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Proposal:

**Website for  
Catholic Charities USA  
([www.catholiccharitiesusa.org](http://www.catholiccharitiesusa.org))**

9 March 2006

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## Communication Brief: Mission Statement



Catholic Charities USA (CCUSA) is a network of local Catholic-affiliated charitable and social agencies, offering a wide range of services to all those in need, regardless of belief. Unlike competing agencies, which focus on immediate critical aid, CCUSA serves both the whole person – body, mind, and soul – and the community at large, bearing Christian witness in the call for social and economic justice.

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## Audience Profile: Primary



**Anna:** 60/female/widowed/Parma, Ohio

*“God has been good to me, and my life has been truly blessed. My personal journey has led me far from my upbringing, to the community of faith I share with others today. We are salt and light for the world around us. It has been a long road, but I am in a good place now.”*

**Profession:** Homemaker, Pastoral Associate

**Personal Background:** Anna still remembers hearing Polish spoken in the home as a young girl. Her neighbors, her church, her pastor, the good nuns -- all spoke the tongue of “the old country” as if they never left. When Papa moved Mama and the kids to a bright new house in “the burgs,” half of their new neighbors were Polish as well. Anna married her college sweetheart.

They had six children, and the Church down the street was the center of their lives. The youngest left for college when Joe got cancer. (His family was Italian; her parents called it a “mixed marriage.”) When he died, Anna shut down. After several years, and with counseling from the bereavement ministry of her parish, Anna discovered a world outside of hearth and home. She became involved in the Charismatic movement, and eventually started to worship regularly at an “experimental parish” near Cleveland’s industrial section. She worked at the drop-in center, helped in the soup kitchen, and sang in the parish Gospel choir. After returning to college for a masters in theology, she was hired by the parish staff. Anna reads voraciously about the need for “reform” in the Church, and networks online with others of similar mind from around the country. She gives regularly of her time, her talent, and her treasure.

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## Audience Profile: Primary



**Roger:** 45/male/married/Rose, Nebraska

*“If I don’t get up at five in the morning, I’m already behind, and so is everyone around me. I put in an honest day’s work, and expect others to do the same. I don’t mind helping a guy get on his feet again, but he can walk the line from there.”*

**Profession:** Farmer

**Personal Background:** Roger works the same 2000 acres in Rock County where his great-great-grandfather staked the first claim, alongside other German Catholics in the 1880s. Of his three sons, two help Roger in the summer, and the oldest hopes to one day take over the farm. His wife works out of the home, taking care of their baby girl. Between canning produce, spending hours

on the phone negotiating with buyers, and keeping the books, he couldn’t imagine getting anywhere without her. After two bad years and mortgaging everything to the bank, the drive to the Social Services counselors in Lincoln was well worth it to save their marriage. Roger and his wife use the computer in their work. She pours over detailed records and spreadsheets every year at tax time; he tracks the seven-day weather forecast, and the hog futures at the Chicago Board of Trade. Together, they give to the “second collection” in church regularly, and his theology is limited to the rosary his grandmother gave him on her deathbed. Roger hires a number of migrant workers every summer. They and their families park their trailers at one end of the property. They work hard, but speak little English, and keep to themselves. There is a well with a water pump at the camp. He pays the workers in cash, and doesn’t ask too many questions.

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## Audience Profile: Secondary



**Ashley:** 20/female/single/Silver Spring, Maryland

*“There is too much death and destruction everywhere. Only by proclaiming social justice to the world, can there be real peace. The rich, the powerful, they live fat and happy off the sweat of the poor. It is time for a new generation to change all that.”*

**Profession:** Student

**Personal Background:** Ashley lives with her parents in the suburbs of the Nation’s capital, when she’s not living in the dorm at the University of Maryland. As a girl, she was always involved in parish teen activities. She spent one year after graduation as a youth minister for

her parish. While her friends went to Florida for spring break, she led a group of other students to eastern Kentucky to help rebuild houses and run a day-care center. She is very liberal in her politics, and thinks the Church is still stuck in the Middle Ages, a conviction reinforced by the recent election of a “conservative” pope. Her political beliefs reinforce her religious beliefs, and vice versa. She has a weblog, where she rants on the sorry state of the world, and the politicians who keep it that way. Ashley was recently arrested at a counter-demonstration against protesters of a “day laborer” hangout near a convenience store. She has switched majors twice in two years; first English lit, then political science, and now social work. Ashley’s parents are supportive, if a little perplexed.

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## Audience Profile: Secondary



**Irene:** 70/female/divorced/Washington, DC

*"I have lived a long life. It was a long struggle, but my children are grown. Most of them are married and lead happy lives, but my youngest boy has been in and out of trouble ever since my husband left me. Seems he broke my baby's heart more than my own. But I've been a survivor, and the Church has survived with me. Home, church, family – they keep things together, as we journey home."*

**Profession:** Clerk/typist (retired)

**Personal Background:** Irene has lived her life to the full, in the house where her parents raised her. She remembers how it was "back in the day," when the night

was filled with the sounds of jazz emerging from clubs down the street. As a little girl, her Aunt Betty would tell her about Lena, Ella, and of course, "the Duke," seeing them up close and personal. But that was then, before the neighborhood changed, first one family moving away, then another. She was a young wife and mother when the riots came. But time and the desolation passed, and life eventually returned to normal, if not the same. On Sunday morning, music still fills the air, the sound of gospel, of hope, of deliverance. Retired and on a government pension, "Miss Irene" can be found with the other ladies at the rector's office of Holy Cross Parish. She answers the phone, assists with housekeeping, and sorts the mail for the pastor. It's a quiet life, but it's her life. She has little money, but always knows where to send those in need.

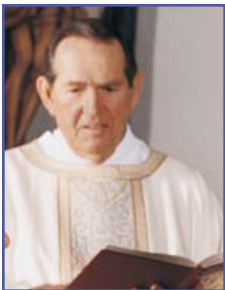
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## Audience Profile: Complementary



**Michael:** 55/male/single/Washington, DC

**Profession:** Catholic priest

*“In my work, and in walking this neighborhood, I have found that the worst poverty is that of the spirit. While the kids have opportunities their parents could never have imagined, this brings them no peace. But in the midst of violence and death, there is life. And where there is life, there is hope.”*

**Personal Background:** Those who expect a “man of the cloth” to be a shrinking violet, never met Father Michael Doherty. The son of a Golden Gloves boxer, he grew up

fast and mean on the streets of Hell’s Kitchen. When his best friend was gunned down by a rival gang, it was as if the lights went on and Joe could finally see the road ahead. He followed the voice he could barely admit to hearing. By the time he was thirty, a black leather jacket made way for a black Roman cassock. To this day, he walks these adopted streets as if they were his own. Indeed, they ARE his own. Everybody knows “Father Mick.” Though separated by color and culture, they are bound by something else. Every Sunday at dawn, a quiet Latin Mass is said on a side altar for a few of the old ladies. The solitude gives way to jubilation with the two-hour Gospel Mass later that morning. Whatever the means, Father sees the Divine Hand at work.





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# Communication Plan

## Goal:

The charitable work of the Church requires the generosity of the faithful, and the larger community. A united effort at the national level makes the most of resources for local endeavors.

## Strategy:

The people require our services, and we require their generosity. Both must be facilitated at two levels -- the “micro” (local) and the “macro” (national):

- Public awareness, and public access, are both maximized by the Internet, to reach the largest audience with a unified message.
- The “micro” is served by ready access to local agencies and the services they provide.
- The “macro” is served by critical emergency services such as disaster relief, and by awareness of legislative and other social issues.
- “Think globally, act locally.”



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## Competitive Analysis: Executive Summary

This consultant reviewed the data from the aforementioned user profiles, as well as the comparative studies that follow this summary.

The most visible items on the website focus on those areas which, at the grassroots level, are grand in scale yet peripheral to the day-to-day worries of those in need. To put it another way, it is difficult to get excited about immigration reform and the plight of migrant workers when faced with a crisis pregnancy, or your marriage is falling apart. The rather drab appearance of the site, relative

to those featured in the competitive analysis to follow, suggests complacency in relation to the primary audience – i.e., practicing Catholics. In an increasingly competitive environment of charitable giving, this is a luxury that CCUSA can no longer afford.

As a result, the strategic recommendations are as follows:

- It has been determined that the CCUSA site must clarify the dual-scale nature of its mission – both the local needs, and the “big

picture” – in addition to the relationship between giving and receiving.

- More emphasis must be given to the range of services and facets of CCUSA's essential mission, most of which are obscured by “high profile” items such as socio-political activism.

