



Show Off Your Program: Website Purpose

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For additional resources on this and other service-learning topics visit Learn and Serve America's National Service-Learning Clearinghouse at www.servicelearning.org.

1) Who are your target audiences? Number them according to how you would prioritize their needs for your website.



2) What are the key messages and/or information you want your website to communicate? Are there different messages/sets of information for different audiences?

3) What needs to be on the site to get your message/information across?

4) Do you have all of this information at hand?
If not, where could you get the missing information?

5) Do you have a funder and/or parent organization?
If yes, what guidelines or rules do they have in terms of your program's public presentation? If you are not sure, whom would you talk to about that?

6) Are there other stakeholders in your website and public image who are not target audiences but who should still be consulted on your website?
If yes, what guidelines or rules do they have in terms of your program's public presentation? If you are not sure, whom would you talk to about that?

Other notes on your website's purpose:

