

Running Head: GOR x CCCR: Rehabilitation for Reach

Garden of Rebirth x Center on Crime and Community Resilience - Website Rehabilitation to

Increase Stakeholder Reach

D'Andrea Doyle

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Table of Contents

Introduction3

Executive Summary3

Research Findings5

Recommendations8

Conclusion.....11

References12

Appendix A – GardenofRebirth.org (Original)13

Appendix B – Website Rehabilitation Mockup14

Appendix C – Website Rehabilitated (Live)15

The Garden of Rebirth, founded in 2014 and located in Saint Kitts and Nevis, is a nonprofit organization with a mission of providing a temporary home and resources to local women and children who have been victims of violence. When you originally founded the organization, it was a nongovernmental organization housed in the home previously owned by your grandmother, Miss Mary Jane Francis, whom has been a great influence. In 2018, the Garden of Rebirth earned its 501(c)(3) nonprofit organization status. As of now, the Garden of Rebirth's doors have not been opened to the women and children it intends to serve; however, the organization is almost ready for its grand opening, pending the hire of a General Manager to support its daily operations.

As discussed in detail during our initial meeting, the trajectory of this project entailed me analyzing the Garden of Rebirth's website. Specifically, I intimately reviewed the website, conducted thorough research of best practices, and shall conclude by recommending ways that it can be better positioned and appealing to its relevant stakeholders. You shared that you delegated the design of the website to someone that failed to meet your standards. Although the website was not designed to your desire, the focal point of this project was its functionality and its ability to effectively communicate with relevant stakeholders. The following shall be a reiteration of previously discussed recommendations but subsequent to its reconstruction based on those early recommendations, new recommendations to expound upon its appeal shall be introduced as well.

Executive Summary

The Garden of Rebirth's stakeholders' support is vital to the operations of the organization and communicating relevant information respectively is crucial. Reaching the key stakeholders as desired via Garden of Rebirth's website requires providing them with

information and relative resources so they may make decisions based on what is provided. Ambiguous language on the website leaves visitors in wonder and subsequently, not making the best decision beneficial to the organization. Decisions to make on Garden of Rebirth's website, for example, include expressing interest in volunteering to show and lend support to the organization's mission and making donations to fiscally support its operations.

The premise of my research revealed that it is extremely important to have a safe amount of transparency for visitors as well as to communicate effectively. Transparency is displayed in the details and effective communication is achieved by utilizing language that is easily digestible. Specifically, an organization's *About* shall give visitors direct insight into organizational goals, mission and objectives. Additionally, getting to know the *why* and *how* is equally important when trying to engage and grasp the trust of visitors. Further, the information on the website shall be direct and concise, making it easy for stakeholders to understand and act.

The aforementioned recommendations were only the first steps necessary for the reconstruction of the Garden of Rebirth's website to appeal more to its stakeholders. Specifically, the Garden of Rebirth's original website (see Appendix A) had the bones of a successful website, but the organization of its contents were obscure. To expound on the new website (see Appendix C), sharing and displaying local and immediate resources for the women seeking the organization's services will be extremely resourceful. In addition to local resources, the Garden of Rebirth displaying itself as a resource for those seeking refuge would establish it as a 24-hour safe space. Further, utilizing its own resources such as its Facebook to encourage website visitation would have a huge impact and ultimately, encourage visitors to learn more about the organization and its options to support. Overall, the Garden of Rebirth is expected to

grow exponentially as a business once the doors open up and now that the *who, what* and *why* are explained, the *how* shall be detailed for its stakeholders.

Research Findings

The Garden of Rebirth being an organization the first of its kind in the Saint Kitts and Nevis is such a powerful fact. This fact makes its extremely important to set the tone in order to assemble the support of its stakeholders. The basis of my project was to conduct an analysis of the organization’s website to make recommendations on how it can leverage itself and appeal more to its key stakeholders. Subsequently, my research began with identifying those key stakeholders. Specifically, the Garden of Rebirth’s prominent stakeholders include the victimized women and their children, the community, donors, volunteers, and the government. The support of stakeholders can reveal itself in many forms but key performance indicators include the following attitudes and behaviors based on the organization’s output in support of its objective:

