Helping Hands: Usability Analysis and Recommendations

Current Situation and Client Goals

The Helping Hands website was launched August 6, 2012. Below is a summary of the main points of interest regarding the website gathered from meetings with Sara Robinson and Barbra Buoy-Mccray and from a document sent by Barbra Buoy-Mccray on January 16, 2013.

Timeline for Driving Traffic: Year round, focused on events

Priority Target Demographics:

Target A: Catholic institutions looking for outlets for "service" requirements, including:

- Parish staff and organizers

- High school and college staff

Target B: Individuals seeking volunteer opportunities, primarily:

- Catholic high school and college students

- Parish members, ages 13 and up

Content Goals:

The Helping Hands website acts as both a marketing tool and a database. Therefore, from a usability perspective, it has two goal tiers:

- Marketing Goal: The website needs to provide easy-to-find and understand information about the Helping Hands program. It also needs to influence people to sign up to participate in Helping Hands events.

- Datasbase Goal: The website needs to provide easy-to-use ways for institutions to sign-up to host an event and for individuals to find and sign-up to volunteer in events.

User Goals:

Target A:

- Find resources on how to organize and promote a Helping Hands event.

- Apply to host a Helping Hands event.

Target B:

- Find existing Helping Hands events.

- Sign up to volunteer for an existing event.

Key Performance Indicators:

- Number of visits

- Number of sign-ups for events and volunteers

- Number of downloads from Organizers Toolkit page

Other Notable Factors:

Some of the perceived problems of the website according to the Helping Hands team were:

- Unsatisfactory header and page template design

- Unclear navigation structure

- Surplus copy on individual pages

- Confusing registration system

- Hard-to-find and read event calendar

- Ineffective toolkit page layout

- Unsatisfactory design elements, including homepage rotator, web icons, fonts, colors and use of white space

Data From Google Analytics

Below are the current analytics for http://helpinghands.crs.org/ from August 6, 2012 through February 23, 2013.

Total Visits: 7,527
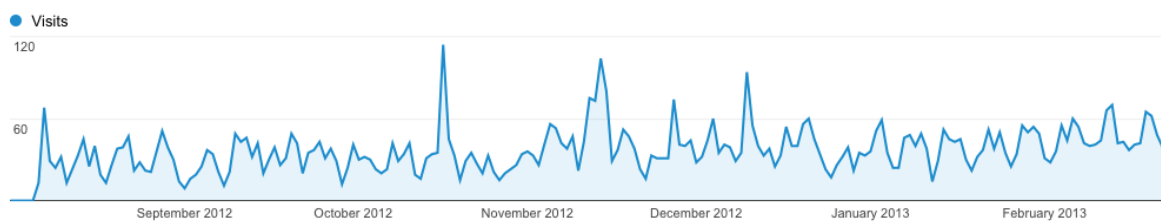
Unique Visits: 6,252

New Visitors: 83%

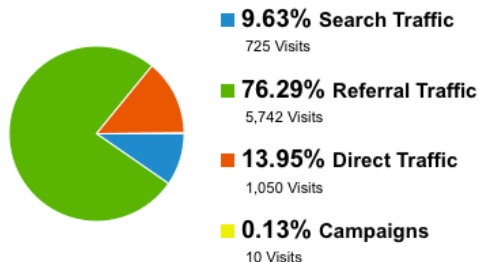**Returning Visitors:** 17%

Average Page Views: 2.9

Average Time on Site: 2 minutes and 28 seconds

Average Bounce Rate: 43%

There were peaks in visits on October 17, November 14, and December 10 but overall the traffic is steady and regular.

Traffic Sources:

■ **9.63%** Search Traffic
725 Visits

■ **76.29%** Referral Traffic
5,742 Visits

■ **13.95%** Direct Traffic
1,050 Visits

■ **0.13%** Campaigns
10 Visits

Top Referring Sites:

- 82% of traffic came from crs.org (42% from the homepage or main navigation, 12% from Participate and 5% from the Year of Faith Challenge)

- 8% of traffic came from stophungernow.org

- Other referring sites with less than 3% traffic each included Boston College, catholicrelief.org (old CRS URL) and facebook.

Search Traffic and Queries:

Search traffic to Helping Hands is 100% organic; there are no paid search campaigns currently. Keywords indicate that most search traffic comes from users who are familiar with the CRS and Helping Hands. Top keyword searches include crs helping hands, helping hands crs, and various versions of the URL. Noted, however, Google does not provide 35% of search keywords.

According to Google Webmaster, other top search queries in which Helping Hands appears in results are:

- Prayers of the faithful (6,500 impressions, average position 8.1, 4.9% CTR)

- Activities for middle school students (1,000 impressions, average position 4.9, 9% CTR)

- Activities for high school students (320 impressions, average position 8.3, 5% CTR)

Top Content:

1. Homepage – 42% Page Views

2. Calendar – 18% Page Views

3. Events – 12% Page Views

4. Organizer's Tool Kit – 6% Page Views

Visitor Flow
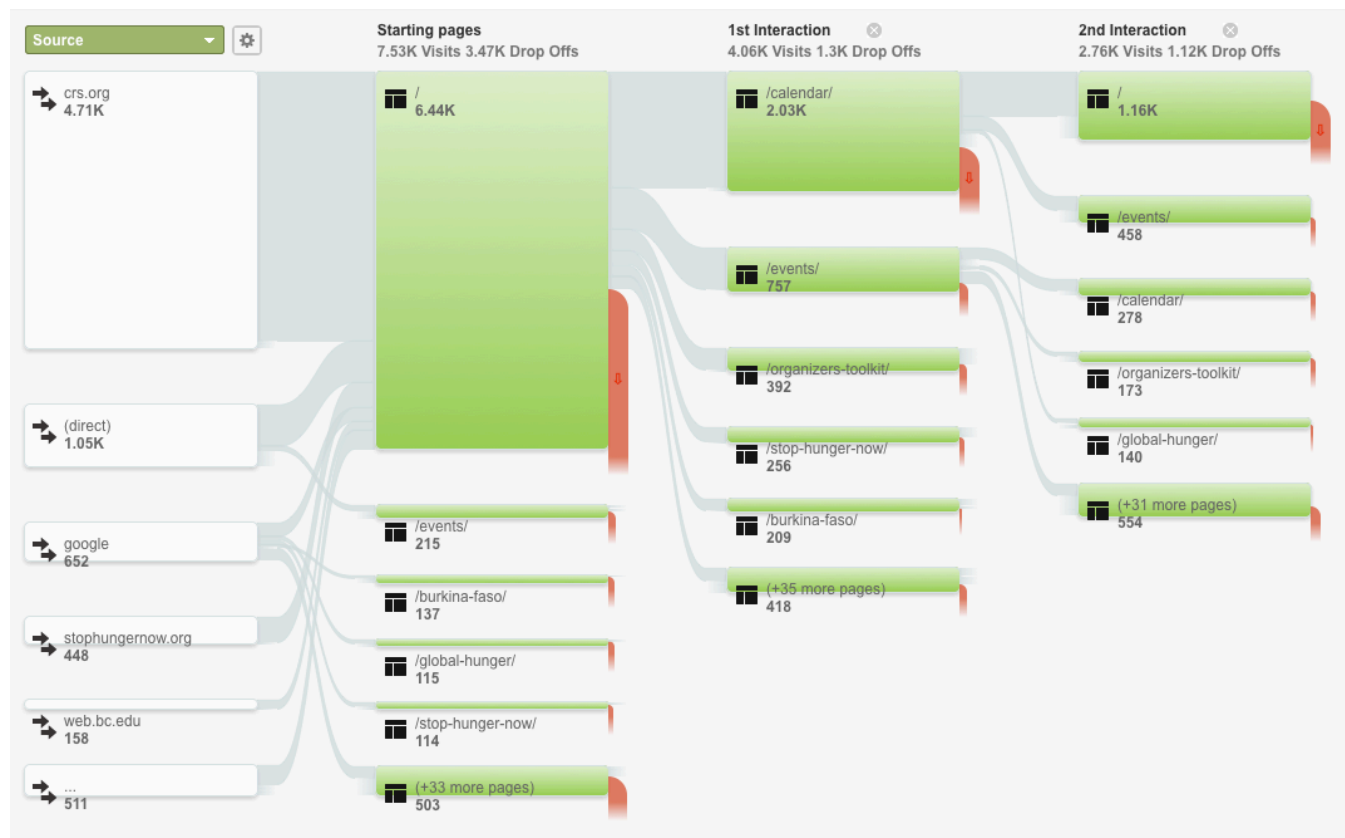
- 71% of visitors start on the homepage.