Where appropriate, the criteria in the competitive analysis is rated on a **scale of 1 to 5; 1 = poor, 2 = fair, 3 = average/indifferent, 4 = good, and 5 = excellent.**



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# Methodology: Introduction



Catholic Charities USA  
[www.catholiccharitiesusa.org](http://www.catholiccharitiesusa.org)



Episcopal Relief and Development  
[www.er-d.org](http://www.er-d.org)



Habitat for Humanity International  
[www.habitat.org](http://www.habitat.org)



ELCA (Lutheran) Disaster Response  
[www.elca.org/disaster](http://www.elca.org/disaster)



Mercy Corps  
[www.mercycorps.org](http://www.mercycorps.org)



American Red Cross  
[www.redcross.org](http://www.redcross.org)

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# Methodology: Hueristics Checklist

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>Home Page</b>						
How informative is the home page?	3	4	4	4	4	4
Does it set the proper context for visitors?	2.5	3	4	3	4	4
Is the splash page with multimedia annoying?	n/a	n/a	n/a	n/a	n/a	n/a
How fast does it load? (Less than 10 seconds?)	2.5	4	4.5	3	4	4
Average	<b>2.5</b>	<b>3.5</b>	<b>4.5</b>	<b>3.5</b>	<b>4</b>	<b>4</b>
<b>Navigation</b>						
Is the global navigation consistent from page to page?	4	2.5	4	4.5	4	2
Do major sections have local navigation?	4	4	4	4	4	4
Is it consistent?	4	2.5	4	4	4	2
Average	<b>4</b>	<b>3</b>	<b>4</b>	<b>4.5</b>	<b>4</b>	<b>2.5</b>
<b>Site Organization</b>						
Is site organization intuitive and easy to understand?	2	3	4	4	4	3
Average	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3</b>



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# Methodology: Hueristics Checklist (continued)

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>Links and Labels</b>						
Are labels on section headers and content groupings easy to understand?	2	2	4	4	4	3
Are links distinguishable from each other?	3	3	4	4	4	3
Are they ambiguous and uninformative ("click here" or "white paper")?	3	3	4	4	4	4
Are links spread out in documents, or gathered conveniently in sidebars or other groupings?	3	3	4	4	4	4
Average	<b>3</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3.5</b>
<b>Search and Search Results</b>						
Is the search engine easy to use?	3	3	3	3	4	4
Are there basic and advanced search functions?	3	3	3	3	4	3
What about search results?	3	4	3	4	4	4
Are they organized and easy to understand?	3	4	3	4	4	3



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# Methodology: Hueristics Checklist (continued)

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>Search and Search Results (continued)</b>						
Do they give relevance weightings or provide context?	4	4	2	2	3	4
Do the search results remind you what you searched for?	2	2	4	4	3	3
Average	<b>3</b>	<b>3.5</b>	<b>3</b>	<b>3.5</b>	<b>3.5</b>	<b>3.5</b>
<b>Readability</b>						
Is the font easy to read?	2	3	4	4	4	3.5
Are line lengths acceptable?	2	3	4	4	4	3.5
Is the site easy to scan, with chunked information, or is it just solid blocks of text?	2	3	4	4	4	3.5
Average	<b>2</b>	<b>3</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>3.5</b>
<b>Performance</b>						
Overall, do pages load slowly or quickly?	4	4	4	4	4	4



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# Methodology: Hueristics Checklist (conclusion)

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>Performance (continued)</b>						
Are graphics and applications like search and multimedia presentations optimized for easy Web viewing?	n/a	n/a	n/a	n/a	n/a	n/a
Average	4	4	4	4	4	4
<b>Content</b>						
Is there sufficient depth and breadth of content offerings?	4	4	4	4	4	4
Does the content seem to match the mission of the organization and the needs of the audience?	4	4	4	4	4	4
Is the site developing its own content or syndicating other sources?	3	4	3	4	4	3
Is there a good mix of in-depth material (detailed case studies, articles, and white papers) versus superficial content (press releases, marketing copy)?	3	4	3	4	4	4
Average	3.5	4	3.5	4	4	3.5
<b>FINAL AVERAGE</b>	<b>3.0</b>	<b>3.3</b>	<b>3.7</b>	<b>3.8</b>	<b>3.9</b>	<b>3.5</b>



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# Methodology: Features Grid

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>Who we are</b>	•	•	•	•	•	•
• Mission Summary	•	•	•	•	•	•
• FAQs	•	•	•			•
• Organization	•	•	•	•	•	•
• Board of Trustees	•	•	•		•	
• Executive Team	•	•	•		•	
• Job Openings	•				•	•
• Legal Disclaimer	•	•	•		•	
• Contact Us	•	•	•	•	•	•
<b>Where we are</b>	•	•	•	•	•	•
<b>What we offer</b>	•	•	•	•	•	•
<b>How to help</b>	•	•	•	•	•	•
• Join now!	•	•	•		•	•
• Donate now!	•	•	•	•	•	•
– Direct	•	•	•	•	•	•
– Planned	•	•			•	•

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# Methodology: Features Grid (continued)

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>News</b>	•	•	•	•	•	•
• Press Office	•	•	•	•	•	•
• National News	•	•	•	•	•	•
• National Statistics	•		•			
• Legislative Alerts	•		•			•
• Position Statements	•	•	•		•	•
<b>Events</b>	•		•		•	•
<b>Training</b>	•	•	•			•
<b>Initiatives</b>	•	•	•		•	•
• Immigration Reform	•					
• Legislative Action	•				•	
• Social Justice	•	•			•	
<b>Response</b>	•	•	•	•	•	•
• Disaster Relief	•	•	•	•	•	•
• Family Services	•	•		•	•	
• Social Services	•	•		•	•	

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# Methodology: Features Grid (conclusion)

	Catholic Charities USA	Episcopal Relief and Development	Habitat for Humanity International	ELCA (Lutheran) Disaster Response	Mercy Corps	American Red Cross
<b>Publications</b>	•	•	•	•	•	•
• Charities USA	•					
• How to Subscribe	•					•
• Our Catalog	•					•
• Special Reports	•	•	•	•	•	•
<b>Search</b>	•	•	•	•	•	•
<b>Members Only</b>	•					
• Development & Communications	•					
• Family Services	•					
• Koinonia	•					
• Management & Administration	•					
• Newsletters	•					
• Parish Ministry	•					
• Staff & Membership	•					
• Your Membership	•					
<b>TOTAL</b>	<b>48</b>	<b>28</b>	<b>28</b>	<b>19</b>	<b>30</b>	<b>28</b>



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# Findings: Catholic Charities USA

17 January 2006

Summary Ratings:

Ease of use: 3  
Look and feel: 3  
Navigation: 3  
Overall: 3



1) What is your initial response to this site?

**A victim of “conventional wisdom.”  
Conservative in appearance.**

2) After a brief examination (less than five minutes), please describe your impression of this company's purpose.

**Disaster relief, advocacy, training and other grassroots initiatives.**

3) List the services that this site provides.

**Awareness of different aspects of mission as listed in item 2. Left-side menu leads to a host of individual efforts in its subject area.**

4) Additional comments:

**Functional, but dull. This particular charity has a readily-available audience – the 21 percent of the USA which is Catholic – and so makes little effort to “grab” the viewer. Both the home page and the subsidiary pages are very text-intensive. While well organized, I would already be inclined to donate to this particular charity. Online donating more difficult than on other sites. The only color photo on the home page has political overtones (as of the date of this writing), which could alienate a portion of the audience.**

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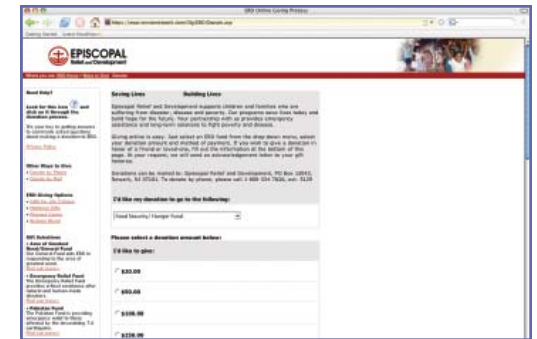
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# Findings: Episcopal Relief and Development

23 January 2006

## Summary Ratings:

Ease of use: 4  
Look and feel: 4  
Navigation: 3.5  
Overall: 3.5



1) What is your initial response to this site?

Not spectacular, but a modicum of graphic treatment.

2) After a brief examination (less than five minutes), please describe your impression of this company's purpose.

According to the site, ERD “provides emergency assistance in times of disaster; rebuilds devastated communities and offers long-term program development solutions to fight poverty.” So there is both a short-term and a long-term component to their mission.

3) List the services that this site provides.

Broad reach of programs both foreign and domestic, with links to specific challenge areas. Other links to wide range of products, including congregational aids, promotional materials, even a brand of “fair-trade” coffee.

4) Additional comments:

ERD is focused on their mission, with a broad scope thereof. Unlike their Catholic counterpart, the political/social activist angle is downplayed.