Objective	Output KPIs	Attitudinal KPIs	Behavioral KPIs
To increase the Garden of Rebirth’s website appeal and accessibility in order to grow awareness of organization amongst its key stakeholders.	Inform key stakeholders of organizational goals and mission via the website.	Degree of understanding of Garden of Rebirth’s purpose, objectives and services. The understanding of opportunities to get involved and stay informed.	Increased awareness. A 10% increase in volunteer and partnership inquiries quarterly. Increase in Facebook followers by 5% quarterly.
	Give multiple opportunities for visitors to donate.	Awareness and understanding of needs for donations.	Increased donations via PayPal to be reviewed semiannually.
	Redesign/upgrade of website to appeal more to stakeholders.	Level of satisfaction with website.	Increased website visits by 15% quarterly. Increased navigation from Home page to other pages reflecting

			an increase in activity.
	Share relevant resources for stakeholders.	<p>Level of knowledge of Garden of Rebirth’s resources for its residents.</p> <p>Government’s understanding of how Garden of Rebirth is working with them independently.</p>	<p>Initiation and growth of residency (to be measured on a quarterly basis following its official opening).</p> <p>Increased participation of government as need to implement programs and resources.</p>

The basis of my research involved delving deep into other nonprofit organizations’ websites in order to accurately source recommendations. Specifically, I visited other organization’s websites with similar missions as someone wanting to donate and/or utilize their services and then, I put myself in the shoes of any one of the Garden of Rebirth’s stakeholders to gauge what information I would need in order to act on its original website. For example, in visiting the original *Partner With Us* page (see Appendix A), I was unsure what exactly that relationship would look like in that I did not know if it was directed to other organizations, individuals or both. In these stakeholders’ shoes, I sought out very specific information and/or accessibility. What I found is that there were opportunities to donate and follow the organization’s Facebook on every page, but the *who*, *what* specifically, and *how* were missing pertinent elements. I found through looking at other organizations’ websites that this information is not only an asset but vital to stakeholders and all visitors really understanding an organization and having a connection with it. Laura’s House (n.d.) is an example of an organization that outlines how the organization came to be and introduces its founders as well as its purpose.

My research unveiled that the content on the Garden of Rebirth's original website (see Appendix A) was underdeveloped. Specifically, it introduced its purpose and its intentions for the women and children it should house; however, the story was not complete nor were the services articulated. An incomplete story will discourage a reader from reading the story from cover to cover. Similarly, for example, the introduction of Miss Francis on its home page and the organization on its *About* page was not cohesive nor did it relay to the stakeholder a definite purpose. "Simplicity creates a great first impression. When visitors see a webpage with pleasing, simple design and an easy-to-read layout, they're more likely to stay and absorb the information presented" (Ibele, 2017). The Garden of Rebirth's website is, for most, the first impression of the organization and it is ideal to provide a well-developed story regarding the organization's trajectory. Based on our conversations, the Garden of Rebirth's story starts with your family's legacy and its known giving nature locally. The story continues with this organization and shall continue to expand further throughout its success.

Additionally, my research revealed that the personification of organizations encourages and influences fiscal and physical support. Specifically, the personification of an organization is completed by putting a face to an organization and/or making the organization's mission personal to its internal stakeholders, including its founder, whether it be personal directly or indirectly. "As a nonprofit, your goal to convince donors to give begins at your website – the public-facing home base of your operations. Just like any other company website, yours should be easily navigable, aesthetically appealing, and comprehensive" (Contributing Author, n.d.). This positioning creates a connection, fosters a relationship, and creates a foundation of trust. Based on your professional experiences as the former Director of Gender Affairs, you are fully aware of the need of this organization in your community and it is important to relay that

because it will be easing for the women seeking refuge to know that you understand their plight but it will also encourage the family and friends of victims to support the organization based on their indirect experiences.

The last major reveal of my research was the necessity to give your stakeholders resources. The Garden of Rebirth will work with the women to not only build them up to stand on their own again, but also aid in their dealings with the government as needed. Prior to this support, some women may need help transitioning out of their abusive circumstances and ultimately seek resources to give them the courage to change their reality and choose safety. The Riverside County Coalition for Alternatives to Domestic Violence and Trauma Recovery Center. (n.d.) is a great example of an organization providing resources in that it has a listing of numbers for those in crisis, seeking a restraining order, desiring counseling services and more listed on the bottom of its website and accessible on all of its pages.

