

Website Blueprint

OP-86525

Location: Fort Worth, TX, USA

Business Type: Nonprofit Educational Services Provider

Target Audience: Low-income families residing in Fort Worth and surrounding cities within Tarrant County, specifically parents and caregivers of children ages 4 to 12 who are at risk of academic failure and families striving to become self-sufficient.

Executive Summary

AB Christian Learning Center stands out by offering free, high-quality after-school and summer programs that help low-income children ages 4 to 12 in Tarrant County succeed in school and life. With 20 years of experience and strong ties to the community, the center is unique in providing services at no cost while also supporting parents and caregivers to become active partners in their child's academic journey. Their focus on academic support, mentoring, and family resources ensures families receive holistic support that other providers may not offer.

Primary Goals

- Provide high-quality out-of-school time programs (after-school and summer) for children ages 4 to 12 at no cost to low-income families.
- Support parents and caregivers to become strong co-partners in their child's education.
- Remove barriers that prevent students from achieving academic success through academic, socio-economic, and family resource support.

Brand Values

- Equity in education
- Community partnership
- Holistic family support

Competitive Advantages

- Programs provided at no cost to families
- 20 years of experience serving the community
- Comprehensive support for both students and families

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#007B5E
Secondary		#FFD700
Accent		#FF7043

Rationale: We recommend using a strong and welcoming green (#007B5E) as the main color, which symbolizes growth, support, and positivity—important for families and children. A bright gold (#FFD700) will be a secondary color for highlights and key actions, suggesting warmth, hope, and opportunity. The vibrant orange (#FF7043) will be used to draw attention to buttons and important information, making it easy for families to find what they need.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google Fonts Url: <https://fonts.googleapis.com/css?family=Montserrat:700,400&display;=swap|Open+Sans:400,600&display;=swap>

Imagery Style

Show real, joyful children and families from your programs, favor bright and positive photos, and balance these with professional stock images if needed. Use images that show supportive environments, learning activities, and caring adults. Make sure every photo feels friendly, local, and welcoming.

Overall Aesthetic

The overall look should be warm, inviting, and full of energy, so families feel comfortable and encouraged to participate. Prioritize clarity and friendliness, avoiding anything that looks cold or corporate.

Theme Style

Use a clean, simple background with plenty of white space so information is never crowded, and colors and photos stand out. Rounded shapes for boxes and buttons help the site feel safe and approachable.

Layout Approach

Organize content into clear sections with big, bold headings and easy-to-find buttons for contacting, donating, or learning more. Include space for galleries to highlight your impact through photos. Keep key details—phone, address, program info—visible and easy to access on every page. Make everything usable for mobile, as many families will use phones.

Regional Recommended

- Highlight Fort Worth and local communities by using photos from actual programs and settings in Tarrant County.
- Use plain language that is welcoming and easy for a variety of reading levels.
- Consider adding warm Southwest touches—like subtle patterns or textures inspired by local art or nature, but keep them simple and not distracting.

Regional Avoid

- Avoid cold, overly modern styles that may feel unapproachable.
- Do not use dark or gloomy colors that could make the site feel unfriendly.
- Do not overwhelm pages with too much text or distracting animations.

Requirements & Features

Homepage Clarity

Description: Make it easy for visitors to quickly understand who you are, what you do, and who you help.

Validation: Visitors can describe AB Christian Learning Center's mission and primary offerings within 10 seconds of looking at the homepage.

Contact Options

Description: Provide a clear contact page with a simple form, phone number, email, and physical address. Include easy ways for people to reach out or ask for information.

Validation: Users can easily find and use the contact form, phone number, and email with no confusion.

Gallery Integration

Description: Show real photos of children, families, staff, and events on the About page using the Gallery feature.

Validation: Gallery is visible on the About page, shows at least 10 images of real activities or people.

Information Request Form

Description: Add a simple form on both the Contact page and at key points where people may want to ask for program info or request support.

Validation: Form collects name, email, phone, subject, and message. Easy to use on phone or computer.

QR Code Accessibility

Description: Add a QR code to the site so families can scan it easily to get to key information or forms using their phone.

Validation: QR code is visible on the homepage and can be scanned by a smartphone to access program info or application forms.

Donation and Supplies Link

Description: Clearly show how to donate or offer supplies, including an easy PayPal link or QR code and AmazonSmile link.

Validation: Donation instructions are obvious, donation button/link works, families can find this without asking.