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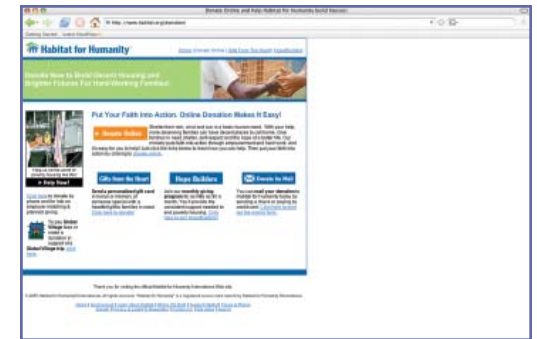
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# Findings: Habitat for Humanity International

17 January 2006

Summary Ratings:

Ease of use: 4  
Look and feel: 4  
Navigation: 3  
Overall: 3.5



1) What is your initial response to this site?

Well organized, with a minimum of text content, the result being easy to read at a glance. No emphasis on a particular case, but enough to get an overall picture of their mission.

2) After a brief examination (less than five minutes), please describe your impression of this company's purpose.

To end world poverty by providing affordable housing to those who cannot afford it on their own, through volunteer labor, simplicity of construction, and cooperation with related industries.

3) List the services that this site provides.

Summary of organization's mission, case studies of problem-solving, target areas and initiatives throughout the world, bookstore of related material, online monetary donation, and links to local affiliates.

4) Additional comments:

Most sites are either all "Flash" and little substance, or a great amount of text with little emphasis on the visual. The former emphasizes being fashionable, with little to say about the organization itself; the latter is simply too hard to read, and the viewer is bored easily. The HFH site places a bit more emphasis on the general "look and feel" than focusing on particular case studies. (Update: Site optimized for smaller monitor, may be a problem for some high-end users.)

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# Findings: ELCA (Lutheran) Disaster Response

18 January 2006

## Summary Ratings:

Ease of use: 4  
Look and feel: 4  
Navigation: 4  
Overall: 4



1) What is your initial response to this site?

**Active, if not busy, but fairly well-organized.**

2) After a brief examination (less than five minutes), please describe your impression of this company's purpose.

**Disaster response efforts by Lutherans in the USA, both foreign and domestic. High-profile efforts highlighted equally "above the fold," while other efforts easily accessible at right side scroll.**

3) List the services that this site provides.

**Status on disaster relief efforts, with emphasis on what happened, how the organization is responding, and what the individual and/or congregation can do to help. Access by viewer to public awareness material, volunteer solicitation, and online donating. Highlights of select cases profiled through printouts and video clips.**

4) Additional comments:

**The emphasis here is on a widespread endeavor, going in many directions, yet united in ideals and purpose. I know at a glance, not only their goals, but exactly what they hope to accomplish in particular cases. More substantive than some others in the study, while maintaining quality of design. (Update: Site optimized for smaller monitor, may be a problem for some high-end users.)**

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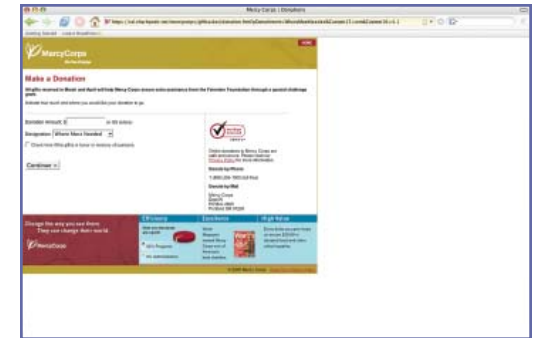
Proposal: Website for Catholic Charities USA (www.catholiccharitiesusa.org)

# Findings: Mercy Corps

17 January 2006

## Summary Ratings:

Ease of use: 5  
Look and feel: 4  
Navigation: 5  
Overall: 4.5



1) What is your initial response to this site?

**Style with substance. A hierarchy of emphasis.**

2) After a brief examination (less than five minutes), please describe your impression of this company's purpose.

**Disaster and other charitable relief around the world.**

3) List the services that this site provides.

**Immediate disaster relief, community recovery, advocacy, and internship opportunities for volunteers.**

4) Additional comments:

**The home page, while complex, does an good job of facilitating navigation throughout the site. I can go to any particular type of effort, and any particular part of the world, any opportunity to help, and any way in which to donate, all from the top menu bar of the home page. (Update: Site optimized for smaller monitor, may be a problem for some high-end users.)**

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# Findings: American Red Cross

17 January 2006

Summary Ratings:

Ease of use: 4  
Look and feel: 3  
Navigation: 3  
Overall: 3.5



1) What is your initial response to this site?

Well laid-out, with organized menu system, but more emphasis on content than some of the others.

2) After a brief examination (less than five minutes), please describe your impression of this company's purpose.

The purpose is well-defined in looking at the side menu: medical and natural disaster relief, family services, and more.

3) List the services that this site provides.

See number 2. The featured cases describe such endeavors as teaming with other disaster-relief agencies and reuniting families. In addition, they provide guidance on the site for individual emergency preparedness.

4) Additional comments:

With a content-heavy site, and a minimum of graphic embellishment, this site is more suited to constant updating by content editors. There is just enough of the visual to make it attractive enough to appeal to the viewer and facilitate ease of use. But the ARC obviously relies on its pre-eminence in the field, eschewing efforts to "grab" the viewer. (Update: Unlike three other sites in this study, ARC uses variable blue field to compensate for differences in monitor settings.)

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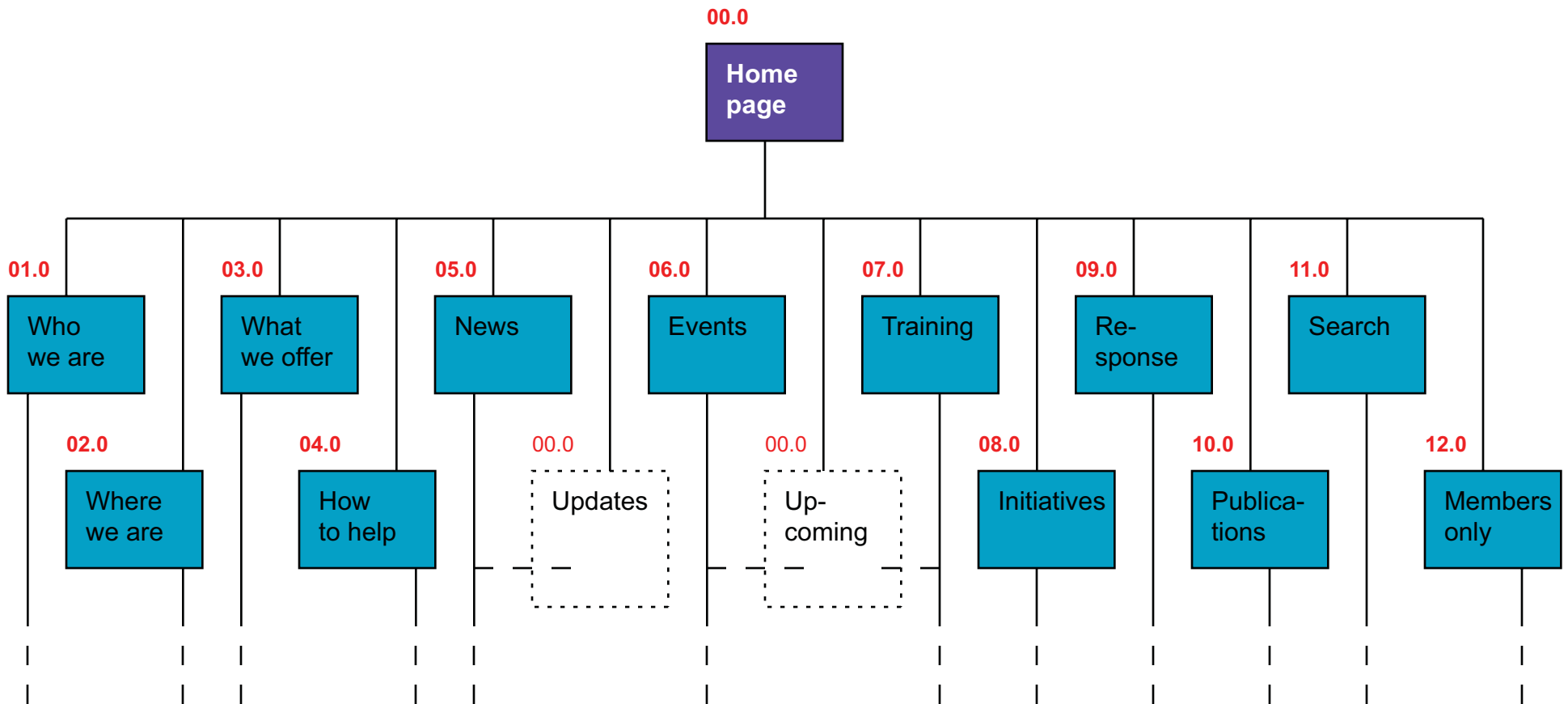




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# Content Inventory: Site Map - High Level