Recommendations

The following recommendations are indicative of the consensus you and I came to as it relates to the preliminary changes needed for the Garden of Rebirth website to thrive and be more navigation-friendly for stakeholders and all visitors (see Appendix B). Specifically, these recommendations were implemented and intended to increase understanding of the organization and its respective mission, goals and objectives for visitors. Additionally, the organization was given a more humane appeal by giving stakeholders a direct introduction to the *who* and *why*.

1. Rephrase the verbiage on the website's pages to relay a clearer mission, goals and objectives.

Additionally, utilize keywords that are indicative of its purpose that makes it easy to understand as well as find organically.

This was concluded by rewording the verbiage on each page individually to be more understanding as well as create more of a story. The home page now starts with a picture of Saint Kitts and Nevis to connect the organization with its location. Additionally, there is now a snippet of the organization's purpose and its mission accessible for visitors who want and/or need to know more about the organization at a quick glance. Further, the home page has buttons to invite visitors to navigate throughout the website with clear call-to-actions such as *Get to Know Us* and *Donate*. "Putting an abbreviated mission statement right on the home page is one way to solve this. Another way is to put a prominent link somewhere on the home page that takes visitors to an about page that offers concise, plain-language (not 'marketing-ese') information about what the organization does" (Chapman, 2009).

2. Update the *About Us* page to illustrate a more cohesive organization story and add a subsidiary to the *About* to go into further detail the significance of Miss Francis to the organization. Additionally, share some relative information about yourself as a founder to translate experience and expertise in this field.

This was achieved by reframing the story of the Garden of Rebirth on the *About* page to read more chronologically. Additionally, it was updated to give more details about its services for the women and children which is pertinent not only for those seeking refuge but also to supporters as they need to have insight into how the organization is helping in order to support. Further, the introduction of the *Roots of the Garden* went live to humanize the organization. In reviewing dozens of nonprofit organizations' websites, all are associated with either the internal faces of the organization and/or the face of someone the organization has benefitted. "While the focus of your nonprofit is naturally the constituency you directly serve, make sure you highlight the experiences and idealism of the folks who work "behind

the scenes." This can build credibility, especially for those who don't know who you are" (Lee, 2015). As we have discussed in detail, certain actions would conflict with the safety and security of the empowerment center; therefore, the founder was the logical face. Your familial political and service-based affiliation is well-known locally but for those who are not aware, they are now familiar with the story in short.

3. Keep call-to-actions present on all pages. Specifically, continue to encourage donations and for visitors to follow the organization's Facebook page at every opportunity.

A call-to-action is exactly what it sounds like it is – it calls someone to act. For the Garden of Rebirth in its current stages as not yet open, the primary components of importance is the receipt of donations in order to sustain its operations as well as increasing Facebook followers to increase awareness of its organization and illicit additional followers based on its followers' engagement with Facebook content. For that reason, although the look of these call-to-actions were altered to be more appealing, they remained present.

In addition to the aforementioned recommendations that have since been implemented following the approval of my mockup website (see Appendix B), the following recommendations are intended to be applicable as the organization continues to grow following the opening of its doors officially. Specifically, while in full operation, there shall be different needs met.

1. Add resources (government, other organizations, etc.) for the women and children subjected to abuse that are local inclusive to the empowerment center's phone number. The possession of this information is vital to the organization and its stakeholders. Respectfully, these women's and their children lives may depend on their access to resources that can assist them in the event the Garden of Rebirth is at capacity, for example. As the first empowerment

center for abused women and children in Saint Kitts and Nevis, it is imperative to create and relay an alliance with local resources to share.

2. Keep website updated to ensure all relevant information is accessible to stakeholders in real time for their respective awareness. This information includes anything that may be relayed without impacting operations and may not have an overall impact on the organization.

Examples of information to keep up-to-date on the website include events that invite donors and/or volunteers out to an event off grounds or the official partnership with local organizations and its capacity. This information would be most suitable for a *Blog* page which can also be teased on the organization's Facebook page and linked back to the website to read the full story. Should the information be more pivotal such as the increase in the women it may accommodate, that information shall be relayed in the form of a blog, teased on social media and updated on the *About* page. The relevance of updating the website is to ensure that all information available to stakeholders is true and current.

3. Incorporate "fun" content – add a *Social* page that teases some content from social media platforms to show the organization's personality. The nature of the organization is very serious and although the purpose of the "fun" content is not to deter from it, it can add some color to the organization's website. The content on this page may not be a direct feed of the Facebook page but may share posts that received a lot of engagement and link the photographs back to the Facebook.