- From the homepage 26% of them go to the calendar, 9% to events, 42% bounce off.

- From the calendar, 10% go back to the homepage, 3% to events, 10% bounce off.

Page Load Time:

The average page load time on the website is 9.4 seconds. The average page load time of the index page is 14.2 seconds. (Note: The load time differs slightly based on web browser.)

Web Browser:

- Internet Explorer – 31%

- Chrome - 23%

- Safari - 23%

- Firefox - 20%

Actions on Site:

Actions and events are not being tracked on the Helping Hand website via Google Analytics.

Online Competitive Analysis

Major online competition for Helping Hands are other websites that are focused on ending hunger through volunteer activities, mainly food packing. These websites include the following.

Faith-based Competitors

Feed My Starving Children (www.fmsc.org)

Feed My Starving Children (FMSC) is a Christian organization dedicated to eliminating starvation for children through out the world though fundraising, packing and distributing food to over fifty countries, including the US. FMSC has seven permanent packing locations and hundreds of other mobile events through out the US. Despite being a Christian organization, FMSC encourages participation from all areas of faith.

ABC Food Ministry (http://www.lifeline.org/Make-An-Impact/Serve/ABC-food-ministry.html)

ABC (All Because of Christ) Food Ministry is a program from Lifeline Christian Ministries. It provides food-packing events for churches and organizations. The website does not provide a way to volunteer as an individual, only as a group/organization.

Non-faith-based Competitors

Feeding America (www.feedingamerica.org)

The Feeding America website houses a database of all U.S. Food Banks where people can pack food. These local food banks and their websites are competition for Helping Hands' food packing events.

Feeding Children Everywhere (www.feedingchildreneverywhere.org)

Feeding Children Everywhere (FCE) is a social charity that empowers and mobilizes people to assemble healthy meals for hungry children. FCE ships food to crisis food pantries in local U.S. schools and does not serve people internally. The website allows organizations, schools and churches to host meal-packing events. It also allows individuals to volunteer for an existing event.

Stop Hunger Now (www.stophungernow.org)

Stop Hunger Now is Helping Hand's partner, but their website is also a competitor from a search engine standpoint since it appears for many of the same organic search keywords that Helping Hands would want to compete for.

Website Marketing Recommendations

Position: Helping Hands as the number one Meal-Packing Program for Catholics

Based on the client's goals and past 7 months of analytical data, I would recommend that the Helping Hands website position itself as the Catholic organization for volunteer meal-packing events. I believe that the website should highlight Helping Hands' relationship with both Stop Hunger Now and Catholic Relief Services because both of these websites have a significantly higher web presence than Helping Hands. To distinguish this program from other meal-packing programs online, the website should highlight the Catholic viewpoint to attract this distinct target audience by highlighting CRS' relationship with the Catholic Church.

Strategies

Develop more marketing and advertising plans that drive traffic to the website. The Helping Hands website is relying heavily on traffic being generated from crs.org. The CRS main website is very large, and there are a lot of other programs and content that compete with attention on it. Helping Hands will have improved traffic is there is a marketing plan for website traffic that is dedicated solely to this program.

Utilize search queries for prayers of the faithful and activities for middle and high school students. This can be done by adding keywords to the existing content and/or by creating new content on the website that caters to these needs. Doing this could increase organic search traffic to the Helping Hands website.

Website Usability Recommendations

Below is a summary of usability recommendations for the Helping Hands website. These recommendations are listed by order of importance. The importance is determined by how impactful the change would be on improving the user's ability to use and navigate the website. These are recommendations for the overall website. They will be followed by recommendations for individual pages. High-level recommendations should be implemented first, before the individual page recommendations because they will have a larger impact on usability.

Recommendation	Importance
Reduce page load time	high
Add event tracking	high
Reduce height of header	high
Re-evaluate website information architecture	high
Increase visibility of sidebar navigation	high
Repair volunteer registration functionality	high
Fix crawl errors	high
Add meta descriptions to webpages	high
Organize interior layout to highlight key content and flow better	high
Utilize footer space for logos and navigation	medium
Increase overall font size	medium
Improve the design of sidebar elements under navigation	medium
Add alt tags to images	low
Fix duplicate title tags	low
Reduce social media icon clutter	low

High Level Recommendations

Recommendation: Reduce page load time.

Rational: The average page load time for the Helping Hands website is 9.4 seconds and the average load time for the homepage is 14.2 seconds. According to Jacob Nielsen, "a 10-second delay will often make users leave a site immediately. Even if they stay, it's harder for them to understand what's going on, making it less likely that they'll succeed in any difficult tasks" (Source: http://www.nngroup.com/articles/website-response-times/). Since 71% of visitors land on the homepage (index.php), the fact that it takes over 14 seconds to load could be increasing the site's bounce rate.

Implementation: Implementing the following changes will have the most significant effect on page load time. These changes should be implemented by a developer on the backend of the website:

1. Enable compression.

   Most modern browsers support data compression for HTML, CSS, and JavaScript files. This allows content to be sent over the network in more compact form and can result in a dramatic reduction in download time. Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

2. Leverage browser caching.

   Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

3. Serve resources from a consistent URL.

   It's important to serve a resource from a unique URL, to eliminate duplicate download bytes and additional RTTs. The following resources have identical contents, but are served from different URLs. Serve these resources from a consistent URL to save 1 request(s) and 92.6KiB:

   - http://helpinghands.crs.org/wp-includes/js/jquery/jquery.js?ver=1.0.0

   - http://helpinghands.crs.org/wp-includes/js/jquery/jquery.js?ver=1.7.2

4. Minify Javascript.

   Compacting JavaScript code can save many bytes of data and speed up downloading, parsing, and execution time. There are 15 Javascript files that can be minified.

5. Minimized the amount of Javascript needed to render the page and defer parsing of Javascript.

   648.7KiB of JavaScript is parsed during initial page load. Defer parsing JavaScript to reduce blocking of page rendering.

You can also slightly improve page load time by optimizing images, minifying CSS files, and optimizing the order of style sheets and scripts. However, these changed will have a minimal impact and should only be implemented after the top five above.

Recommendation: Add event tracking.

Rational: In order to track downloads from the Organizer's Toolkit, event tracking needs to be added to the website on the back end.

Implementation: This can be done using a standard plugin for WordPress. Both Google Analytics for Word Press and Google Analyticator - plugins regularly used on CRS' Word Press-powered websites - support event tracking. A developer should install the preferred plugin to Word Press.


Recommendation: Reduce height of header.

Rational: WC3 reports that as of January 2013, the most common browser screen resolution is 1366x768. (Source: http://www.w3schools.com/browsers/browsers_resolution_higher.asp). The Helping Hands header graphic is 191px high which takes up about 25% of screen real estate in a 1366x768 browser window. This is space that could be better used for content. Furthermore, since the header appears on every page of the website, 25% of the screen space will be underused on the entire site.

Implementation: I would recommend adjusting the content in the header so that it is 100px high or less. If this cannot be done because of the logo, I would recommend designing a vertically aligned "header" and navigation structure. Examples of this type of layout are below. (In this type of layout, the hot links would move to the top of the website, rather than the sidebar.) This way, the top screen real estate can be utilized to the fullest extent.