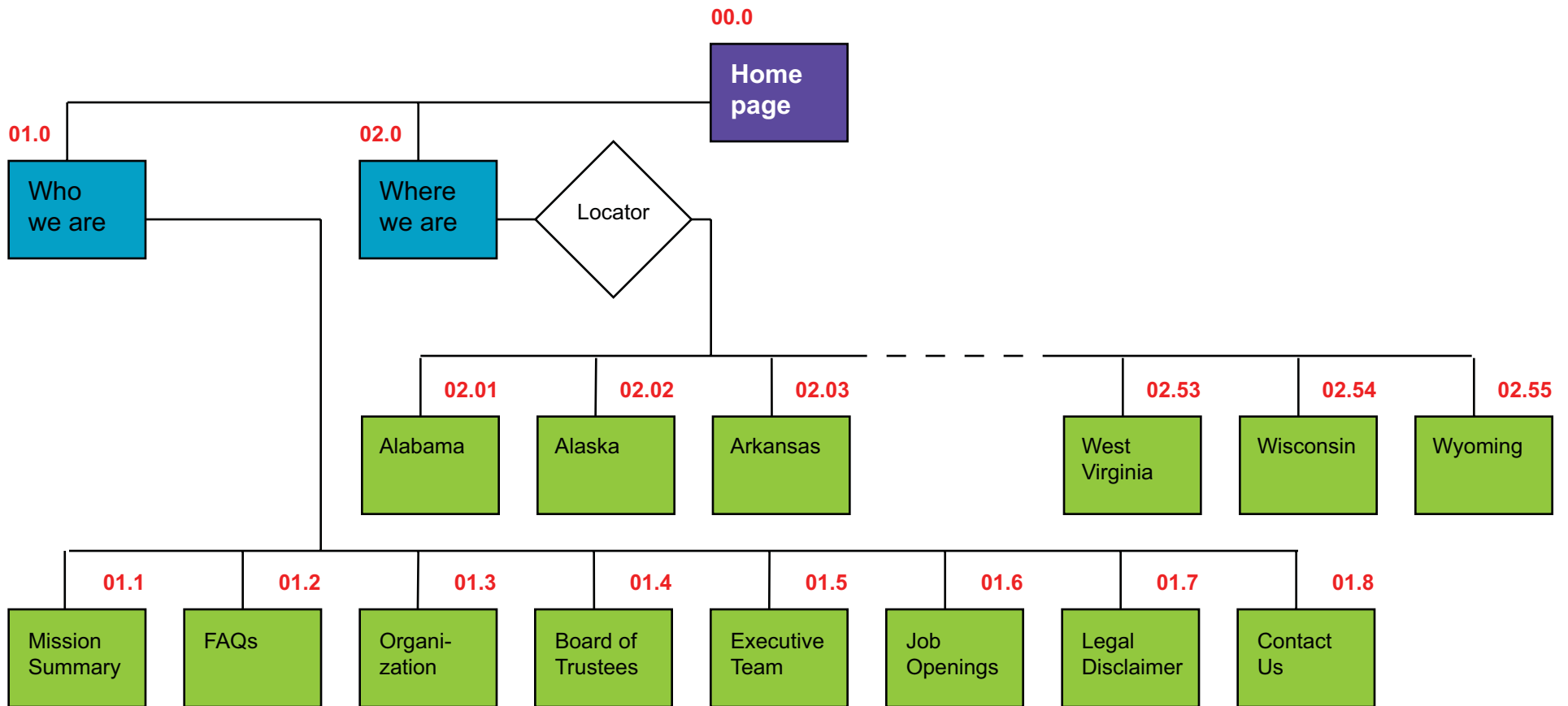
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# Site Map - Detail Segment I



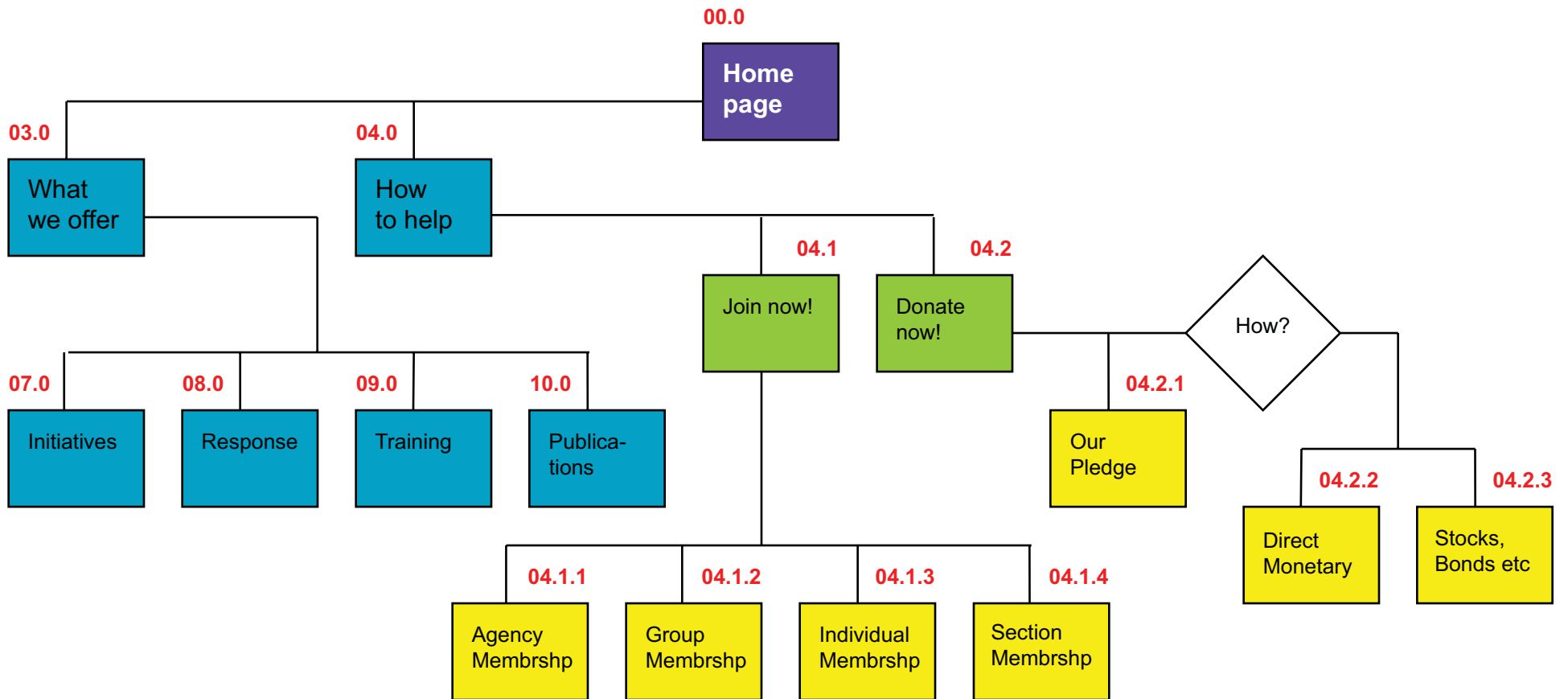
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## Site Map - Detail Segment II



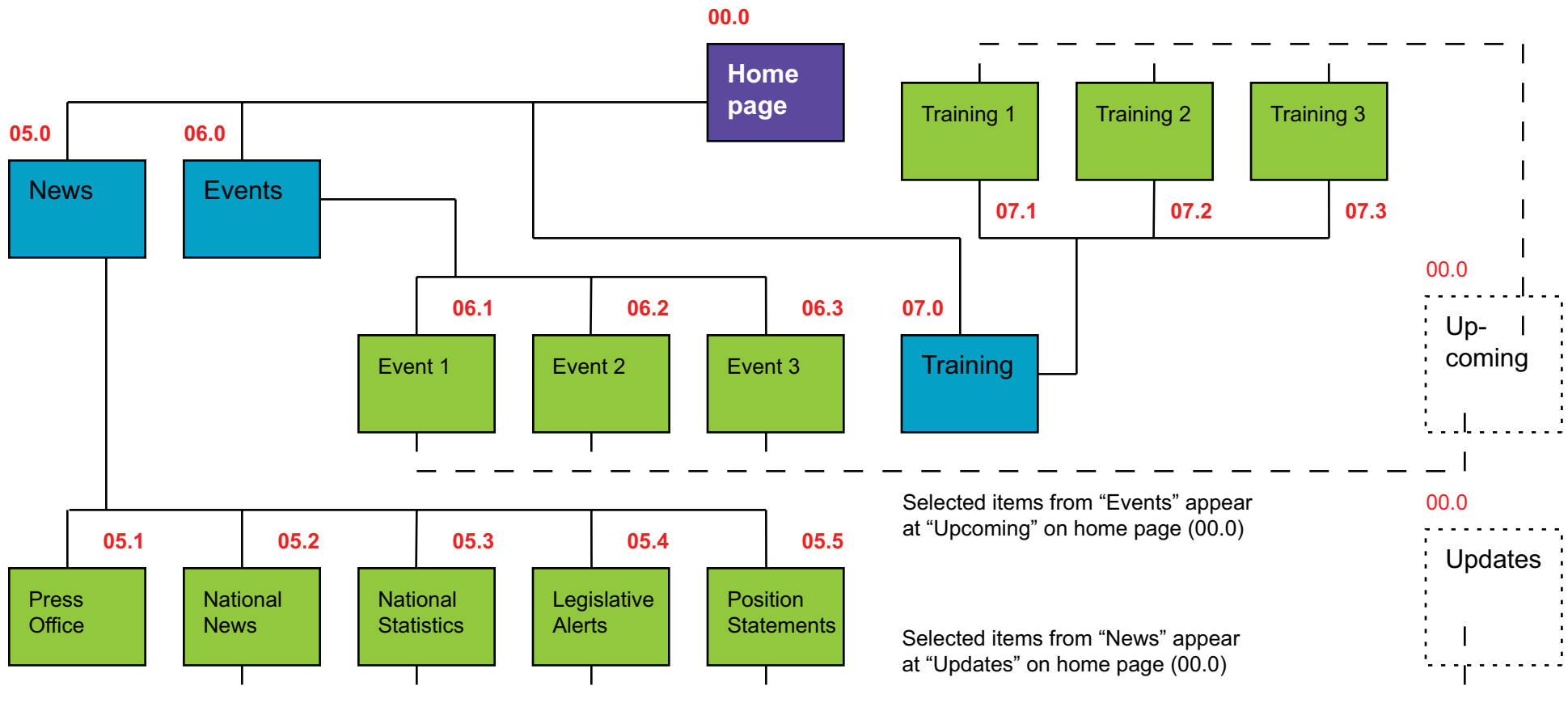
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## Site Map - Detail Segment III



