

# CONTENT STRATEGY



# SITE IDENTITY

## Website name

Friends of Criminal Justice Reform

## Rationale

### “Friends”

- For the targeted personas, friends and friendships hold great significance. Friends are central to their social networks and are co-decision makers.
- Friends are thought of as people who care about, encourage, and support you.
  - The nonprofit aims to attract donors who feel that youth offenders are also deserving of this attitude.

### “Criminal justice”

- Refers to the nonprofit’s area of focus.

### “Reform”

- Appropriate because this nonprofit believes there is a different, better way to handle youth offenders. The nonprofit will reform the system and the youths themselves.

# SITE IDENTITY

## Symbols

Use symbols as markers on content throughout the site experience.

## Rationale

- Allows for a stronger connection between a self-identified persona type and action suggested by the site.

# ACTIONS WE WANT OUR AUDIENCE TO TAKE

1

Learn about the nonprofit



Home page

2

Subscribe to the blog



Blog page

3

Donate to the nonprofit



Donate page

4

Volunteer

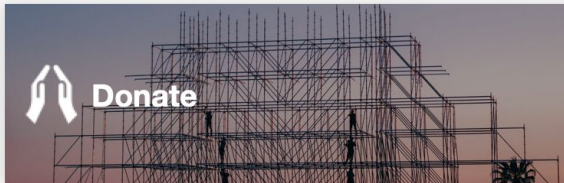


Volunteer page

FOCJR

BLOG DONATE VOLUNTEER

To help juvenile criminal offenders  
turn their lives around.



## Target audience

All (millennials, DINK liberals,  
invested parents)

## Page purpose

Acts as the landing page  
for the other web pages.

## Rationale

- Give the core nonprofit audiences a page they can rely on—and share out with potential self-identifiers.
- Lead our personas down to their respective funnels.

## Recommendations

### Block 2: Blog/Learn More

**Persona targeted:** Millennials

**Potential:** Consistent stewardship of the Friends of Criminal Justice Reform

**Purpose:** Community organizing/Reforming systems

**Symbol goal:** 📖 Connects to personal identity around lifelong learning and planning.

### Block 3: Donate to Make a Difference

**Persona targeted:** DINK liberals

**Potential:** Large \$ contributors/Fundraisers

**Purpose:** Action-oriented through the lens of wealth

**Symbol goal:** 🙏 Connects to personal identity around giving back and giving thanks for what someone has.

### Block 4: Volunteer & Internships

**Persona targeted:** Invested parents

**Potential:** Fungible contributions/Donation of family time/Free labor

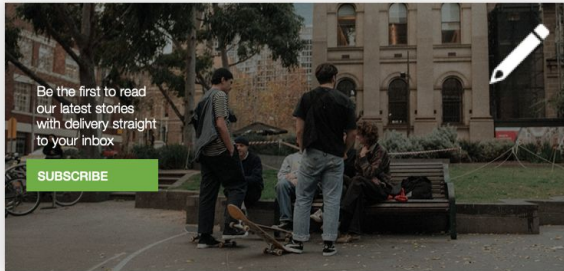
**Purpose:** Repairing the world

**Symbol goal:** 🤝 Connects to personal identity around helping others and professional development.

## Rationale

- Each persona is targeted to a funnel that will allow for symbol- and persona-specific messaging.
  - The symbols and content blocks work to invite personas or types of people to self-identify with a CTA and engage with the content on a sub-page.
- The symbols used for each persona work to create a stronger link to one's personal identity, with the sub-pages linked to FOCJR goals (learn more/donate/volunteer) and different social norms (for some that may be donating and for others volunteering).

FOCJR

[BLOG](#) [DONATE](#) [VOLUNTEER](#)**Spotlight: Catching up with Ben Smith**

Ben started working with a group of young men that frequented the community center in the fall. We're catching up with him to see how it's been.

[READ MORE](#)**What do millennials care about?**

Just like us, millennials care deeply about criminal justice reform. It is overwhelmingly at the top of the list of issues they want reform on now.

[READ MORE](#)**"Thinking, Fast and Slow?"**

Can youth be taught to think before they react? New research out of Chicago is showing how it can be done.

[READ MORE](#)**FOCJR reduces juvenile incarceration by 25% in Seattle**

Through the work of FOCJR and our pilot program, we've had great results in 2020.