Example 1
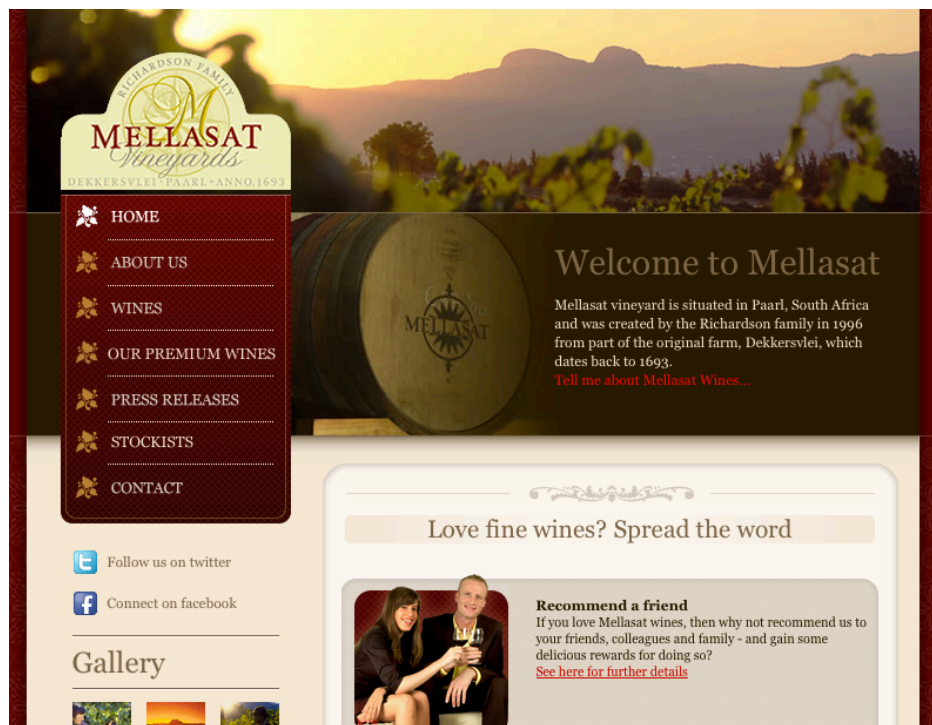
Example 2
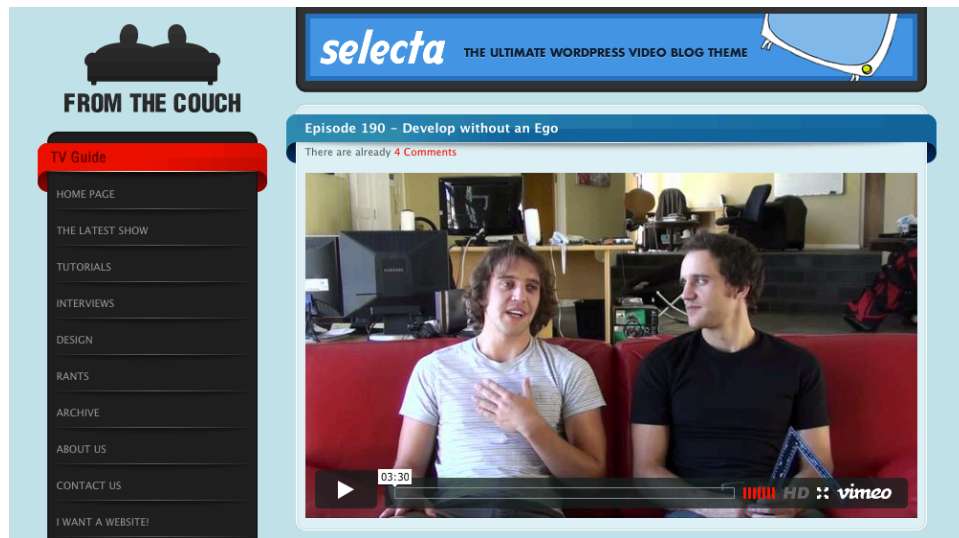
Implementation: Put in a work request for a design revision for the header and navigation

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Recommendation: Re-evaluate website information architecture (IA)**.**

Rational: The current information architecture for the Helping Hands website is not organized in a way that prioritizes the most visited and most important pages of the website. For example, Help Burkino Faso and Post Event Information are the least visited pages on Helping Hands website. However, they have the most prominent positions in the navigation.

Secondly, the language used for the navigation is not user friendly or consistent from a theme/tense standpoint. Phrases like "Help Burkino Faso", "Global Hunger" and "Stop Hunger Now" are vague and can be confusingly too similar for someone not familiar with the Helping Hands program.

Thirdly, the navigation labels are sometimes inaccurate and inconsistent with the page titles. This could lead to user confusion.

Implementation: Put in a work request for an IA review and revision.

Recommendation: Increase the visibility of the sidebar navigation.

Rational: The sidebar navigation image blends in with the other images in the sidebar and becomes subject to "banner ad blindness." This is a situation where a user does not notice or use the sidebar navigation because at a glance, it looks like a banner ad.

The sidebar navigation items are designed as a graphic image map instead of an HTML/CSS menu. This is a pre-CSS design practice that is not used much in modern and effective web designs.
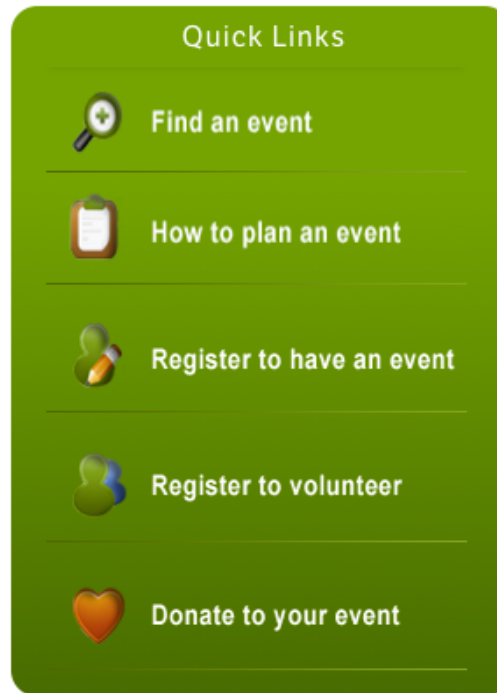
There are several disadvantages of using image maps for the sidebar navigation. First, because the sidebar is an image, the text cannot be crawled by a search engine and therefore loses any SEO value. Second, the image map loses the ability to display any on-hover or on-click states that indicate to a user that something is clickable or has already been clicked.

Implementation: Traditionally, secondary navigation sidebars are on the left side of a webpage, not the right. To make the sidebar navigation more noticeable, I recommend moving the entire sidebar to the left side of the page. To distinguish the navigation from the other elements in the sidebar and utilize SEO, the sidebar should be coded in HTML/CSS. The link bars should change color upon hover and the text should change color upon click.

Recommendation: Repair volunteer registration functionality.

Rational: When a user clicks on the link to volunteer for an event, he or she is taken to the calendar. Once the user has found their event, there is no indication how to register for that event.
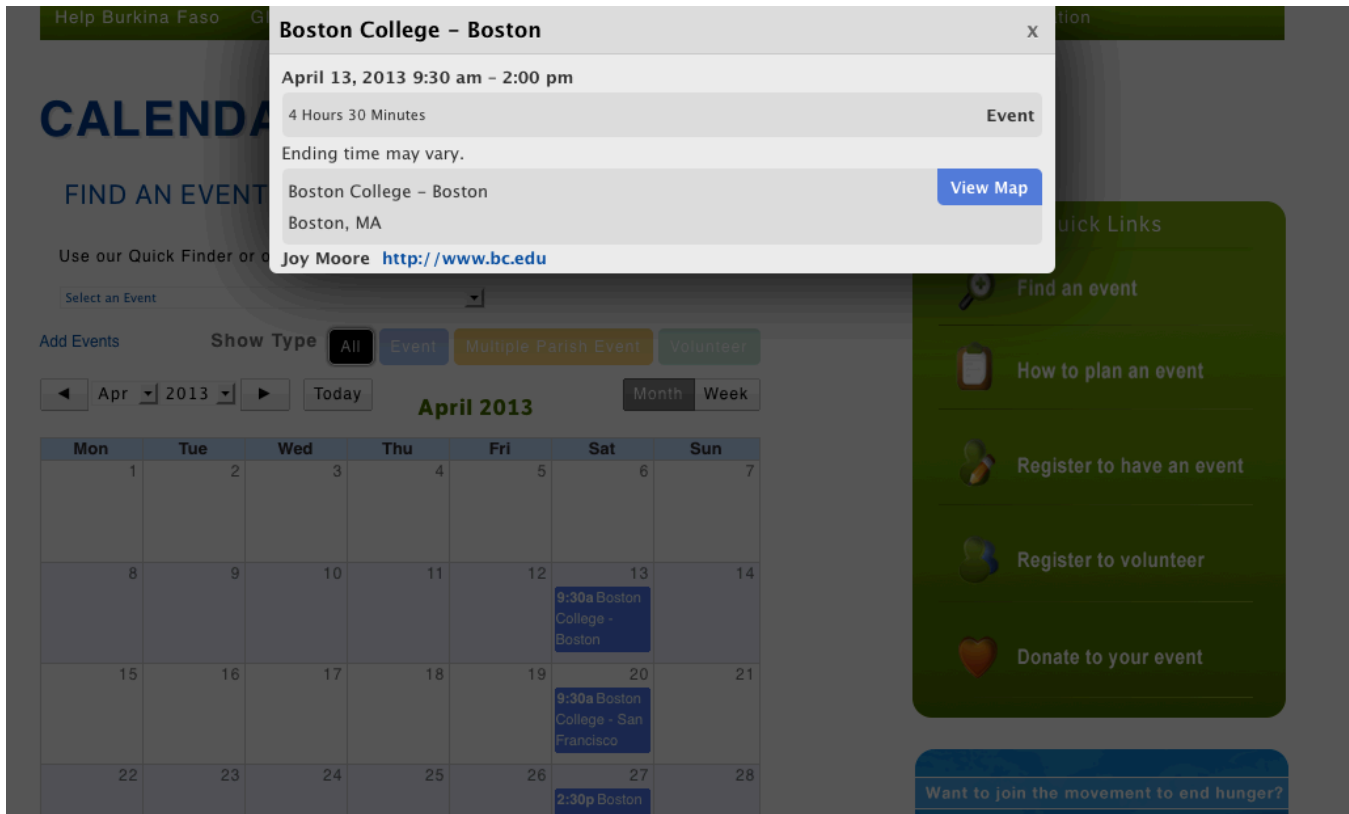
Implementation: The developer needs to fix this error so that the event links to the registration form and allows the user to sign up.