The Garden of Rebirth is an organization that is projected to see much support from its overall community and prominent stakeholders based upon our conversations and your family legacy. The recommendations of for the organization, both live and proposed, are intended to support it as it grows.

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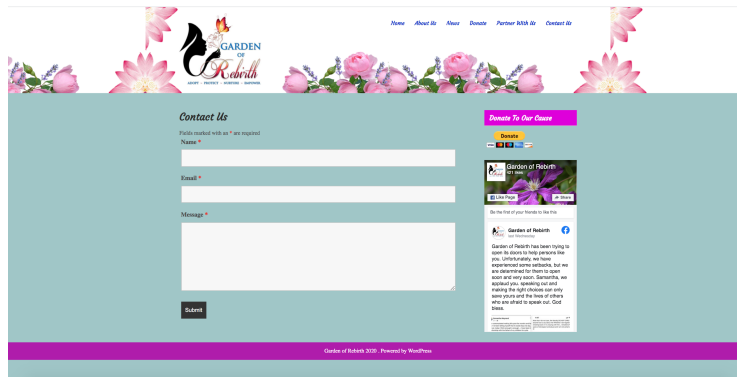
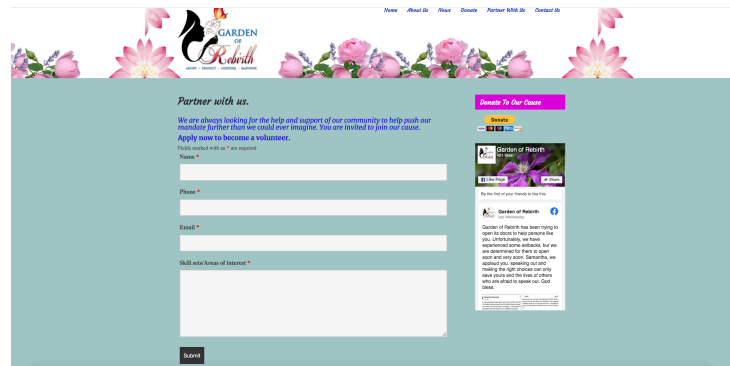
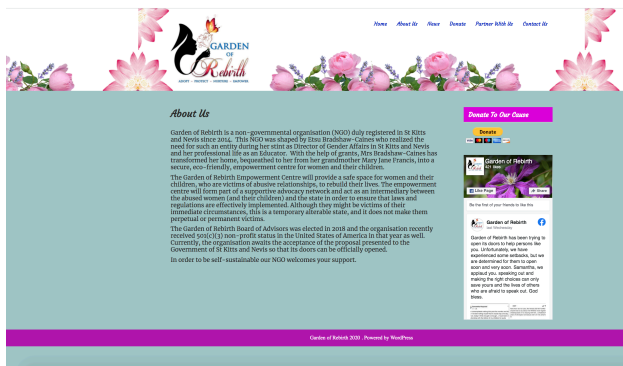
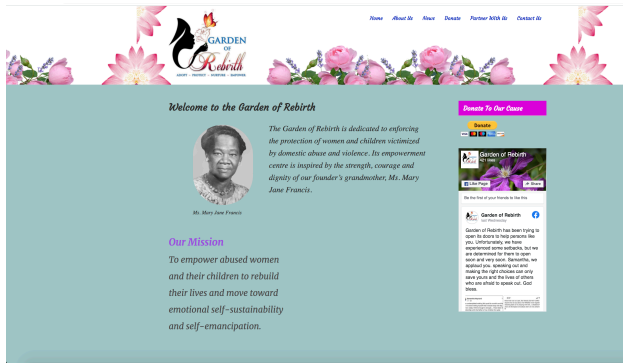
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Appendix A




Appendix B



GARDEN OF REBIRTH

HOME | ABOUT US | DONATE | WORK WITH US | CONTACT US



The Garden of Rebirth is an empowerment center in St. Kitts and Nevis, housing women and children victimized by abuse. Here, women are given mental and emotional support in addition to resources to assist in their pursuit in taking control.


Get to Know Us

Work with Us

Contact Us

MISSION

To empower abused women and their children to rebuild their lives and move toward emotional self-sustainability and self-emancipation.

Donate Follow us! 