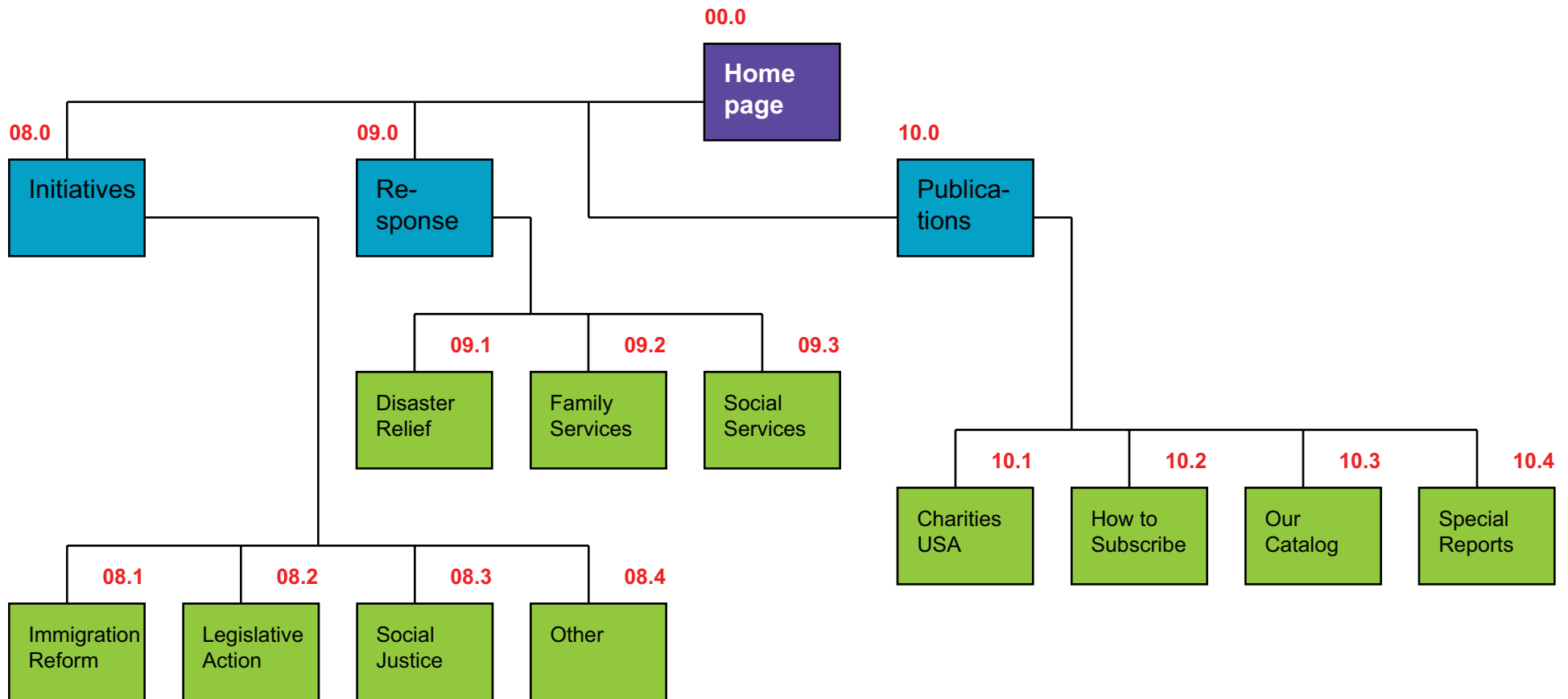
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## Site Map - Detail Segment IV



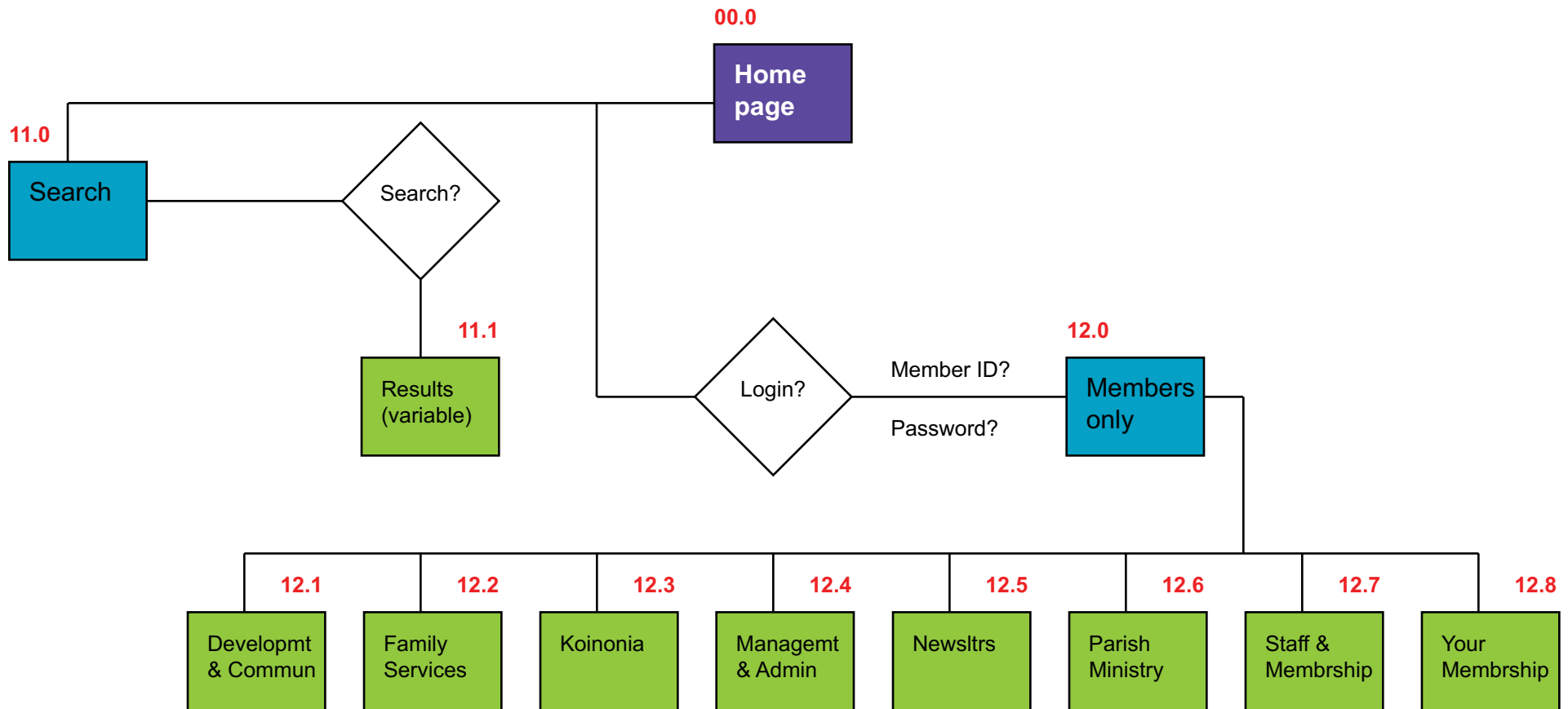
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## Site Map - Detail Segment V