Recommendation: Fix crawl errors.

Rational: There are six links somewhere on the website that result in 404 errors. 404 errors result when a link directs to a non-existent URL. The broken links are shown below.
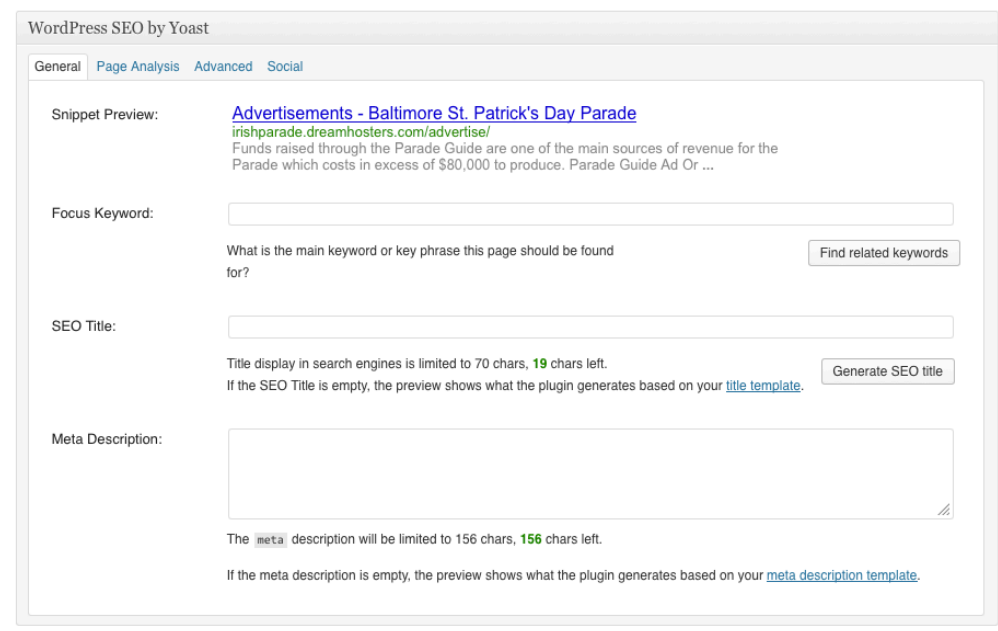
☐	1	comments/feed/	404	2/22/13
☐	2	post-event-information/togethe/	404	1/27/13
☐	3	bishops-event/	404	12/22/12
☐	4	event-overview/	404	1/10/13
☐	5	g-austin-parish-event-test/"http://donate.crs.org/site/PageServer?pagename=privacypolicy&printer_friendly=1'	404	2/4/13
☐	6	wp-content/themes/crstoolkit/Docs/Introduction_Activity_for_Mi..	404	11/27/12

Implementation: Find the broken links and update them with working ones.

Recommendation: Add meta descriptions to webpages.

Rational: Meta descriptions are what search engines use to determine content and rank for individual web pages. None of the pages on the Helping Hands website have meta descriptions. Therefore, search engines will default to the first two or three sentences on the page. To optimize keywords and improve appearance in search engines, add meta descriptions to all webpages.

Implementation: This can be done using a Word Press plugin (I recommend All-In-One-SEO-Pack by Yoast). Once the plug in is added, go to each page and add the meta description to the box that appears under the main content.

Recommendation: Organize interior layout to highlight key content and flow better.

Rational: The content on many of the interior pages of the Helping Hands website is not optimized to highlight the most important information on the pages. Also, the accordion tabs are cumbersome and not user-friendly.

Implementation: Suggestions for improving individual pages are laid out in the specific recommendations section of this report.

Medium Level Recommendations

Recommendation: Utilize footer space for logos and navigation.

Rational: The footer section of a website is often a place where users will go to find navigation items if they cannot find them from the main navigation. It is a good place to put items you want to appear on every page.

I would suggest adding the sidebar navigation hot links, the CRS and Stop Hunger Now logos and the social media logos to the bottom of the page.

Implementation: I would recommend putting in a work request for a design revision for the footer.

**Recommendation:** Increase body font size.

Rational: The current body font size is 12px. "A significant percentage of the population has trouble reading anything below 14 point times on paper. Screens are less readable than paper, because of their lower resolution" (Source: http://www.hobo-web.co.uk/best-font-size/). As a standard, I recommend a body font size of at least 14px but not larger than 16px.

Implementation: Change "font-size" in the CSS file of the website to a size between 14 and 16 pixels.

Recommendation: Improve the design of sidebar elements under navigation.

Rational: As a standard practice, the sidebar should never be longer than the body content. This causes the layout to look unbalanced from a design standpoint. From a usability standpoint, a user will usually never scroll down past the end of the main content, so all sidebar content that appears below it is useless.
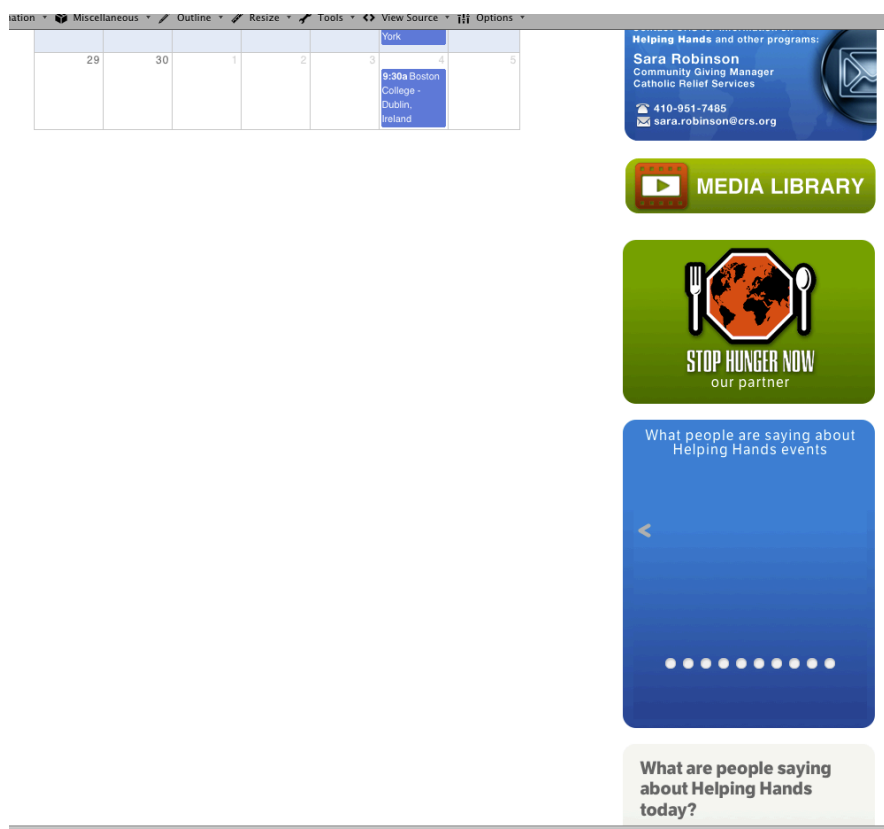
Secondly, the amount of sidebar content competes with each other. This most likely results in the sidebar content being completely ignored because of ad-blindness (as mentioned above).