Program Pages (Programs Section)

Description: Dedicate sections for each core program: After School, Family Engagement, AmeriCorps VISTA, and AmeriCorps Seniors, with clear, easy-to-understand information and clear ways to get involved.

Validation: Each program has its own section with simple info and a way to contact or join.

Loading Speed

Description: Make pages load faster for families who may have slower internet connections by using compressed images and minimal extras.

Validation: Site loads in under 3 seconds on a mobile phone in Fort Worth, TX.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors and quickly show how AB Christian Learning Center helps families and children in Fort Worth. Make it easy for people to learn, connect, and find support.

Sections

Hero

Purpose: Provide a warm first impression with a welcoming message that explains who you help and how, using inviting images.

Key Elements:

- Business name and a short, friendly message like Helping Fort Worth Children Succeed
- Colorful photo showing children or families smiling
- List of top services: Academic Support, Tutoring, Mentoring, Family Resource Support
- Button to contact you

Strategy: Make it clear at a glance what you do and who you serve, with a visible button for contacting the center or learning more.

Psychology: Using happy, real-life images helps parents see their children in the environment and trust your service.

Tone: Warm, friendly, encouraging, and focused on community and positive change

Cta Block

Purpose: Motivate quick action, like contacting you, requesting program info, or asking for help.

Key Elements:

- Contact button
- Short message inviting people to reach out or learn more
- Mention of free programs for eligible families

Strategy: Use plain language to tell families how easy it is to get support, lowering barriers to reaching out.

Psychology: Clarity and simplicity help visitors feel comfortable taking the next step without feeling judged.

Tone: Supportive, reassuring, and action-oriented

About (*Info*)

Purpose: Introduce your mission, beliefs, and leadership team to families and partners. Build trust through transparency and positive stories.

Sections

Introduction

Purpose: Summarize what AB Christian Learning Center does and why it matters.

Key Elements:

- Organization overview

- Faith-based, nonprofit background
- Images of children and community

Strategy: Show your experience and strong foundation to reassure visitors.

Psychology: Personal stories and caring language make visitors feel connected.

Tone: Honest, open, welcoming, with pride in your impact

Mission And Beliefs

Purpose: Share your mission statement, core beliefs, and primary goals.

Key Elements:

- Mission statement
- Core beliefs
- Goal list

Strategy: Give families confidence that their needs are at the heart of your work.

Psychology: Explaining values shows parents you share their hopes for their children.

Tone: Inspiring and positive

Leadership Team

Purpose: Introduce the founder and board. Build credibility.

Key Elements:

- Photos of team (feature Loretta Burns)
- Short bio and contact info for each team member

Strategy: Make the team approachable with photos and real contact info.

Psychology: Seeing real people builds trust.

Tone: Neighborly, respectful, proud

Gallery

Purpose: Let families see real program activity and positive experiences.

Key Elements:

- Photo gallery with pictures of children, events, and the center

Strategy: Help parents picture their children in your programs.

Psychology: Images can show safety, fun, and engagement more powerfully than words.

Tone: Upbeat, authentic captions

Programs (Info)

Purpose: Highlight all programs and support services, making it easy for families to find the right opportunities for their children.

Sections

Out Of School Time

Purpose: Present detailed info about after-school and summer options.

Key Elements:

- Details about the After School and Freedom School programs

- Description of activities (learning and fun, snacks, reading, homework help)
- Info about free access for eligible families
- Button to request more information or contact

Strategy: Make it clear how the program can help the child learn, grow, and have fun—with clear steps to ask for info.

Psychology: Showing how you can relieve stress for families encourages them to enroll.

Tone: Hopeful, practical, caring

Family Engagement And Support

Purpose: Show how you help parents succeed and get involved.

Key Elements:

- Description of Power of 7 engagement model
- List of support offered: forums, resources, volunteering
- Button to join Power of 7 or learn more

Strategy: Highlight ways caregivers can get empowered and supported.

Psychology: Parents gain confidence knowing you want them to be involved and informed.

Tone: Empowering and friendly

Americorps Vista

Purpose: Invite potential VISTA members and program partners to connect.

Key Elements:

- Short summary of AmeriCorps VISTA and goals
- Link for future members to apply
- Inspirational quote about service

Strategy: Directly connect caring volunteers with how to serve.

Psychology: Inspiring stories draw those who want to help.

Tone: Motivational, inclusive

Americorps Seniors Foster Grandparent

Purpose: Promote the Foster Grandparent program and its community partners.