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# Labeling Systems

## 00.0 Home Page

<title> Catholic Charities USA: Home Page  
<H1> Catholic Charities USA: Providing Help. Creating Hope.  
<url> <http://www.catholiccharities.org>  
<navigation label> Home

## 01.0 Who we are

<title> CCUSA: Who we are  
<H1> About Catholic Charities USA  
<url> <http://www.catholiccharities.org/aboutus.htm>  
<navigation label> Who we are

### 01.1 Mission Summary

<title> CCUSA: Mission Summary  
<H1> Our Mission  
<url> <http://www.catholiccharities.org/aboutus/mission.htm>  
<navigation label> Mission Summary

### 01.2 FAQs

<title> CCUSA: FAQs  
<H1> Frequently Asked Questions  
<url> <http://www.catholiccharities.org/aboutus/faqs.htm>  
<navigation label> FAQs

*(continued next page)*



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## Labeling Systems (continued)

### 01.3 Organization

<title> CCUSA: Organization  
<H1> Our Organization  
<url> <http://www.catholiccharities.org/aboutus/organizaton.htm>  
<navigation label> Organization

### 01.4 Board of Trustees

<title> CCUSA: Board of Trustees  
<H1> Board of Trustees  
<url> <http://www.catholiccharities.org/aboutus/trustees.htm>  
<navigation label> Board of Trustees

### 01.5 Executive Team

<title> CCUSA: Executive Team  
<H1> Our Executive Team  
<url> <http://www.catholiccharities.org/aboutus/executive.htm>  
<navigation label> Executive Team

### 01.6 Job Openings

<title> CCUSA: Job Openings  
<H1> Job Openings  
<url> <http://www.catholiccharities.org/aboutus/jobs.htm>  
<navigation label> Job Openings

*(continued next page)*





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## Labeling Systems (continued)

### 01.7 Legal Notice

<title> CCUSA: Legal Notice  
<H1> Legal Notice  
<url> <http://www.catholiccharities.org/aboutus/legal.htm>  
<navigation label> Legal Notice

### 01.8 Contact Us

<title> CCUSA: Contact Us  
<H1> Contact Us  
<url> <http://www.catholiccharities.org/aboutus/contact.htm>  
<navigation label> Contact Us

### 02.0 Where we are

<title> CCUSA: Where we are  
<H1> Our Locations  
<url> <http://www.catholiccharities.org/locations.htm>  
<navigation label> Where we are

#### 02.01 Alabama

<title> CCUSA: Alabama  
<H1> Alabama  
<url> <http://www.catholiccharities.org/locations/alabama.htm>  
<navigation label> Alabama

*(continued next page)*



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## Labeling Systems (continued)

### 02.02 - 02.55

All pages in this subsection are accessed through a selector on the home page, and are listed alphabetically, to include all states and territories in the USA.

### 03.0 What we offer

<title> CCUSA: What we offer  
<H1> What we offer  
<url> <http://www.catholiccharities.org/programs.htm>  
<navigation label> What we offer

### 04.0 How to help

<title> CCUSA: How to help  
<H1> How to help  
<url> <http://www.catholiccharities.org/help.htm>  
<navigation label> How to help

### 04.1 Join now!

<title> CCUSA: How to Join  
<H1> How to Join in our Work  
<url> <http://www.catholiccharities.org/help/join.htm>  
<navigation label> Join now!

*(continued next page)*

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## Labeling Systems (continued)

### 04.1.1 Agency Membership

<title> CCUSA: Agency Membership

<H1> Agency Membership

<url> <http://www.catholiccharities.org/help/join/agency.htm>

<navigation label> Agency Membership

### 04.1.2 Group Membership

<title> CCUSA: Group Membership

<H1> Group Membership

<url> <http://www.catholiccharities.org/help/join/group.htm>

<navigation label> Group Membership

### 04.1.3 Individual Membership

<title> CCUSA: Individual Membership

<H1> Individual Membership

<url> <http://www.catholiccharities.org/help/join/individual.htm>

<navigation label> Individual Membership

### 04.1.4 Section Membership

<title> CCUSA: Section Membership

<H1> Section Membership

<url> <http://www.catholiccharities.org/help/join/section.htm>

<navigation label> Section Membership

*(continued next page)*



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## Labeling Systems (continued)

### 04.2 Donate now!

<title> CCUSA: How to Donate  
<H1> How to Donate  
<url> <http://www.catholiccharitiesusa.org/help/donate.htm>  
<navigation label> Donate now!

#### 04.2.1 Our Pledge

<title> CCUSA: Our Pledge  
<H1> Our Pledge of Accountability  
<url> <http://www.catholiccharitiesusa.org/help/donate/pledge.htm>  
<navigation label> Our Pledge

#### 04.2.2 Direct Monetary

<title> CCUSA: How to Give Directly  
<H1> How to Give Directly  
<url> <http://www.catholiccharitiesusa.org/help/donate/direct.htm>  
<navigation label> Direct Monetary

#### 04.2.3 Stocks, Bonds, etc

<title> CCUSA: Planned Giving  
<H1> Planned Giving  
<url> <http://www.catholiccharitiesusa.org/help/donate/planned.htm>  
<navigation label> Planned Giving

*(continued next page)*



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## Labeling Systems (continued)

### 05.0 News

<title> CCUSA: News

<H1> News Releases

<url> <http://www.catholiccharitiesusa.org/news.htm>

<navigation label> News

### 05.1 Press Office

<title> CCUSA: Press Office

<H1> Press Office

<url> <http://www.catholiccharitiesusa.org/news/press.htm>

<navigation label> Press Office

### 05.1 National News

<title> CCUSA: National News

<H1> National News

<url> <http://www.catholiccharitiesusa.org/news/national.htm>

<navigation label> National News

### 05.2 National Statistics

<title> CCUSA: National Statistics

<H1> National Statistics

<url> <http://www.catholiccharitiesusa.org/news/stats.htm>

<navigation label> National Statistics

*(continued next page)*



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## Labeling Systems (continued)

### 05.4 Legislative Alerts

<title> CCUSA: Legislative Alerts  
<H1> Legislative Alerts  
<url> <http://www.catholiccharitiesusa.org/news/alerts.htm>  
<navigation label> Legislative Alerts

### 05.5 Position Statements

<title> CCUSA: Position Statements  
<H1> Position Statements  
<url> <http://www.catholiccharitiesusa.org/news/positions.htm>  
<navigation label> Position Statements

### 06.0 Events

<title> CCUSA: Events  
<H1> Upcoming Events  
<url> <http://www.catholiccharitiesusa.org/events.htm>  
<navigation label> Events

### 06.1 -? Events (various)

All pages in this subsection, including the number therein, are subject to change as events develop related to the mission of CCUSA.

*(continued next page)*



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## Labeling Systems (continued)

### 07.0 Training

<title> CCUSA: Training

<H1> Training

<url> <http://www.catholiccharitiesusa.org/training.htm>

<navigation label> Training

#### 07.1 -? Training (various)

All pages in this subsection, including the number therein, are subject to change as training programs evolve related to the mission of CCUSA.

### 08.0 Initiatives

<title> CCUSA: Initiatives

<H1> Current Initiatives

<url> <http://www.catholiccharitiesusa.org/initiatives.htm>

<navigation label> Initiatives

#### 08.1 Immigration Reform

<title> CCUSA: Immigration Reform

<H1> Yearning to Breathe Free:

The Challenge of Immigration Reform

<url> <http://www.catholiccharitiesusa.org/initiatives/reform.htm>

<navigation label> Immigration Reform

*(continued next page)*



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## Labeling Systems (continued)

### 08.2 Legislative Action

<title> CCUSA: Legislative Action

<H1> Legislative Action

<url> <http://www.catholiccharitiesusa.org/initiatives/legislate.htm>

<navigation label> Legislative Action

### 08.3 Social Justice

<title> CCUSA: Social Justice

<H1> Social Justice

<url> <http://www.catholiccharitiesusa.org/initiatives/justice.htm>

<navigation label> Social Justice

### 08.4 Other

<title> TBD

<H1> TBD

<url> TBD

<navigation label> TBD

### 09.0 Response

<title> CCUSA: Response

<H1> Our Response

<url> <http://www.catholiccharitiesusa.org/response.htm>

<navigation label> Response

*(continued next page)*





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## Labeling Systems (continued)

### 09.1 Disaster Relief

<title> CCUSA: Disaster Relief

<H1> Disaster Relief

<url> <http://www.catholiccharitiesusa.org/response/disaster.htm>

<navigation label> Disaster Relief

### 09.2 Family Services

<title> CCUSA: Family Services

<H1> Family Services

<url> <http://www.catholiccharitiesusa.org/response/family.htm>

<navigation label> Family Services

### 09.3 Social Services

<title> CCUSA: Social Services

<H1> Social Services

<url> <http://www.catholiccharitiesusa.org/response/social.htm>

<navigation label> Social Services

### 10.0 Publications

<title> CCUSA: Publications

<H1> Publications

<url> <http://www.catholiccharitiesusa.org/publications.htm>

<navigation label> Publications

*(continued next page)*

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## Labeling Systems (continued)