Implementation: Examine the sidebar content and chose content that is relevant to the page that it appears on, rather than using the same standard content for every page. Limit it to one or two things under the navigation box.

Low Level Recommendations

Recommendation: Add alt tags to images.

Rational: There are three reasons to add alt tags to your images. One, if the image fails to load, the alt tag will tell the user what image was supposed to be there. Two, search engines use alt tags to determine which images show up in search queries so alt tags can increase you SEO and visits from search traffic. Three, alt tags on images are required for 508 compliance by the government for people with visual impairment.

Implementation: Add alt tags to all images on the website in the Word Press media area.

Recommendation: Fix duplicate title tags.

Rational: According to Google Webmaster Tools, there are several web pages on the Helping Hands website that have duplicate title tags. Duplicate title tags cause webpages to be lower ranked in search engines. To eliminate this, the pages with the duplicate tags should be changed. They are all follows:

▼ Million Meals Gallery Million Meal Challenge Orlando event. – Helping Hands | Catholic Relief Serv
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-10/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-11/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-12/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-13/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-14/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-15/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-16/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-17/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-18/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-19/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-20/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-21/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-22/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-3/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-5/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-6/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-7/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-8/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event-9/
  /post-event-information/million-meals-gallery/attachment/million-meal-challenge-orlando-event/

▼ SOS-India Children Villages
  /wp-content/themes/crstoolkit/slider/index.html
  /wp-content/themes/crstoolkit/slider/index2.html
  /wp-content/themes/crstoolkit/slider/index3.html
  /wp-content/themes/crstoolkit/slider/index4.html
  /wp-content/themes/crstoolkit/slider/index5.html

▼ test | Helping Hands | Catholic Relief Services
  /test/
  /uncategorized/test/

Implementation: Change the title tags for the pages with duplicate tags in Word Press.

**Recommendation:** Reduce social media icon clutter.

Rational: Social media is only an effective tool if it provides a benefit that the website does not. Therefore, only link to social media outlets that are updated regularly. Upon review, the Twitter page hasn't been updated since May and only contains three tweets. The RSS feed also hasn't been updated since April and only contains three posts and one of them is a test. The Linkedin page hasn't been updated in over a year. Asking users to connect to inactive social media accounts makes a company look less desirable because it seems the company is too disorganized to maintain their social media accounts.

Implementation: Delete Twitter, LinkedIn and RSS feed icons until these accounts have regularly scheduled updates. Make Facebook and YouTube icons open in a new window since they are CRS-based and not maintained by Helping Hands maintained.

Individual Page Recommendations

The following pages include recommendation for the individual web pages on the Helping Hands Website.
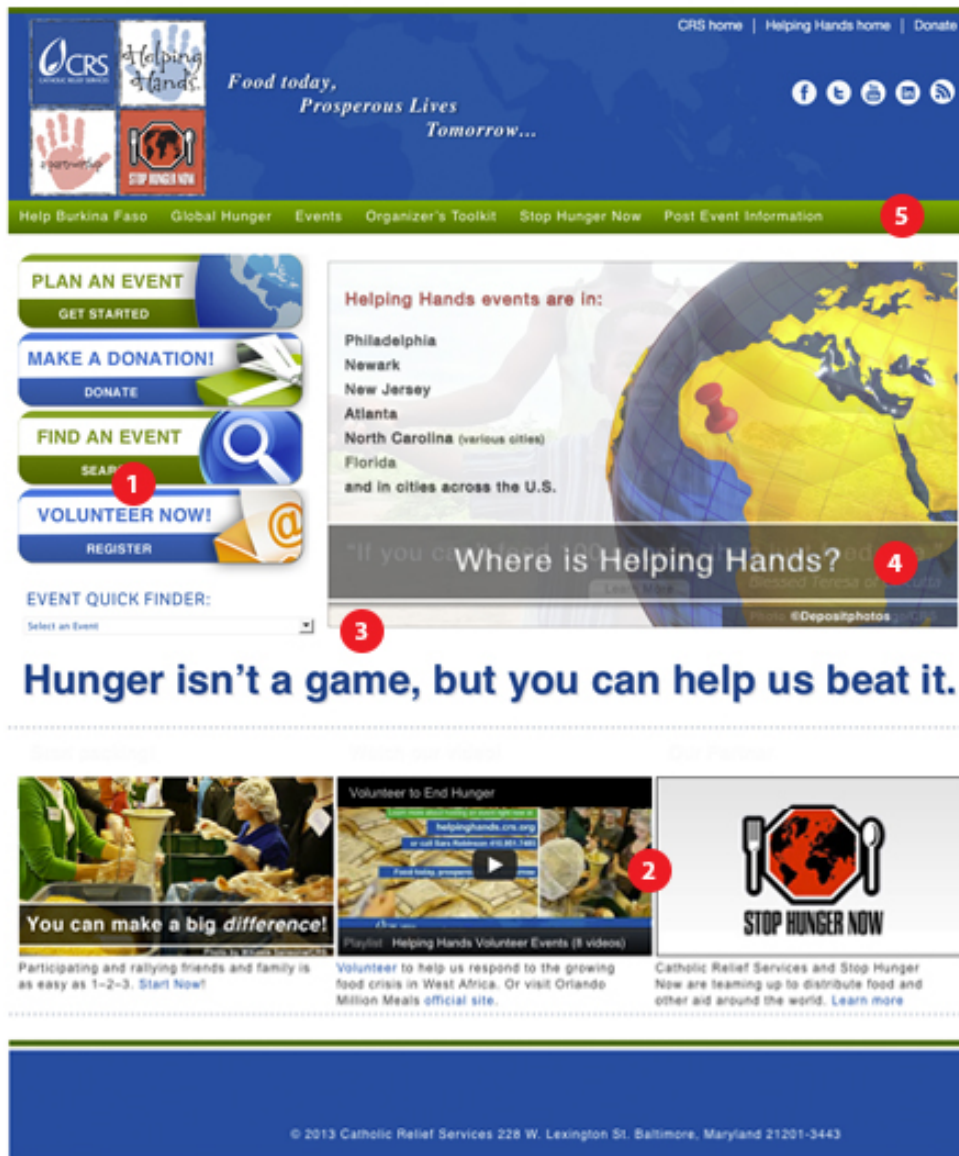
In addition to the overall changes to the website, I propose the following changes to the homepage:

1. Consolidate the "Find an Event" and "Volunteer Now" buttons because they link to the same page.

2. Use the call-out boxes in this space to drive users to other parts of the Helping Hands website, not bounce them off to outside websites.

3. Add a user control element (play and pause buttons) to the rotating banner.

4. Make rotator content HTML/CSS text based, not images. Also, make the call-out on the rotator more clickable visually.

5. Add a Contact section to the main navigation so you don't have to have a "contact information" box in every sidebar.

BURKI**1**A FASO

Burkina Faso means the "land of the people of integrity." A country in West Africa on the edge of the Sahel region, where rains come once a year and droughts are occurring more frequently because of climate change, Burkina Faso remains one of the poorest countries in the world. The people of Burkina Faso—the Burkinabe—work hard to meet even their most basic needs.

In Burkina Faso, rising food prices, diminishing food supplies and poor nutrition are reasons for the steady increase in the number of hungry people.

Photo by Lane Hartill/CRS

"70% are living on less than"

- Acute Poverty
- Drought
- High Food Prices
- Unemployment
- Undernourishment
- And more...

The Burkinabé   (Read more...)

In a world in which conflict and religious strife are common, Burkina Faso remains a peaceful country, even though its habitants come from many religions and ethnic groups. People are willing to help each other and share their few resources.