[READ MORE](#)[READ MORE](#)

## Target audience

Millennials; DINK liberals and invested parents (secondary)

## Page purpose

- Daily blog posts should be informative, address the lack of opportunity for offenders, explain viable solutions, and show how to get involved
- To get readers to subscribe
- To provide more evidence of success to all audiences

## Rationale

- Millennials are early in their careers but powerful in their use of social media and influencing their networks.
- We are targeting them with our content to tap into their weak and strong networks and expand the reach of our blog posts through them.

## Layout

- Must include vivid, compelling, real-life images that visually describe each blog topic (i.e., they can't look like posed stock photos)
- Must have a responsive, clean layout with catchy headlines and white space, both so that it is easily read on the phone and makes others reading over the shoulder on the bus wonder what website they're looking at
- Must be written in a way that both makes skimming possible and makes it easy for readers to take stats away quickly, like a top 10 list

## Rationale

- All content that is created will be shareable to social media channels, so the sharer can demonstrate their knowledge/involvement with the cause. They will only do this if it is designed in a compelling way that they are willing to align to their identity.
- Readers are more likely to click on an article with an intriguing title or that includes information that seems a bit unique compared to the rest of the content on the internet.
- Millennials are inundated with content, so making sure that the content is laid out well, the text is broken up in a way that make skimming easy, and quotes and important stats are called out in a way that makes it possible for them to skim to the important points. Once they are intrigued, readers will read the rest of the article.



## Blog topics

Blog post content should include:

- Examples of the success of the organization (i.e., what donating to this cause is doing in the community)
- Profiles of people involved in the organization, both success stories of those involved in the program and spotlights on volunteers
- Evidence-based examples of success (i.e., other causes/foundations/studies showing that this approach is successful)
- Stories about what kinds of injustices are being done to the youth in our community when they are not provided with the skills needed to make good decisions

## Rationale

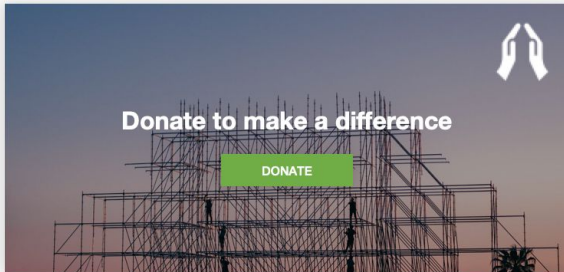
- Millennials like to be involved in causes that are truly making a difference in the community, as well as those that are marketed well because they become a part of their identity and they want to be aligned with things that fit with their identity.
- Blog content should be targeted at individuals, as to make readers feel like when sharing it, that it is their voice speaking about an issue that is important to them.
- Content should emphasize the uniqueness of the nonprofit's approach, and tie in current social issues to appeal to millennials. To do so, content creators should keep a pulse on what else is being discussed on the topic. When new research comes out that supports the organization, a unique blog post should be written referencing it to show that the organization is a thought leader in the conversation.
- Millennials are more egalitarian and care about others being treated equally. Providing stories about how things are not equal will push millennials into a "hot state" and will emphasize to millennials that supporting FOCJR equates to making a difference on a social issue.

# 3

## DONATE PAGE

FOCJR

BLOG [DONATE](#) VOLUNTEER



Donations help us hire staff, investing additional time into reform on every level

### Donate today

- Donate \$5,067, giving 18 kids a brighter future.
- Donate \$1,008, to help 2 kids get computers.
- Donate \$270, giving 5 kids a brighter future.
- Donate \$103, the cost of one trip to Target.
- Donate \$54, the cost of dinner out for two.
- Donate \$26, the cost of two cocktails on a Friday night.
- Donate your own custom amount.

DONATE AND SHARE

## Target audience

DINK liberals;  
Invested parents (secondary)

## Page purpose

Encourage donations to FOCJR and sharing of donation content to amplify reach.

## Rationale

- Imagery and symbols are used to foster a feeling of building, working toward a brighter future.
- Page is designed to be quick, easy to use, and no hassle to decrease choice deferral.
- Sharing options designed to entice users with ability to gain social capital and share a part of their personal identity or show they're conforming with social norms.

## Recommendations

### **Header imagery + header content (suggested image)**

Focus on the primary persona, focusing on local and outside of home language. Center this section on “impacting local Seattle communities” and emphasize that “donations go beyond your household.”