### 10.1 Charities USA

<title> CCUSA: Charities USA

<H1> Charities USA

<url> <http://www.catholiccharitiesusa.org/publications/charities.htm>

<navigation label> Charities USA

### 10.2 How to Subscribe

<title> CCUSA: How to Subscribe

<H1> How to Subscribe

<url> <http://www.catholiccharitiesusa.org/publications/subscribe.htm>

<navigation label> How to Subscribe

### 10.3 Our Catalog

<title> CCUSA: Our Catalog

<H1> Our Catalog

<url> <http://www.catholiccharitiesusa.org/publications/catalog.htm>

<navigation label> Our Catalog

### 10.4 Special Reports

<title> CCUSA: Special Reports

<H1> Special Reports

<url> <http://www.catholiccharitiesusa.org/publications/reports.htm>

<navigation label> Special Reports

*(continued next page)*



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## Labeling Systems (continued)

### 11.0 Search

(field on Home Page - 00.0)

#### 11.1 Results

(variable)

### 12.0 Members Only (login on Home Page - 00.0)

<title> CCUSA: Members Only

<H1> Members Services

<url> <http://www.catholiccharitiesusa.org/members.htm>

<navigation label> Members Only

#### 12.1 Development & Communication

<title> CCUSA: Development & Communication

<H1> Development & Communication

<url> <http://www.catholiccharitiesusa.org/members/devel.htm>

<navigation label> Development & Communication

#### 12.2 Family Services

<title> CCUSA: Family Services

<H1> Family Services

<url> <http://www.catholiccharitiesusa.org/members/family.htm>

<navigation label> Family Services

*(continued next page)*



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## Labeling Systems (continued)

### 12.3 Koinonia

<title> CCUSA: Koinonia

<H1> Koinonia

<url> <http://www.catholiccharitiesusa.org/members/koinonia.htm>

<navigation label> Koinonia

### 12.4 Management & Administration

<title> CCUSA: Management & Administration

<H1> Management & Administration

<url> <http://www.catholiccharitiesusa.org/members/manage.htm>

<navigation label> Management & Administration

### 12.5 Newsletters

<title> CCUSA: Newsletters

<H1> Newsletters

<url> <http://www.catholiccharitiesusa.org/members/newsltrs.htm>

<navigation label> Newsletters

### 12.6 Parish Ministry

<title> CCUSA: Parish Ministry

<H1> Parish Ministry

<url> <http://www.catholiccharitiesusa.org/members/parish.htm>

<navigation label> Parish Ministry

*(continued next page)*



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## Labeling Systems (conclusion)

