

Website Blueprint

OP-85146

Location: Portland, Oregon, USA (serving rural villages in Siem Reap, Cambodia)

Business Type: Nonprofit Organization – Community Health & Education

Target Audience: Fundraising donors, philanthropic supporters, high-capacity individual donors, private foundations, charitable trusts, grant-making organizations, individuals with significant disposable income seeking meaningful, values-driven opportunities to give back, companies, business leaders, and corporate social responsibility (CSR) programs seeking to invest in sustainable community health and education initiatives. Geographically, the audience is national and international, with a focus on those interested in global health, gender equity, and rural development.

Executive Summary

Threds of Red is a nonprofit based in Portland, Oregon, that empowers women and youth in rural Cambodian villages through hands-on health education and sustainable feminine hygiene solutions. Unlike other organizations, Threds of Red teaches girls to make their own reusable supplies and provides materials so communities can remain independent, while also supporting boys' health education and vision clinics for adults. Their unique approach focuses on sustainability, local empowerment, and education, drawing support from high-capacity donors, foundations, and companies looking to create lasting, meaningful change.

Primary Goals

- Provide sustainable feminine hygiene management options and health education to at-risk women and girls in rural Cambodia
- Offer health education and pregnancy prevention resources (including free condoms) to school-aged boys
- Conduct vision clinics for adults, providing reading glasses and sunglasses for sun protection
- Raise funds to build schools, latrines, and wells for water access in underserved villages

Brand Values

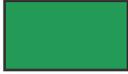
- Empowerment through education
- Sustainability and self-sufficiency
- Dignity and health equity

Competitive Advantages

- Empowerment model: teaching girls to make their own hygiene supplies rather than simply distributing products
- Certified 501(c)3 organization providing all services free of charge
- Comprehensive approach addressing both gender-specific and community-wide health needs

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#C0392B
Secondary		#F4D03F
Accent		#239B56

Rationale: Deep red represents strength and dignity for women, while also echoing the brand name 'Threds of Red.' The soft yellow brings warmth and optimism, which appeals to donors and highlights positive impacts. The green accent signals growth, hope, and sustainability, which links with health and eco-friendly themes shown in the organization's work.

Typography

Heading Font: Montserrat

Body Font: Open Sans

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

Imagery Style

Use real, authentic photos of your team, the communities you serve, and the educational events in Cambodia. Show pictures of beneficiaries making hygiene kits or using glasses—choose images that tell a story of hope, dignity, learning, and practical impact. Keep photos friendly, uplifting, and respectful, making sure faces and emotions are clearly visible. Avoid stock photos if possible. Use images that show diversity and the positive outcomes from your work.

Overall Aesthetic

Open, honest, and uplifting. The website should feel trustworthy, professional, and caring. The look should invite donors in and make them feel connected to the mission, with a style that is clean rather than busy. Use lots of clear space around text and pictures so everything feels welcoming and easy to read.

Theme Style

Modern and warm. Present your organization as reliable and professional, but also compassionate and approachable—like a trusted friend. Use rounded buttons and soft, inviting lines rather than sharp edges. Include elements that reference global connections and education, like simple, hand-drawn map lines or icons where suitable.

Layout Approach

Keep the layout simple and direct so donors can find what they need quickly—whether that's learning about your programs, giving a donation, or seeing proof of your impact. Highlight calls-to-action with clear buttons (like 'Donate' or 'Learn More') in your main colors. Make sure all pages are easy to get to from the top, so busy donors are never lost. For products, highlight the single donation option clearly and make repeat giving easy to choose. Use short sections with large photos and text, so people can scan the site easily on phones and computers.

Regional Recommended

- Show Cambodia's rural village life and local settings with pride in images and graphics
- Honor local dress and culture in photos
- Use respectful language around menstruation and health issues to suit global and international donors

Regional Avoid

- Avoid images or language that could be seen as pity or exploitation
- Avoid busy or very dark design styles, which can feel unwelcoming
- Don't use slang, jargon, or casual messaging that may not work for international or professional donors

Requirements & Features

Homepage Clarity

Description: Make the homepage clearly explain who you are, why your work matters, and how donors can help.

Validation: Visitors quickly understand the mission within 5 seconds and see clear next steps to get involved.

Donation System

Description: Create an easy-to-find donation section using the eCommerce product called "Donation" with clear monthly and one-time options.

Validation: User can complete a donation in 3 steps or less, donation system supports one-time and recurring giving.

Mobile Friendliness

Description: Make sure the website looks good and works easily on phones and tablets.

Validation: Pages display properly and buttons are easy to tap on all common mobile devices.

Contact Options

Description: Show how donors/supporters can reach you by featuring your email and a simple contact form.

Validation: Contact options are always easy to find from any page and forms submit messages to your organization.

Social Proof

Description: Highlight your nonprofit status, years of work, unique program approach, and impact stories.

Validation: Showcase nonprofit certification (501c3), testimonials, and examples of impact in Cambodia.