Key Elements:

- Summary of Foster Grandparent program
- List of partners and benefits
- PDF brochure for more details

Strategy: Make volunteering feel rewarding and easy to learn more about.

Psychology: Emphasizing benefits encourages older adults to get involved.

Tone: Respectful, inviting, positive

Contact (*Info*)

Purpose: Allow families and interested volunteers to easily reach you, donate, or request help. Make it simple to start a conversation.

Sections

Contact Form

Purpose: Collect questions and info requests from parents and community partners.

Key Elements:

- Simple form (name, email, phone, message)
- Easy-to-find phone number, email, and address
- Note about location and hours of operation

Strategy: Remove barriers to contact by making the process quick and clear.

Psychology: When people see you want to help, they're more confident reaching out.

Tone: Welcoming, patient, responsive

Donation Options

Purpose: Give simple ways to support you with donations or supplies.

Key Elements:

- Button or QR code to donate through PayPal
- Note about AmazonSmile for donating supplies
- Image showing supplies for programs

Strategy: Highlight easy, familiar ways to give—no confusion.

Psychology: Direct requests and familiar services make giving less intimidating.

Tone: Grateful, clear, hopeful

Recommended Sections

- Company Story
- Team Profile
- Mission & Values

Psychology Insight

Building trust through relatable storytelling and demonstrating company values

Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

Implementation

UX Psychology

Principle: Clarity and Simplicity

Application: Use plain language and clear headings so anyone visiting your site knows what you offer and how to get help.

Implementation: Write every key benefit in a way that a parent could explain to a friend, and break up pages using big, easy-to-read text and images.

Principle: Trust Building

Application: Show real photos of your programs, staff, and families to help visitors relate and feel confident reaching out.

Implementation: Use your Gallery on the About page with real images taken at your activities and add short parent or staff stories next to the photos.

Principle: Clear Next Steps

Application: Make it obvious what parents should do next on every page, like asking for information, applying, or donating.

Implementation: Place easy-to-find buttons or links labeled with action words, like 'Request Info', 'Donate', or 'Join Now'.

Content Strategy

Area: Program Information

Recommendation: Keep information about your programs short, direct, and focused on the benefits for children and families.

Implementation: Use short paragraphs, bullet points, and put the ways to get involved or request info near the top of each program section.

Area: Contact and Help

Recommendation: Make it simple for people to ask questions or request support any time.

Implementation: Highlight your contact form and email on every page, and offer help in both English and Spanish if possible.

Area: Community Connection

Recommendation: Show your programs take place in familiar community spots and how you work with local partners.

Implementation: List your partners and show photos or short stories from real events in Fort Worth neighborhoods.

Conversion Optimization

Technique: Highlight Free Programs

Rationale: Making it clear your programs cost nothing will encourage more families to reach out.

Implementation: Mention 'free for income-eligible families' at the top of relevant pages and repeat it in buttons or banners.

Technique: Simple and Visible Forms

Rationale: Short forms increase the number of people asking for help or more information.

Implementation: Place a basic info request form on both the homepage and contact page.

Technique: Quick Access to Donate

Rationale: Easy and obvious donation options increase support from the community.

Implementation: Add a big, bold Donate button with a clear link to your PayPal or QR code on both the homepage and contact page.

Priority Focus

Category: Program Clarity and Contact

Description: Make it clear what each program does and how to get help or get involved.

Reason: Parents and families are most likely to act when information is easy to find and there are clear next steps.

Category: Gallery Integration

Description: Show real photos of your work to build trust.

Reason: Families want to see who they're talking to and what real experiences look like.

Category: Faster Load Times

Description: Make sure the site loads quickly, even on phones with weak signals.

Reason: Many families may have slow mobile data or less reliable internet.

Implementation Order

1. Homepage set up
2. Contact page and form
3. Program sections with clear info and calls to action
4. Gallery setup and testing on About page
5. Donation and supply links/buttons
6. QR code creation and placement
7. Test on mobile and desktop for speed and ease of use

Risk Mitigation

Long or confusing forms may stop families from reaching out.

Category: Usability

Suggested Action: Keep forms short; only ask for what's needed to start a conversation.

Plugin or Gallery feature not set up correctly could hide important images.

Category: Gallery

Suggested Action: Test the Gallery on mobile and desktop before launch, and provide a backup link to a photo album if needed.

Slow pages could prevent parents with old phones or weak data plans from viewing your site.

Category: Accessibility

Suggested Action: Compress images and don't overload pages with too many extras.

Business Impact

Impact Level: High