

Website Blueprint

OP-85368

Location: Winamac, Indiana, USA (Starke and Pulaski Counties)

Business Type: Home Builders and Repairers (Nonprofit Housing Organization)

Target Audience: Low-income families willing to partner for homeownership, local residents seeking affordable housing, community organizations and volunteers interested in giving back, faith-based groups, and individuals motivated by Christian values and community service.

Executive Summary

Starke/Pulaski Habitat for Humanity is a nonprofit organization with 26 years of experience, dedicated to building simple, affordable homes for low-income families in Starke and Pulaski Counties, Indiana. The organization stands out by offering zero percent home mortgages and bringing together local residents, volunteers, and faith-based groups to create stronger communities. Their focus on partnership rather than charity and their Christian values set them apart from other home builders and repairers.

Primary Goals

- Build simple, affordable homes for low-income families in Starke and Pulaski Counties
- Promote community involvement through volunteer opportunities and partnerships
- Increase awareness and support for attainable homeownership and related programs

Brand Values

- Compassion and community service
- Partnership and empowerment
- Integrity and transparency

Competitive Advantages

- Celebrating 50 years of service to low-income families
- Strong community and faith-based partnerships
- Unique approach: 'Not a Handout, but a Handup' philosophy

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#205C40
Secondary		#F6E9C2
Accent		#569BD4

Rationale: These colors help the website feel welcoming, trustworthy, and connected to home building and the local community. The green reminds people of growth and stability, the soft yellow brings energy and warmth, and the blue gives a calming and friendly touch. These colors will help the site look bright and positive, not cold or corporate.

Typography

Heading Font: Montserrat

Body Font: Open Sans

Google

Fonts

Url:

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

Imagery Style

Use friendly photos of real people, volunteers, families, and building projects. Show images that highlight teamwork, caring, and community support. Use warm and bright pictures that show hope and positive change.

Overall Aesthetic

The site should look friendly, lively, and inviting. It must feel easy to use and positive, making everyone feel welcome—especially families and volunteers. Avoid making it look formal or exclusive.

Theme Style

Community-focused and approachable, combining local touches with a hint of faith-based warmth. Include small design elements like subtle icons and friendly shapes to make the site feel personal and supportive.

Layout Approach

Keep the layout clear and simple to follow. Show main choices (like Homeownership, Volunteer, Donate) right away, with easy ways to contact or apply. Use large headings and short sections to help people browse without getting lost. Make it easy to find important things, with lots of buttons and links.

Regional Recommended

- Pictures of local homes and volunteers
- References to Winamac and surrounding communities
- Indiana-themed photos (like landscapes or seasons)

Regional Avoid

- Images of big cities or luxury homes
- Cold or corporate designs
- Anything that feels too fancy or distant from local needs

Requirements & Features

Contact Information

Description: Show phone number, email, and mailing address clearly on every page. Give clear instructions on how visitors can reach out.

Validation: Visitors can easily find your phone number and email within a few seconds on any page.

Website Structure and Pages

Description: Include separate pages for Home, Contact, Mission, Principles, Donation Links, Homeowner Application, Tax Credit Info, Volunteer Information, and The Church and Habitat.

Validation: Each important organizational area is easy to find from the main menu.

Donation Integration

Description: Make it simple for visitors to find and use the online donation link.

Validation: There is a clear and working 'Donate' button or link visible on the homepage and donation page.

Homepage Messaging

Description: Showcase the message: 'Not a Handout, but a Handup.' Explain how you build affordable homes and offer meaningful ways to volunteer.

Validation: Homepage talks about giving a hand up, and clearly states how to get involved.

Images and Brand Materials

Description: Use uploaded images, your logo, and professional photos that look friendly and welcoming. Make the site look fresh and modern.

Validation: Images appear on every page and match your organization's values.

Page Speed and Performance

Description: Make pages load faster for visitors by using the right image sizes and simple layouts.

Validation: Site loads in under 4 seconds on home internet and basic mobile connections in Indiana.

Social Media Links

Description: Put a Facebook icon and link at the top and bottom of all pages, since that is your main social media.

Validation: Every page has a working Facebook link that is easy to spot.

SEO and Business Directory

Description: Use keywords such as 'Starke Pulaski Habitat for Humanity', 'volunteer communities', and 'attainable homeownership' throughout the website content. Ensure your listing in business directories

shows your correct name and contact information. Remove or avoid unrelated terms.

Validation: Keywords appear naturally in content. Directory listings show the right business name, number, and email.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: Welcome visitors, explain the purpose of the organization, and guide people to the most important next steps.

Sections

Hero

Purpose: Make it clear right away that this is Starke/Pulaski Habitat for Humanity, and highlight how you help families in the community.

Key Elements:

- Business name and logo
- Slogan: Not a Handout, but a Handup
- Photo showing real families or volunteers at work
- Short sentence about building affordable homes and offering hope

Strategy: Put the main message and a button to apply or contact you where everyone can see it immediately.

Psychology: People decide quickly if a site matches what they need, so the top area should be welcoming, clear, and make your purpose obvious.

Tone: Use warm, friendly, and encouraging language. Keep sentences short and easy to read.