SEO and Directory Listings

Description: Let the platform update directory listings and SEO text directly, using search phrases and hashtags that reflect your mission.

Validation: SEO changes include important keywords, business directory matches your correct details.

Visual Storytelling

Description: Use your uploaded photos to tell your organization's story and show real impact.

Validation: Images are used throughout the site, showing faces, locations, and real events.

Simple Navigation

Description: Keep menus straightforward so donors can easily find pages about your projects, how to donate, and how to contact you.

Validation: Navigation can be used by new visitors without confusion or backtracking; most important pages are reachable in one click.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: To introduce Threds of Red, highlight the mission and unique impact, and move visitors to take action by learning more or donating.

Sections

Hero

Purpose: This is the first thing your visitors will see. It gives them a clear idea of who you are and your mission.

Key Elements:

- Your logo and slogan: 'Providing protection, Promoting dignity, Preserving life long learning...period.'
- A photo that shows your volunteers or communities served
- A clear statement of your mission: Empowering women and girls with sustainable solutions for health, education, and dignity in Cambodia and beyond
- Menu at the top that's easy to use

Strategy: Create instant trust and connection by showing your credibility (501c3, years of experience, global reach) and sharing an emotional, values-driven message that appeals to donors' desire for real impact.

Psychology: People are inspired by hope and real stories. Simple, uplifting images and messaging encourage supporters to feel connected and confident their support makes a difference.

Tone: Use warm, hopeful, and direct language. Invite visitors to be part of something bigger and highlight the lasting change their support brings.

Cta Block

Purpose: Move visitors to take immediate action. Make it easy for them to support your work or get involved.

Key Elements:

- Easy-to-spot button to donate now
- Options for monthly or one-time giving
- Contact options: email (contact.thredsofred@gmail.com) and a button to contact you
- Links to social media pages (Facebook and Instagram)

Strategy: Keep actions simple and clear so donors don't have to search for ways to help. Give several choices for getting involved.

Psychology: Most supporters want to help but need an obvious, quick way to start. By labeling actions clearly and showing their real impact, you make saying 'yes' easy.

Tone: Be friendly, grateful, and straightforward. For example: 'Give Today to Change a Life', 'Contact Us to Learn More'.

About (*Content*)

Purpose: Tell your story and show what makes you different. Build trust and deep connections with potential supporters.

Sections

Our Story

Purpose: Share why your organization exists, your journey, and your team's commitment.

Key Elements:

- History of Threds of Red
- Founder's inspiration
- Photos of volunteers and communities supported

Strategy: Use storytelling and passion to show why your mission matters.

Psychology: People trust organizations led by real people with a clear purpose. Sharing your journey helps others believe in your cause.

Tone: Keep it genuine and inspiring. Let your passion come through so readers get to know the heart behind the nonprofit.

Mission Vision Values

Purpose: Clearly explain your goals, values, and what success looks like.

Key Elements:

- Mission statement
- Vision for the future
- Core values (empowerment, sustainability, community partnership)

Strategy: Show donors where their money is going and how it creates real, lasting change.

Psychology: People give when they trust their values align with yours.

Tone: Stay positive, visionary, and clear. Focus on impact.

Our Impact

Purpose: Prove your work gets results and changes lives.

Key Elements:

- Success stories from Cambodia and other countries
- Numbers: products delivered, people reached, schools affected
- Photos of recipients and volunteers

Strategy: Show proof of good a donation can do to encourage giving.

Psychology: Donors want to be sure their support works. Visuals and stories make the work real.

Tone: Uplifting, factual, and grateful. Let the results speak for themselves.

Services (*Content*)

Purpose: Showcase your three main programs simply and powerfully, making it easy for donors to choose where to help.

Sections

Sustainable Feminine Hygiene

Purpose: Explain your handmade washable hygiene kits and teaching program for women and girls.

Key Elements:

- Simple explanation of product and process

- Photos of kits and local women learning
- Why this work is different—self-sufficiency

Strategy: Invite donors to support a program that has ongoing impact and doesn't leave girls dependent.

Psychology: Clear, hands-on solutions appeal to donors seeking practical change.

Tone: Clear, reassuring, and hopeful. Highlight long-term impact ('Give a skill for life').

Boys Health Education

Purpose: Explain your important work giving boys health information, with a focus on respect and prevention.

Key Elements:

- Easy breakdown of topics: hygiene, puberty, empathy, pregnancy prevention
- Images of youth education sessions

Strategy: Show how supporting boys leads to positive change for entire communities.

Psychology: Explaining the full-community benefit appeals to donors and foundations.

Tone: Supportive and educational, emphasizing fairness, respect, and building a brighter future.

Vision And Eye Health

Purpose: Show how simple eyeglass and sunglass programs improve whole lives and communities.

Key Elements:

- Clear statement of need and impact
- How a small gift (like glasses) makes a big difference
- Real stories or photos

Strategy: Tie small donations to big results for immediate donor satisfaction.