### **Secondary persona block**

Include secondary target language, addressing invested parents. Consider language like, “Donations help us hire staff, investing additional time into reform on every level.”

### **Donation block**

Break out donations from highest to lowest, anchoring on a higher starting point to persuade visitors to donate more than they normally would. Map the donation to something relatable. e.g., Donate \$54, the cost of dinner out for two.

For secondary targets, consider tying back to volunteer hour/social impact equivalents. e.g., Donate \$270, giving 5 kids a brighter future.

## Rationale

- Imagery and language are focused on personal identity, pulled from our DINK persona work. DINKs define their purpose outside of their own space and support “local.”
- The secondary persona block works to establish value of labor, allowing invested parents to better identify with how donations accomplish their own goals (how \$ benefits children and young adults).
- The donation block focuses on centering \$ back to personal identity to rationalize donating and anchoring at a high \$\$\$ suggestion to drive larger donations overall.

## Recommendations

### **Donate/Social block**

Use the targeted symbol for DINKs to bolster their connection to the CTA and create stronger long-term tethers between donations and DINKs.

Use the “Share” CTA in the donation email receipts as a way to encourage sharing donations on Instagram and social media.

## Rationale

- Social/Sharing element can create a network effect and increase perceived unity and importance around the issue. This also adds an additional incentive for our secondary target, invested parents, to validate their participation in perceived social norms (helping the less fortunate/volunteering money or time).

# 4

## VOLUNTEER PAGE

FOCJR

[BLOG](#) [DONATE](#) [VOLUNTEER](#)



### You Can Make a Difference

Are you planning on donating your time to a cause you believe in? FOCJR is searching for involved community members like you to be an active part of the organization through volunteer and internship opportunities.

### Volunteer with us

See how you can improve young lives! Discover our many volunteer opportunities for individuals and groups.

[VOLUNTEER](#)

### Youth Internships

Our Internship Program involves teenagers in the community, stimulates personal growth, and enhances college applications.

[INTERNSHIPS](#)

## Target audience

Invested parents

## Page purpose

Encourage people to support FOCJR in the form of donating time

## Rationale

- Volunteering is a way for people to be part of FOCJR and create widespread interest in the organization
- Imagery and symbols create a stronger link between the overall content of the page and the audience's identity
- Page is designed to have the audience immediately focus on how they can get involved in the organization

## Recommendations

For the introduction, use language that evokes a certain identity and behavior the audience is inclined to act in alignment with, such as:

**H1:** You Can Make a Difference

**H2:** Are you planning on donating your time to a cause you believe in? FOCJR is searching for involved community members like you to be an active part of the organization through volunteer and internship opportunities.

## Rationale

- Through imagery and language, you can activate the audience's identity as someone who:
  - Donates their time to causes that focus on children and young adults
  - Is involved in the community
- Use key words and phrases such as: make a difference, community members like you, volunteer, involved, and active.
- The mere-measurement effect:
  - When people are asked what they intend to do, they are more likely to act in accordance with their answers.

## Recommendations

### **Block #1**

Use active language that interests the audience and activates their identity.

**Volunteer:** See how you can improve young lives! Discover our many volunteer opportunities for individuals and groups.

### **Block #2**

Show the educational and well-being benefits of the internships.

**Youth Internships:** Our Internship Program involves teenagers in the community, stimulates personal growth, and enhances college applications.

## Rationale

- Because this audience already donates their time to similar causes like FOCJR, they will view these volunteer opportunities as another way to confirm their identity.
- Specifically mention group opportunities to show how volunteering can become a community effort rather than an individual journey.
- The second block focuses on youth internships as a way for the children of invested parents to support the organization through donating their time.
- Explaining the benefits for the teenagers allows invested parents to see the value of having their children be part of this organization specifically and continue the normative behavior of volunteering and investing in the community.

# WHY THIS MATTERS FOR YOUR NONPROFIT

You understand the baseline problem within our current criminal justice system.

Strong experts can help guide the organization toward reforms that focus on the betterment of disadvantaged people in the U.S.

Our research sets up Friends of Criminal Justice Reform for success and allows:

- **Millennials** to engage with compelling content
- **DINK liberals** to fund the organization's future through recurring contributions that allow for long-term administration and campaign funds
- **Invested parents** to become long-term supporters and invest further in their child's comprehensive education of the world (and college essays)





**THANK YOU!**