A popular saying in Burkina Faso is:

Salensaag yet t'a boumb ka waoog ye, la sek d'a noang wiligri

Translation: "The little ant says that what she has is not a lot, but enough to show to the person she loves."

Who Will Receive *Helping Hands* Meals?   (Read more...)

The **Helping Hands** program sends food and also provides long-term solutions to approximately 27 different institutions and organizations in Burkina Faso. The meals you package with Stop Hunger Now will stop immediate hunger and eliminate the coping mechanisms people were forced to resort to because of their food crisis, such as reducing their number of daily meals and eating roots and leaves.

Photo by Lane Hartill/CRS

Through your meal-packaging event, you are giving people in Burkina Faso the resources to solve hunger in the long term. With your help, CRS and Stop Hunger Now are bringing hungry people dignity and emergency food relief first and then working with communities in Burkina Faso to end the need for food aid. CRS addresses the root causes of hunger through programming in agriculture, livestock-raising and trade development.

"Together, we can provide lifesaving nutrition to:"

- People with HIV
- Orphans
- Elderly people
- People with disabilities
- Widows
- Young women

How Am I Helping End Hunger in Burkina Faso? Your **Helping Hands** event will enable CRS to work with meal recipients and the partners caring for them to avoid food shortages. CRS will teach them new skills—gardening, cloth making or poultry raising—that will help them to permanently escape poverty.

With your support through **Helping Hands**, CRS will guide our partners to learn how to acquire food from local sources. Our partners will be able to supplement the meals you have packaged with foods from the local market, including fruits and protein sources, which are an important part of a well-balanced diet. The money saved from purchasing expensive but scarce foods will go toward other essentials, such as soap and clothes.

CRS will provide business management training to our partners in Burkina Faso. The managing, staffing and fundraising skills they will learn will allow them to tackle extraordinary challenges and become more effective, efficient and sustainable so they can serve more people in the community.

CRS and Burkina Faso   (Read more...)

For nearly 70 years, CRS has worked in Burkina Faso, developing extensive programs that not only feed hungry people but provide resources and training to help them rise from poverty and escape hunger for good. Your participation in **Helping Hands** program supports

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Quick Links

- Find an event
- How to plan an event
- Register to have an event
- Register to volunteer
- Donate to your event

Want to join the movement to end hunger?

Contact CRS for information on **Helping Hands** and other programs:

Sara Robinson
Community Giving Manager
Catholic Relief Services
☎ 410-951-7485
✉ sara.robinson@crs.org

MEDIA LIBRARY

Population: 16,751,455 (July 2011 estimate)
Size: 105,869 square. miles (slightly larger than Colorado)
Read more...

Meet Ivette

Home of the Young Girls of Kaya

My name is Ivette. I'm 20 and I'm from Barsalogho. With the help of the catechist holder in Barsalogho, I came to this center. My parents promised me in marriage to a man from my neighboring village when I was little. Generally, in our culture girls marry at age 17. Read more...

In addition to the overall changes to the website, I propose the following changes to the Burkino Faso page:

1. Make the page title the same as the navigation title.

2. Uncollapse the accordian tabs. They serve no purpose since the sidebar is already longer than the page.

3. Re-arrange the information on this page so that the information specific to Helping Hands is at the top. Consider moving some of the information to it's own page. There is a lot of content here.

GLOBAL HUNGER

Today, Stop Hunger Now bring [1] **d to those who are hungry.**

Tomorrow, CRS brings the opportunity to end hunger.

Distributing food is not the solution to hunger; it is the easing of suffering. The **Helping Hands** program aims to permanently end hunger and ease suffering not only by providing food, but by teaching and training the people of Burkina Faso in West Africa to provide food for themselves for the long term. **The Stop Hunger Now meal packaging event provides the food that eases suffering and saves lives, and CRS brings life changing, innovative development programs to address the causes of hunger.**

Photo by Lane Hartill/CRS

Through your participation in **Helping Hands,** you are ensuring that the Burkinabé will learn innovative farming methods and skills so they can earn better incomes. Your generosity will provide mental health services to those in distress, aid in the distribution of food to people who are most vulnerable and help communities to develop the knowledge, understanding and skills to bring about desired change.

Why Does Hunger Exist?

Today, nearly one in seven people do not get enough food to be healthy and lead an active life. Consequently, hunger and malnutrition are the number one risks to health worldwide —greater than AIDS, malaria and tuberculosis combined. One in three children are underweight.

We have enough food to feed everyone in the world, yet nearly 1 billion people suffer from hunger while others are obese.

The leading cause of hunger [2] (Read more...)

Poverty. For most people in the world's poorest countries, farming is how they earn an income. Farmers face daunting challenges in a globalized economy and from an increasingly troubled natural environment. They face rising costs for fuel and fertilizer, climate change, water shortages, social and political upheavals, and many other hardships that lead to poverty. All too often, the consequences for the poorest people are chronic hunger and malnutrition.

CRS works to promote the well-being and dignity of poor families throughout the world. Agricultural development is vital to reducing poverty in developing countries. (Read more...)

Harmful or Corrupt Economic Systems. In many places, control over resources and income is based on military, political or economic power. Many times, that control results in an unequal distribution of resources: Some prosper as others struggle to survive.
Conflicts. Conflicts frequently result in an increased number of refugees—people fleeing their homeland in search of peace and promise. These refugees are generally impoverished and do not have access to adequate food and resources.
Climate Change. Natural disasters such as floods, tropical storms and long periods of drought are on the rise. Those in developing countries are the most vulnerable and suffer the worse consequences. The change in climate often necessitates a shift in farming practices that requires extensive training and education.

How Can I Help in the Movement Against Hunger? (Read more...)

Photo courtesy of Stop Hunger Now

Arrange and fundraise for a *Helping Hands* meal-packaging event in your community: **Apply to host an event**

Volunteer at a *Helping Hands* event: **Register to Volunteer**

Learn how to be a voice for change.

Make changes in your daily life to help protect and improve our natural environment:

- Recycle
- Go Green
- Conserve Fuel and Energy
- Tell others how our daily decisions affect those overseas.

Today is in Your Hands. Tomorrow is in theirs.

Quick Links

- Find an event
- How to plan an event
- Register to have an event
- Register to volunteer
- Donate to your event

Want to join the movement to end hunger?

Contact CRS for information on **Helping Hands** and other programs:
Sara Robinson
Community Giving Manager
Catholic Relief Services
☎ 410-951-7485
✉ sara.robinson@crs.org

MEDIA LIBRARY

What people are saying about Helping Hands events

"It's awesome when the gong goes off to tell us we reached 1,000 packets of food!"

Event volunteer, age 6

Other Ways You Can Join the End Hunger Movement

Pray
· For our brothers and sisters who are hungry all over the world

Learn
· About Fair Trade and how your daily decisions affect farmers, artisans and laborers overseas)

Act
· Become an advocate on hunger issues. Sign up for action alerts or view current action alerts and express to your elected representatives your concerns and opinions about pending legislation on food aid and hunger issues.
· Bring a CRS Global Fellow or CRS speaker to your community.

Give to CRS
· Check out the CRS Gift Catalog for a program that helps alleviate hunger overseas. Make a donation on behalf of someone you care about or for a special occasion.

In addition to the overall changes to the website, I propose the following changes to the Global Hunger page:

1. Change "bring" to "brings" and add a line about how Helping Hands is realted to this statment. At a glance, the headline and sub-headline make it seem like this page has nothing to do with Helping Hands.

2. Uncollapse the accordian tabs. They serve no purpose since the sidebar is already longer than the page.

EVENTS

The **Helping Hands** Program provides everything from promotional materials to pre-event education to ensure that Catholic volunteers and coordinators get the most out of the experience—without the headache. Here you will find everything right at your fingerprints, that you need to get this event off the ground!

Events Overview

Package food today with Stop Hunger Now and provide prosperous lives tomorrow with CRS!

When you attend a **Helping Hands** event, you'll see Catholic volunteers of all ages talking, making new friends and dancing as they package meals with **Stop Hunger Now** and working toward a community goal.

LEARN MORE

Host an Event

Do you wish to host a Helpings Hands Event? Please contact Sara Robinson, community giving manager at Catholic Relief Services:
Phone: 410-951-7485
Email: sara.robinson@crs.org

REGISTER TODAY!

