of a *chirmol* (Guatemalan salsa) recipe. Including video engages the viewer and can draw on the audience's emotion more directly through strong imagery and audio.

No matter what page of the site you navigate to, Children International's main calls-to-action remain bold and consistent: Give, Sponsor, and Log In. As shown in the image below, these three tabs are distinct from the other tabs of the page and remain in this spot no matter where you click. Keeping CASA's main calls-to-action distinct and consistent from page to page will better suit the audience's needs as they try to navigate the site.

GLOBAL POVERTY   SEE THE IMPACT   STORIES   MAKE A DIFFERENCE   Q   GIVE   SPONSOR   LOG IN
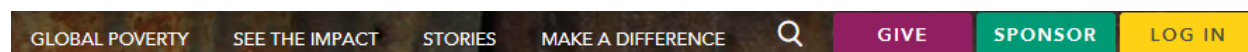
Social Media

Facebook	Twitter
• 105,087 followers	• 10,257 followers
• 108,563 likes	• 4,377 likes

Most of Children International's social media posts include a promotional image with a hashtag or a link to an article on the website. These elements always provide an image, usually of a child, which successfully draws in users. Once the user is drawn in, he or she can click the link, which promotes interest in the website, or he or she can choose to share the hashtag. Providing a hashtag and encouraging the user to adopt it into their own posts will increase engagement with CASA's social media.

BronxConnect

BronxConnect's mission is to prevent recidivism (the tendency of a convicted criminal to reoffend) of Bronx youths by pairing them with mentors and positive resources within the community.

Website

When you scroll down the home page, you will find the following statistics:

- *Recidivism Rate* compares the average rate to the BronxConnect rate.
- *Long-term Success* shows the consistency of the nonprofit's ability to improve the lives of Bronx youth.
- *Best Rates in NYC* shows that rearrest rates from Bronx are the lowest in NYC.

The use of infographics helps the user understand the impact of the nonprofit. The CASA website would benefit from including statistics, such as a comparison between how many children are in foster care in Denton and how many of them have a CASA. This effectively communicates the strong need for advocates.

The How to Get Involved page provides a simple and straight-forward layout for users to easily find the opportunities they are looking for. The main ways to get involved are accentuated in this section in a three-panel format as shown in the image below, with a call-to-action button beneath each description. This layout is easy to scan, read, and comprehend due to its concision and compartmentalization of content.

MENTORING

BronxConnect began as a mentoring program to court involved youth. Mentors invest just 72 hours overs a year's time to help a young person make positive changes to their lives, that will help them steer clear of the justice system and contribute to the building of their community.

APPLY TODAY

INTERNSHIPS

If you are a student (high school through graduate level) interested in interning with BronxConnect we have a Place for you!

APPLY TODAY

GIVING

BronxConnect is able to go beyond the call of duty with donated funds. For two years we have taken youth to Africa to support community development and shake up their world view. This is done solely by personal and corporate donations.

DONATE TODAY

Social Media

Facebook	Twitter
• 1,923 followers	• 123 followers
• 1,935 likes	• 117 likes

BronxConnect posts mostly images of youths participating in programs, looking happy and interacting with others. These images pair with short descriptions that reflect BronxConnect's mission and call-to-action. Most, if not all, of the posts express positivity through upbeat language: *nourish, support, advocate, love*. The ability to capture positive perspectives of a sad and frustrating situation encourages potential volunteers to feel that their influence will make a positive difference.

Conclusions

After reviewing the content of these three sites, we can now discuss some positive takeaways of that can be applied to the CASA Denton site and social media. The following table summarizes the main positive aspects of these sites that CASA should emulate, and how these strategies could be translated to your site specifically.

Recommended Strategy	CASA Application
Youth INC's short mission statement: "Our mission is to transform the lives of New York City youth by empowering the nonprofits that serve them." This ensures clarity for the user and gives him or her a better understanding of what the nonprofit stands for.	Drawn from the national CASA site: "The mission of C.A.S.A. (Court Appointed Special Advocates) is to break the cycle of child abuse and neglect, and to advocate for safe, permanent, nurturing homes for children."
Youth INC's Problem and Approach tab to affirm credibility and restate the call-to-action.	CASA could draw from this model in the About Us drop-down menu in addition to the Impact and Financials.
Youth INC's Board of Directors page to humanize the members of the nonprofit.	The design of the page will engage viewers more than the current CASA Board of Directors page. Using images for this page as well as other pages to represent the volunteers and children will humanize CASA even more.
Children International's Stories page to engage the reader through not only personal success stories, but creative blog posts and videos, such as the salsa recipe.	CASA of Denton County should prominently display videos and blog posts, such as the Emily's Dragon promotional video.

Recommended Strategy	CASA Application
The display of Children International's calls-to-action: Give, Sponsor, and Log In at the top of the screen on every page.	Including a Log In option, displayed more conspicuously on every page of the site, will increase user interaction with the site—especially with CASA volunteers. Following this model of displaying these calls-to-action on every page of the CASA site, in the navigation pane, will increase findability.
BronxConnect's use of infographics to display persuasive statistics.	CASA could translate helpful statistics as infographics, pulled from the Impact and Financials page, to make them more interesting and impactful to the reader.
BronxConnect's How to Get Involved page to ensure concise and organized content and show different ways the user can help the nonprofit.	CASA would benefit from better organization of the Other Ways to Give Page, which includes varying ways to help the nonprofit. Organizing this content into larger categories will help the user digest information.
BronxConnect's positive social media presence to establish a consistent tone in its posts, as well as assure users that it makes a positive difference.	The utilization of a style guide to establish common words and themes used in CASA posts will help create consistency and a better sense of the brand. Positive language especially encourages users to engage with CASA's content.

Social Media Recommendations

CASA can effectively use social media to express overall goals and needs. CASA of Denton County is currently low on staff, and this should be reflected in your social media presence. Posting something along the lines of "Join our staff to make a difference in children's lives today!" communicates a goal and calls on the viewer to share and respond to that goal.

Creating your own hashtags for the user to adopt will increase engagement with CASA's social media. In this way, people become involved in social justice without having to do much of anything, while promoting CASA to all of their friends and followers. Including images in posts calls on an emotional response in the reader, especially in images of children, which makes them more likely to share, like, and even volunteer to be a CASA.