### 12.7 Staff & Membership

<title> CCUSA: Staff & Membership

<H1> Staff & Membership

<url> <http://www.catholiccharitiesusa.org/members/staff.htm>

<navigation label> Staff & Membership

### 12.8 Your Membership

<title> CCUSA: Your Membership

<H1> Your Membership

<url> <http://www.catholiccharitiesusa.org/members/yours.htm>

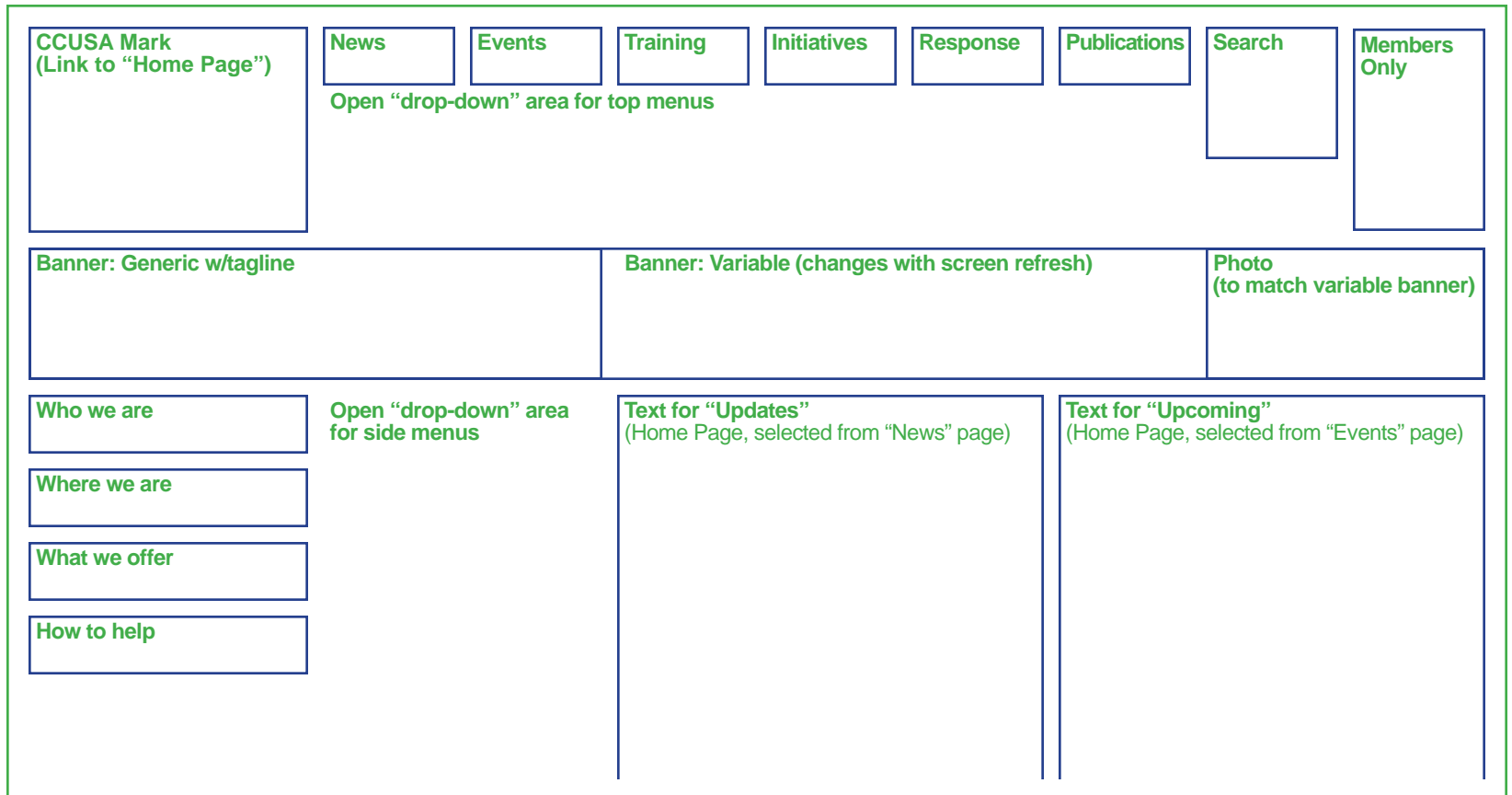
<navigation label> Your Membership



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# Wire Frames: Home Page



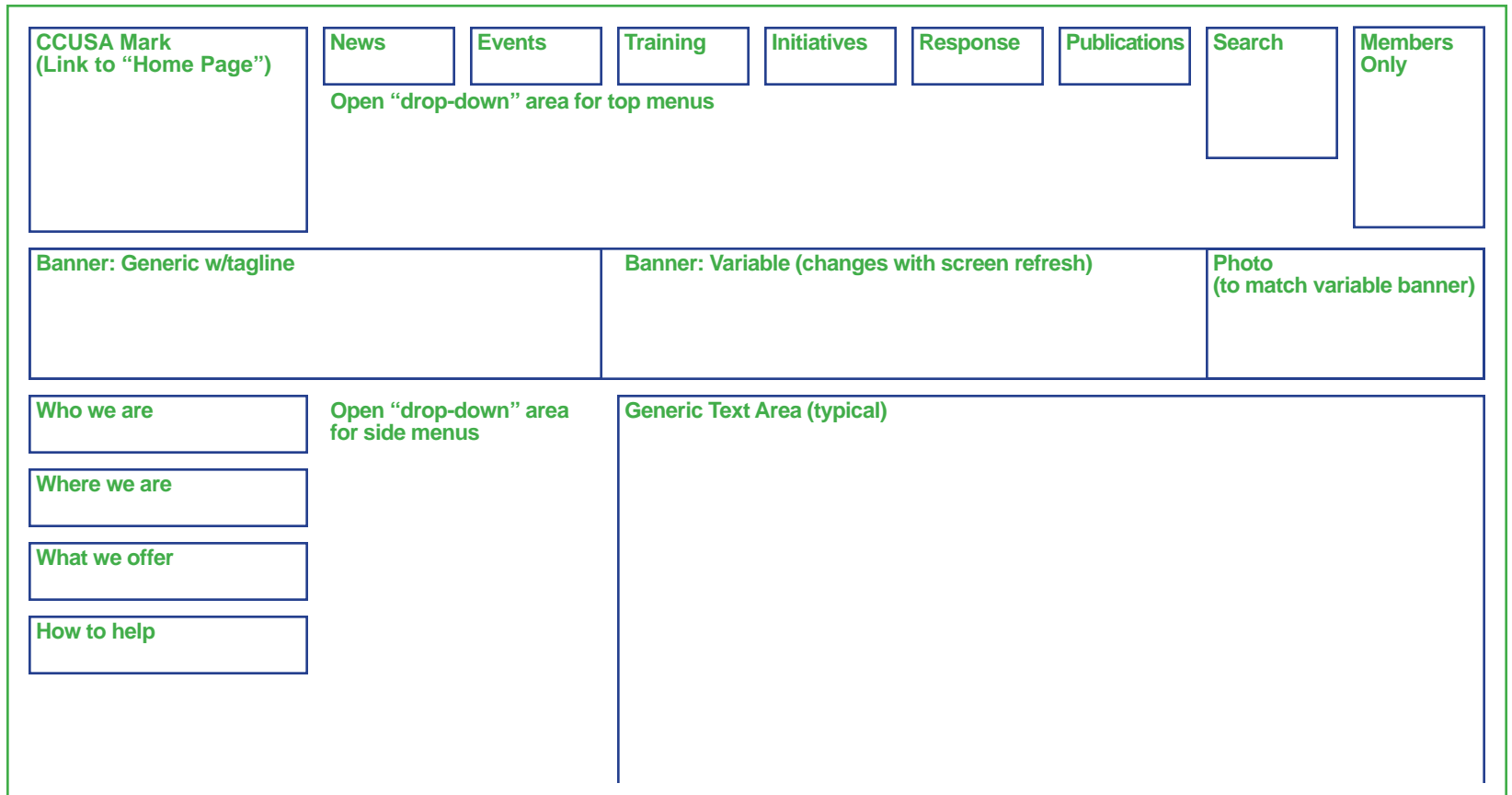
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## Wire Frames: Sublevel (typical)






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# Preview: Home Page



News
Events
Training
Initiatives
Response
Publications


Enter

Members Only

Member ID

Password

Login



In the wake of the devastating 2005 hurricanes, Catholic Charities has been ministering to the victims of Hurricanes Katrina and Rita, giving hope and comfort to those who are weighed down with sadness, despair, and fear. The long-term recovery is underway...

Who we are

Where we are

What we offer

How to help

## Updates

**Nit la feugiamet aci blaortie** modiam ing eugait lore dunt nisi. Uptat ilit luptat ullutpatuer se tatum eui tat num exer.

**Alismolobore ming eui** eraesse quisit laore vullumm olenim ing ercil iurerat vent autet vullam in eleniam.

**Vullaorem aut augueri llaorerat** ulpute min ulputat. Im nulputem ver accum zzrit aliscil ip eugait in ulput auguerat lorem.

## Upcoming

**Dionsequam volor ipsum** dolortinibh estincidunt ad delestie tio eraesse dolore con exeraessis dolenibh ex exero.

**Eummoluptat dolobor perostin** utpate doloreet lumsandipit num dit ipis ad dunt velit acipit at veleniam in el ut adipisit.

**Dolortio commolobor susto dio** con henit el eros nos nisi eum nonse dolobor se del eugait autpat iriustrud do do et alit dolorerit, quisis alit wisim num.

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## Preview: Side Menu (typical)

The screenshot shows the top navigation bar of the Catholic Charities USA website. It includes the organization's logo on the left, a horizontal menu with items: News, Events, Training, Initiatives, Response, Publications, Search, and Members Only. The Search bar has an 'Enter' button. The Members Only section includes fields for Member ID and Password, and a Login button.

Below the navigation bar is a banner image with the text "Providing Help. Creating Hope." and "Justice for Newcomers A Catholic Call for Solidarity and Reform Catholic Charities 2005 Policy Paper".

The side menu is located on the left and consists of several categories with sub-links:

- Who we are**
  - Mission Summary
  - Frequently Asked Questions
- Where we are**
  - Organization
  - Board of Trustees
  - Executive Team
  - Job Openings
- What we offer**
  - Legal Disclaimer
  - Board of Trustees
- How to help**

On the right side of the page, there is a section titled "Catholic Charities USA: Our Mission" with a paragraph of placeholder text: "Iriureet, qui tis dunt lamcore velenim nonsed doloreet alis atum ipismodolor sit lore digna facidui siscilit utatuerci bla facipit elit, verat dolore coreet duismod elesto ex ex et la conulput amcommy nonsequis dolorer ostrud dipis dolorem nullandionse feu facilit wisismolore magnim alit in ut aciliquat." Below this is another paragraph: "Gue ver susto ercil ute ex eliquis alit veraessit accum dolobore feugait alis augue er iriliquisi." At the bottom of the mission section is a third paragraph: "Dolobor augiatu mmodipis deliquat, vero ea consend ignismo dolesectet praestin ut diamcor alisit luptat ulputem ad te vel do dunt dipit acipisit exerilis aliquatue modio dolenim dolor sectem irit praeseq uismodiat. Ectetum sandiamcommy nonsequi esto euiscil utate tet lutat lortisl iuscilisit ullaore tie et vent irit praesecte magna aliquat nullum ea augue tat."

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Proposal: Website for Catholic Charities USA (www.catholiccharitiesusa.org)

# Preview: Top Menu (typical)

The screenshot shows the top navigation menu of the Catholic Charities USA website. The menu items are: News, Events, Training, Initiatives, Response, Publications, Search, and Members Only. The 'Initiatives' dropdown menu is open, showing options: Immigration Reform, Legislative Action, Social Justice, and Other. The 'Search' field has an 'Enter' button. The 'Members Only' section includes fields for 'Member ID' and 'Password', and a 'Login' button.

Below the menu is a banner area with the Catholic Charities USA logo on the left. The banner features a collage of photos of people and the text "Providing Help. Creating Hope." and "Better Homes. Better Neighborhoods." Below the banner are four navigation buttons: "Who we are", "Where we are", "What we offer", and "How to help". To the right of these buttons is a large text block with the heading "Te feugiatet, corem ing esequat." and two paragraphs of placeholder text.

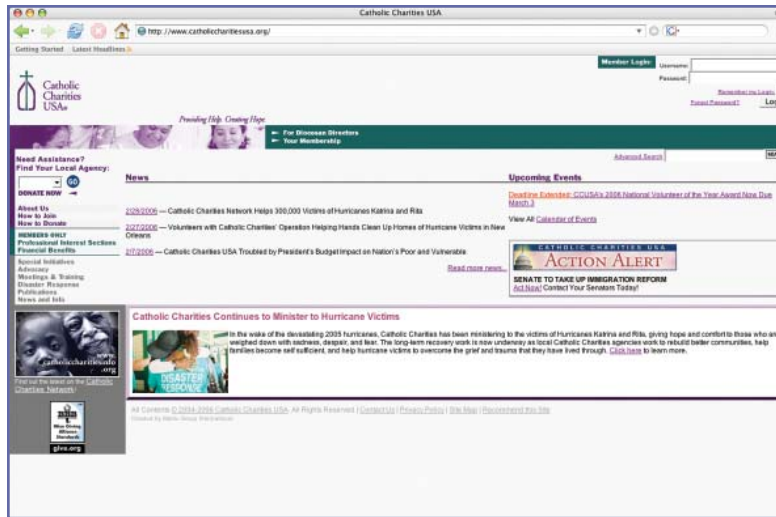
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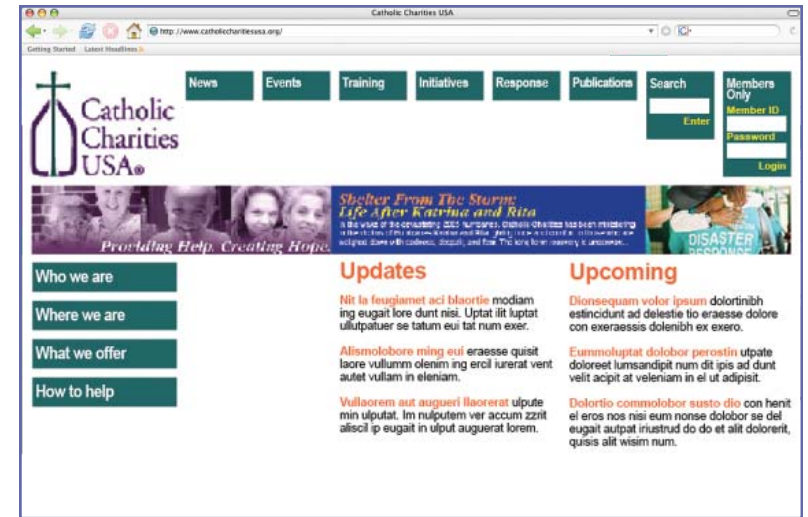
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Before



After



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## **End Notes**

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