Register to Volunteer ②

Has your community already scheduled an event? Click here to find your event and register to participate.

REGISTER NOW!

Events Schedule

This is our complete list of events and other activities. For more information, please feel free to contact us.

OPEN OUR CALENDAR!

FEBRUARY EVENTS

MARCH EVENTS

APRIL EVENTS ①

MAY EVENTS

JUNE EVENTS

Quick Links

- Find an event
- How to plan an event
- Register to have an event
- Register to volunteer
- Donate to your event

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Sara Robinson
Community Giving Manager
Catholic Relief Services

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▶ MEDIA LIBRARY

Who can have a Helping Hands Event?

Any group with 40 or more volunteers!

- The whole parish
- The Catholic youth group
- The entire CCD group
- Catholic schools & universities
- Catholic corporate groups
- Just Faith groups and more.

Food Today, Prosperous Lives Tomorrow

The meal and the event costs for Stop Hunger Now:	25¢
The overseas and in-country shipping and the CRS development programming for meal recipients and the partners serving them:	25¢

In addition to the overall changes to the website, I propose the following changes to the Events page:

1. Move the event schedule to it's own page. Change buttons to "view our calander" and "read list of events".

2. "Register to Volunteer " is redundant language. Change it to "Volunteer to Help" or "Register for an Event".

EVENTS OVERVIEW

What does a Helping Hands event look like?

Photo by Mikaele Sansone/CRS

When you attend a **Helping Hands** event, you'll see volunteers of all ages talking, making new friends, dancing as they package meals with **Stop Hunger Now** and working toward a community goal. You also might see:

- Volunteers watching a brief video to introduce them to the program and the packaging process.
- Meal-packaging sessions, which run approximately 2 hours (not including setup or cleanup).
- A gong, which volunteers strike to celebrate a meal-packaging milestone.
- One of the packaged meals cooked so volunteers can sample the food they are packaging for others.
- Volunteers bringing in nonperishable food for their local food bank or community shelter on the day of the **Helping Hands** event.

The event can be an opportunity for formation and community building for your entire community or group if you use the Helping Hands educational resources.

What do I need to provide for the event?   (Read more...)

- Catholic volunteers
- A large room
- Tables
- A meal-packaging goal of 10,000 or more
- Payment for the event
- Event cost based on number of volunteers and number of meals packaged

Who organizes the *Helping Hands* event?   (Read more...)

Photo by Phil Laubner/CRS

Your **community coordinator** publicizes the event and directs interested Catholic volunteers to the **Helping Hands** website, where they can register by selecting their event on the event calendar on the community's special event pages and make a donation to the event there too. Your **coordinator** works with the **Helping Hands** staff to determine the best way to fundraise for your event in your community. **CRS and Stop Hunger Now** work together to bring the event to your door. **Stop Hunger Now** delivers the food and supplies by truck, sets up and runs your event, and delivers your meals to **CRS Burkina Faso.**

CRS offers you a **Helping Hands** Organizer's Toolkit with everything your community needs to plan a successful event. We make this easy for you!

CRS can arrange for a CRS speaker to open your event with a prayer, a story of a personal experience of hunger and an explanation of the gifts that your **Helping Hands** event will bring to the Burkina Faso community.

Track your meal delivery. Connect with people in Burkina Faso.   (Read more...)

Photo by Phil Laubner/CRS

This fun, educational, hands-on event brings people together to a common call of service and redefines the familiar image of community service. It's a tangible gift offered directly to the hungriest people in Burkina Faso. **Helping Hands** provides a unique opportunity for a community to discuss hunger, take action and enjoy fellowship at the same time. The event builds awareness of global hunger and offers actionable steps for Catholic volunteers to help beyond simply donating money or canned goods.

The post-event communications from CRS and Stop Hunger Now share the shipping and meal-delivery information with volunteers. CRS connects volunteers directly with those whose lives they have changed so volunteers can fully understand the effect they are having. **After the event, CRS guides community volunteers to take other steps toward ending hunger.**

Quick Links

- Find an event
- How to plan an event
- Register to have an event
- Register to volunteer
- Donate to your event

Want to join the movement to end hunger?

Contact CRS for information on **Helping Hands** and other programs:

Sara Robinson
Community Giving Manager
Catholic Relief Services

410-951-7485
sara.robinson@crs.org

MEDIA LIBRARY

Who can have a Helping Hands Event?

Any group with 40 or more volunteers!

- The whole parish
- The Catholic youth group
- The entire CCD group
- Catholic schools & universities
- Catholic corporate groups
- Just Faith groups and more.

Food Today, Prosperous Lives Tomorrow

The meal and the event costs for Stop Hunger Now:	25¢
The overseas and in-country shipping and the CRS development programming for meal recipients and the partners serving them:	25¢

In addition to the overall changes to the website, I propose the following changes to the Events Overview page:

1. Set up these accordian tabs so they show summaries of the questions and answers with an option to read more.

2. I'd sugges putting this information in chronological order:
 - Organize
 - Event Day
 - Afer Event

CALENDAR

FIND AN EVENT:

Use our Quick Fin... our Calendar to find your event and register:

3

Select an Event

Add Events   Show Type   All   Event   Multi...th Event   Volunteer

4

◄ Mar ▾ 2013 ▾ ►   Today   **March 2013**   Month Week

Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	1	2	3
4	5	6	7	8	9 10:00a Holy Rosary / 10:00a St. Mary's Cathedral	10 2:00p St. Patrick's / 2:00p St. Agnes
11	12	13	14	15 4:00p St. Joseph	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

2

Quick Links

🔍 Find an event

📄 How **1** n an event

Register to have an event

Register to volunteer

Donate to your event

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MEDIA LIBRARY

STOP HUNGER NOW our partner

What people are saying about Helping Hands events

"I believe the event has drawn us together as a community and provided a window into how alive, dynamic and fun acts of faith can be."

Event volunteer

‹ ›

What are people saying about Helping Hands today?

@CRSHelpingHands What a great family activity! 07:57:10 PM May 11, 2012 from web in reply to CRSHelpingHands
ReplyRetweetFavorite
This is a great service opportunity for the whole family! 07:55:03 PM May 11, 2012 from web
ReplyRetweetFavorite
This is a testing Tweet... 05:29:06 PM March 16, 2012 from web
ReplyRetweetFavorite

In addition to the overall changes to the website, I propose the following changes to the Calendar page:

1. Remove sidebar from this page.

2. Make the calendar bigger

3. Add more descriptive directions for the user to do and find on this page.

4. Provide a key that ideitifies these classifications.

ORGANIZER'S TOOLKIT

The **Helping Hands** program provides everything you need to have a successful event with little effort. The program offers Catholic community leaders the educational resources and guidance for effective community engagement and formation opportunities for everyone in the community.

Whether you use the event as a catalyst to a new social justice conversation or service day or as a way to build community relationships among different Mass attendees, CRS will help you include all community members, even those not attending the event. If you are an individual who wants to have a special volunteer event for your Catholic community, **Helping Hands** is the program for you.

Featured Documents

For Catholic Community Leaders

A Strategy for Faith Formation and Community Building With Helping Hands and CRS

- Letter to Pastor

Promoting the Event

Spread the word and rally volunteers!
Select the item you wish to download or click the DOWNLOAD ALL button to get the entire package:

- Bulletin Announcement
  Presentation Notes for an Announcement at Parish
- Events
- Inside a Helping Hands Event

[DOWNLOAD ALL]

Useful Links

- About Catholic Relief Services
- How We Serve
- About Stop Hunger Now

Publicizing the Event

To get the most out of the event, it is important to publicize the event within the community. Consider telling the story of the event to the local paper after the meals are packed!

- Press and Media Guide
- Engaging Local Media

Event Planning

Planning the event is as easy as 1, 2, 3! Here is everything you need to ensure a fun and successful event.

- Helping Hands Event Organizer's Timeline
- Fundraise for Your Helping Hands Event

Educational Resources

These pre-event educational materials will ensure that all members of your community truly understand the impact of their involvement on the movement to end world hunger.