Psychology: Donors love to see clear, specific improvements tied to their actions.

Tone: Keep it simple, positive, and data-driven. 'Your gift brings the world into focus for someone in need.'

Donate (*Ecommerce*)

Purpose: Make it easy for visitors to give money and show them the power of their donation.

Sections

Donation Options

Purpose: Let donors choose a giving amount and option that fits them best.

Key Elements:

- Multiple giving amounts (\$20, \$50, \$100, \$150, \$200, \$250, \$300, \$500, \$1000)
- Simple one-time or monthly option
- PayPal donation button
- Suggestions on how each amount helps (e.g., \$20 provides one hygiene kit and training for a girl)

Strategy: Give donors low-hassle choices and show the difference their gift makes right away.

Psychology: People are more generous when they see the results of their gift. Making payments simple builds trust and encourages quick action.

Tone: Grateful, urgent but uplifting. Clearly link dollars to changed lives.

Fundraising Ideas

Purpose: Help supporters find different ways to help, beyond just giving money.

Key Elements:

- Options to fundraise in their network
- Ways companies or groups can sponsor or partner
- Tools and contact for more info

Strategy: Capture interest from people and businesses who want to do more than a one-time gift.

Psychology: Some donors and businesses give more if they can connect their network or identity to a cause.

Tone: Encouraging, collaborative, and simple to follow.

Contact (*Contact*)

Purpose: Make it fast and easy for potential donors, partners, and volunteers to reach you.

Sections

Contact Form

Purpose: Allow questions and interest in helping to come straight to your email.

Key Elements:

- Name and email boxes
- Simple message or question box
- Submit button

Strategy: Reduce barriers for interested people; simple contact means more will reach out.

Psychology: A short, focused contact form feels welcoming, not overwhelming.

Tone: Friendly and straightforward. Thank people for wanting to reach out.

Other Ways To Connect

Purpose: Show more ways to get in touch and stay informed.

Key Elements:

- Displayed email address (contact.thredsofred@gmail.com)
- Phone number (503-957-1908)
- Links to Facebook and Instagram

Strategy: Make sure no interested supporter falls through the cracks.

Psychology: Not everyone likes forms—give other simple ways to connect.

Tone: Open, welcoming, and prompt. Invite all questions and interest.

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 First

Application: Show your mission and value at the very top of your homepage using a headline, photo, and short statement.

Implementation: Use a clear banner image with a short phrase on who you impact, and clear buttons for 'Donate' and 'Learn More'.

Principle: Reduce Friction

Application: Every donation option should be obvious, with as few steps as possible to let people give quickly and easily.

Implementation: Set up a main 'Donate' button on every page, use PayPal, and keep donation forms short.

Principle: Social Proof Builds Trust

Application: Share proof about your results, stories from your work, and your nonprofit status near calls to action.

Implementation: Use real photos, brief stories from the villages you serve, and a small nonprofit badge on each page.

Content Strategy

Area: Mission, Impact, and Needs

Recommendation: Tell your unique story of empowerment and show how donors make a difference.

Implementation: Include a success story with a quote, and update imagery/content every few months with new photos or brief results.

Area: Services and Programs

Recommendation: Highlight your three main service areas: feminine hygiene empowerment, educational programs, vision clinics.

Implementation: Use short headlines and bullets for each program, with simple contact or 'Support this Work' buttons.

Area: SEO and Visibility

Recommendation: Use important keywords naturally in your main pages and stories to help people find you online.

Implementation: Include keywords from your intake list (e.g., #MenstruationMatters, sustainable hygiene) in main web content.

Conversion Optimization

Technique: Donation Focused Design

Rationale: The sooner a visitor sees donation options, the more likely they are to give, especially for those who visit with intent to help.

Implementation: Place donation buttons and amounts at the top of home and relevant pages, offer both preset and custom amounts.

Technique: Make Contact Easy

Rationale: Some donors prefer talking before giving, so showing email and contact form at all times helps remove barriers.

Implementation: Display a contact button or email at the top and bottom of every page, and test that forms send messages correctly.

Priority Focus

Category: Homepage

Description: Make your homepage clear and inviting, so visitors connect and know what to do.

Reason: First impressions decide if people read more or leave.

Category: Donation System

Description: Set up a very easy donation experience with the eCommerce tools you've purchased.

Reason: Donations are the main way you fund your work.

Implementation Order

1. Homepage clarity and main stories
2. Simple navigation menus
3. Donation system setup
4. Contact information and form
5. Social proof and impact visuals
6. SEO and directory setup

Risk Mitigation

Complex forms or slow site

Category: Usability

Suggested Action: Review every step in the donation and contact process for simplicity and test with a non-technical person before launch.

Missed or slow communications

Category: Donor Relations

Suggested Action: Check that contact forms and donation confirmations go to your current working email and that you reply quickly.

Business Impact

Impact Level: High