GARDEN OF REBIRTH

HOME | ABOUT US | DONATE | WORK WITH US | CONTACT US

The Garden of Rebirth **NEEDS YOUR HELP**. As a nonprofit organization with the ability to accommodate up to 22 women and their children for temporary lodging, your donations help us to be self-sustaining in our efforts.

Donations of all values are welcomed. Examples of use of donations include furnishing the center and maintaining operational needs.


Name:


Donation Amount:

One-Time Payment

Monthly Payment

You will be directed to our PayPal account to submit your donation. Thanks!

Donate Follow us! 



GARDEN OF REBIRTH

HOME | ABOUT US | DONATE | WORK WITH US | CONTACT US


About Us

The Garden of Rebirth is located in St. Kitts and Nevis. In 2015, the Garden of Rebirth was registered as a non-governmental organization (NGO) and founded by Mrs. Esu Bradshaw-Caines who realized the need for this type of center to serve as a tool and resource for the community. With the help of grants, Mrs. Bradshaw-Caines transformed her grandmother's home into a place of refuge for women and children subjected to circumstances that are unsafe.

The Garden of Rebirth is a secure, eco-friendly, empowerment center for women and children, providing a space of comfort and for victims of abusive relationships to rebuild their lives. The empowerment center shall form part of a supportive advocacy network, working with the government to ensure compliance with all applicable laws and regulations. The residents of the Garden of Rebirth are empowered to understand that they are not victims as that is a temporary state.

In 2018, the Garden of Rebirth earned its 501(c)(3) status in the United States of America.

The Garden of Rebirth is a shelter accommodating 22 women and their children for up to 30 days initially. A maximum stay of 90 days shall be allowed with an exit assessment to determine readiness. Additionally, the Garden of Rebirth shall provide a 24-hour crisis line and referrals in the following areas: security/safety, legal, financial, mental/physical healthy, housing and information on violence. Further, the women shall be required to participate in case management, support groups, therapy, job training and so much more – all offered by the Garden of Rebirth and partnering agencies.

Donate Follow us! 



GARDEN OF REBIRTH

HOME | ABOUT US | DONATE | WORK WITH US | CONTACT US

Work with Us

Organizations


Volunteers

The Garden of Rebirth welcomes partnership with other organizations in addition to the help of volunteers who are dedicated to the mission.

The aid and assistance of the community is vital to the Garden of Rebirth providing resources to its residents for the purpose of uplifting, guiding and preparing them for their next chapter.

Click the applicable bubble above to contact us and we look forward to working with you!

Donate Follow us! 



GARDEN OF REBIRTH

HOME | ABOUT US | DONATE | WORK WITH US | CONTACT US



The Roots of the Garden


Mrs. Esu Bradshaw-Caines is an Educator with 45 years of teaching experience. She migrated to Connecticut in the USA in 1983, where she completed a Bachelors in Elementary Education, with a concentration in Mathematics and a Master's in Education Technology, both at Central Connecticut State University in New Britain, Connecticut. She is also certified in Reading, Writing, Teaching English to speakers of other Languages (TESOL) or ESL, Adult Education and Online teaching.


Mrs. Bradshaw-Caines is the first daughter of the First National Hero, The Right Excellent Sir Robert Llewellyn Bradshaw. Her father donated a Center for the Community in St. Kitts and the Garden of Rebirth Center is in the home of his late mother, Miss Mary Jane Frances. Miss Frances' home was a place of comfort and love for the neighborhood. Mrs. Bradshaw-Caines grew up in this home and has fond memories of the foundation her grandmother established locally (remembering persons come there to partake in her grandmother's delicious dishes and to spend time in the guest room).

In 2008, Mrs. Bradshaw-Caines relocated to Riverview, Florida where she served the Hillsborough Public School District as an Elementary Teacher and Lead Mathematics Teacher. In 2013, she assumed the position of Director of Gender Affairs here in St. Kitts and Nevis. Additionally, Mrs. Bradshaw-Caines holds certificates in various Gender/Domestic Violence trainings, expanding her relative expertise. Further, Mrs. Bradshaw-Caines has attended many events on behalf of the Ministry of Gender to Expert Group Meetings.

Mrs. Bradshaw-Caines is the founder and CEO of the Garden of Rebirth.

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GARDEN OF REBIRTH

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Contact Us

We're Looking Forward to Hearing from You


Name:

Email:

Message:

(869) 668-6465
Info@gardenofrebirth.org
[address]

SUBMIT

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Appendix C