Select the item you wish to download or click the DOWNLOAD ALL button to get the entire package:

For Pastor/liturgist

Quick Links

- Find an event
- How to plan an event
- Register to have an event
- Register to volunteer
- Donate to your event

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The overseas and in-country shipping and the CRS development programming for meal recipients and the partners serving them:	25¢

In addition to the overall changes to the website, I propose the following changes to the Organizers Toolkit page:

1. This section can be organized better. Put in a work order to have this section re-designed using wireframes.

CRS & STOP HUNGER NOW

(1)

Partners in the Movement to End Hunger

Stop Hunger Now

Stop Hunger Now is an international hunger relief organization that coordinates the distribution of food and other lifesaving aid around the world. **Stop Hunger Now** developed a fun, efficient event during which volunteers package dehydrated, high-protein and highly nutritious meals that are used in crisis situations and in meal programs for schools and orphanages in developing countries.

For more about Stop Hunger Now, please visit: StopHungerNow.org

Photo courtesy of Stop Hunger Now

Catholic Relief Services   (Read more...) **(3)**

Catholic Relief Services is a leader in innovative, humanitarian programming that helps people live to their full potential with dignity and in a peaceful society. CRS programs are holistic, promoting individual and community well-being. CRS is determined to end the need for food assistance over time with long-term, sustainable solutions to hunger.

What CRS & Stop Hunger Now Bring to Helping Hands
(Read more...)

(2)

Package food today with Stop Hunger Now and provide prosperous lives with CRS tomorrow!

Photo courtesy of Stop Hunger Now

CRS and **Stop Hunger Now** have teamed up to build a movement in the United States to end world hunger. It is the goal of both **CRS** and **Stop Hunger Now** to end world hunger in our lifetime. Both are faith-based nonprofit organizations that believe that feeding the hungry is a moral imperative for all people of faith. Both organizations understand "feeding the hungry" means providing food and lifesaving aid to the world's most vulnerable people and applying expertise to help our neediest brothers and sisters to feed themselves.

With its safe, mobile and efficient packaging process, **Stop Hunger Now** gives parishes and schools, and corporate and community groups an immensely fun, hands-on and rewarding experience for people of all ages. With their unique, dehydrated rice/soy meal fortified with 21 essential vitamins and nutrients, **Stop Hunger Now** has created an easily managed and mobile packaging process that brings everything but the tables to your community. These meals are tangible images of hope for all those suffering from hunger. The events provide the opportunity for volunteers to offer a gift of food to someone far away.

CRS appreciates the significance of the meal-packaging events and strives to enhance the experience by bringing in the connection to personal and communal faith. The **Helping Hands** program includes **CRS**-developed, pre-event educational resources for various community members, event speakers and event ideas to ensure a successful volunteer experience. **CRS** delivers the packaged meals to vulnerable and impoverished communities in the West African country of Burkina Faso. After the event, **CRS connects volunteers and meal recipients** with a special postevent website that allows volunteers to track their shipments and meal deliveries and see videos and photos of people eating their meals. On this site, people in Burkina Faso can share their stories with volunteers.

Meal-packaging events provide more than just a nutritious meal. **They help CRS change lives.** The **Helping Hands** program enables CRS to provide training for those who need to learn income-generating skills, such as farming, weaving and animal husbandry. These meal-packaging events also allow CRS to provide technical and staff training to our partners, plus teach them how to more effectively use local resources so they can become more effective, efficient and sustainable within their communities and end their reliance on food deliveries from the United States.

CRS is honored to partner with Stop Hunger Now and join the mission to eradicate world hunger for good.

Quick Links

Find an event

How to plan an event

Register to have an event

Register to volunteer

Donate to your event

Want to join the movement to end hunger?

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MEDIA LIBRARY

STOP HUNGER NOW
our partner

What people are saying about Helping Hands events

< *"I believe the event has drawn us together as a community and provided a window into how alive, dynamic and fun acts of faith can be."* >

Event volunteer

What are people saying about Helping Hands today?

@CRSHelpingHands What a great family activity! 07:57:10 PM May 11, 2012 from web in reply to CRSHelpingHands
ReplyRetweetFavorite
This is a great service opportunity for the whole family! 07:55:03 PM May 11, 2012 from web
ReplyRetweetFavorite
This is a testing Tweet... 05:29:06 PM March 16, 2012 from web
ReplyRetweetFavorite
Follow @CRSHelpingHands 15 followers

In addition to the overall changes to the website, I propose the following changes to the CRS and Stop Hunger Now page:

1. For good usability, the title of a page should mirror the navigation title. I'd recommend calling it "Partners".

2. Move this paragraph above the information about the individual partners.

3. Feature CRS first. This is a CRS website.

5,481	650,114	12	6000
NUMBER OF VOLUNTEERS	NUMBER OF MEALS PACKED TO DATE	NUMBER OF EVENTS HELD	NUMBER OF PEOPLE FED IN A YEAR

(1)

You have joined the movement against hunger!

Hello Volunteers! This mini-website is dedicated to the thousands of participants who packaged meals for Burkina Faso with CRS and Stop Hunger Now. Here, you can see photos and other highlights from your event; follow your meals from the US to Burkina Faso; and learn about more ways you can help end hunger —including how to organize your own meal packaging event. After you look around, take our brief survey and tell us what you liked—or disliked—about your meal packaging experience. Enjoy! (Scroll down for more.)

Central Floridians take the challenge

Photo courtesy of CRS

EVENT HIGHLIGHTS   **FOLLOW YOUR MEALS** **(3)**

PORT TO BURKINA FASO WAREHOUSE TRANSPORT COMPLETE.

BURKINA FASO NATIONAL FOOD LAB APPROVAL PENDING.

CHECK BACK SOON FOR MORE PICTURES

Organize the next packing event for:

CRS CATHOLIC RELIEF SERVICES
CATHOLIC AFFILIATED GROUPS

NON-CATHOLIC AFFILIATED GROUPS

TAKE OUR SURVEY

LIVES YOU'VE TOUCHED

FOOTSTEPS faith CATHOLIC RELIEF SERVICES — BECOME A MONTHLY CRS SUPPORTER JOIN OUR FOOTSTEPS IN FAITH PROGRAM

FIGHT HUNGER BY ADVOCATING W **(2)** CRS

LEARN MORE

LATEST NEWS

MEDIA LIBRARY

In addition to the overall changes to the website, I propose the following changes to the Post Event Page page:

1. This page gets the least amount of traffic and this ticker is a cool visual element. I'd suggest putting it in the header so it is on every page of the site.

2. Remove sidebar on this page .

3.There are too many competing visual elements on this page. Trim down the amount of photos and buttons. Reorganize the page so it is more streamlined, using visuals for the most important pieces and text for the other stuff.

Helping Hands Program Donations

Donate Now to the Helping Hands Program.

By making a donation to the Helping Hands program you help to send meals to even more people in Burkina Faso. Give a community an opportunity to package more meals for Burkina Faso with Stop Hunger Now. Donate to help CRS help more people with programs and training that will change the lives of those receiving your meals. These programs will address the causes of hunger and provide long-term solutions.

Secure online credit card donations can be made by completing the form below.

Billing Information

*Select Gift Amount:
○ $30.00 Approx. 60 meals and a future
○ $60.00 Approx. 120 meals and a future
○ $90.00 Approx. 180 Meals and a future
○ $120.00 Approx. 240 meals and a future
○ $5,000.00 10,000 meals/one event for 40-60 people
○ Enter an Amount

Title:
*First Name:
Middle Name:
*Last Name:
Suffix:
*Street 1:
Street 2:
*City:
*State/Province:
*ZIP/Postal Code:
Country: United States
*Email Address:

☑ Yes, I would like to receive communications from this organization.

☑ Remember Me

Payment Information
*Select a Payment Type: PayPal

NOW ACCEPTING **PayPal**

[Donate] [Cancel]

Would you rather donate by phone?

Call 1-877-435-7277 from 8 a.m. to 11 p.m. Eastern Time.

Or have us call you.

It's easy. Enter your number in the box below and we'll call you right back.

ENTER YOUR NUMBER
(e.g. 555-555-5555)

CALL ME (FREE)

Donate by Mail
Mail your check or money order to:
Catholic Relief Services
P.O. Box 17090
Baltimore, MD 21203-7090

In addition to the overall changes to the website, I propose the following changes to the Donate page:

1. Put the donation form in a wrapper that looks like the Helping Hands website.