Cta Block

Purpose: Encourage people to take action, like applying for a home, donating, or signing up to help.

Key Elements:

- Buttons to apply for homeownership, volunteer, or donate
- Simple list of ways to help or get help
- Quick summary of why each action matters

Strategy: Make actions clear, with only one main button per action and easy words like 'Apply Now' or 'Volunteer Today.'

Psychology: People are more likely to click a button if it feels easy and the reason is clear.

Tone: Motivate people by showing how their action makes a difference in the community.

Services Foundations (*Service*)

Purpose: Explain the six foundational principles that guide your work.

Sections

Main Content

Purpose: Show what values guide your organization and invite trust.

Key Elements:

- List of six principles
- Short explanation of each
- Simple icons or photos that match each principle

Strategy: Make it easy for visitors to understand your values at a glance.

Psychology: People support groups whose values match theirs, so show these up front.

Tone: Be clear, sincere, and inviting.

About Mission (*Info*)

Purpose: Share your mission and what makes you unique.

Sections

Main Content

Purpose: Let visitors know why your work matters and how you help local families.

Key Elements:

- Simple mission statement
- Story of your organization
- Highlight: 50 years of serving families
- Photos of homes and community events

Strategy: Show your long-term impact so people trust and want to work with you.

Psychology: Stories and history help people connect with your cause.

Tone: Keep an inspirational, hopeful, and down-to-earth tone.

Links Donations (*Info*)

Purpose: Give easy access to national and state Habitat resources, and offer a way to donate online.

Sections

Main Content

Purpose: Make it easy for people to find more information or support your mission.

Key Elements:

- Links to National and State Habitat sites
- Online donation button with clear instructions
- Thank you message for donors

Strategy: Display the donation button in a standout color, with simple instructions.

Psychology: Making it simple to give increases the chance that someone will donate.

Tone: Be thankful, positive, and clear about how donations are used.

Homeowner Application (*Form*)

Purpose: Walk families through how to apply for a home.

Sections

Main Content

Purpose: Guide families to understand if they qualify and how to apply.

Key Elements:

- Simple overview of who can apply
- Step-by-step application instructions
- Downloadable form or online application link
- Contact details for questions

Strategy: Highlight the main 'Start My Application' button and keep steps short.

Psychology: Clear steps lower fear and make it more likely people will apply.

Tone: Be clear, supportive, and encourage people to ask for help if confused.

State Tax Credit (*Info*)

Purpose: Explain how Indiana State Tax Credits help supporters and donors.

Sections

Main Content

Purpose: Show why giving is easier and more rewarding with credit info.

Key Elements:

- Simple explanation of the tax credit
- Who can benefit
- Step-by-step for donors to claim credits
- FAQ for common questions

Strategy: Encourage donations by making the credit's benefits clear.

Psychology: If people understand savings, they're more likely to support you.

Tone: Be easy to understand, practical, and friendly.

Volunteer Info (*Form*)

Purpose: Inform and sign up volunteers and community groups.

Sections

Main Content

Purpose: Make it easy for people to learn about volunteering and join in.

Key Elements:

- List of volunteer opportunities
- Safety waiver (download or online form)
- Stories or photos from past volunteers
- Sign-up button

Strategy: Show real people volunteering and keep the sign-up process short.

Psychology: People want to help if they see others doing it and feel the process is simple and safe.

Tone: Be positive, community-focused, and show appreciation.

Church And Habitat (*Info*)

Purpose: Build partnerships with faith-based groups and show how churches can support your work.

Sections

Main Content

Purpose: Invite churches to partner and explain the benefits of working together.

Key Elements:

- Overview of partnership ideas
- List of ways churches can get involved
- Quotes or testimonials from church leaders
- Contact button for partnership inquiries

Strategy: Encourage churches to reach out by showing examples and making it easy to connect.

Psychology: Faith-based groups want to see clear, shared values and practical ways to help.

Tone: Warm, welcoming, and partnership-focused.

Contact (*Contact*)

Purpose: Let visitors reach out for questions, help, or partnership inquiries.

Sections

Main Content

Purpose: Make it simple for anyone to get in touch.

Key Elements:

- Phone number and email
- Mailing address (with note about not having a physical office)
- Short web form for questions
- Hours of operation

Strategy: Keep the form simple and show you are open to all questions.

Psychology: Everyone should feel welcome to reach out, reducing hesitation.

Tone: Friendly, open, and supportive.

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 beats complexity

Application: Make your message and next steps easy to understand for everyone visiting the site.

Implementation: Keep instructions simple, use big buttons that tell people exactly what will happen when they click (like 'Donate Now' or 'Apply for a Home').

Principle: Social proof and trust

Application: Show photos and stories of homes built, families helped, or volunteers in action to help people feel confident in your work.

Implementation: Add a section with recent projects, volunteer photos, or testimonials from families you have helped.

Principle: Reduce friction

Application: Make it easier for visitors to complete tasks, like getting in touch or applying.

Implementation: Use a clear contact form with just a few required fields and visible 'Send' or 'Apply' buttons.

Content Strategy

Area: Home Page

Recommendation: Show your mission, tagline, and how visitors can help right away.

Implementation: Start with your 'Not a Handout, but a Handup' motto. Provide buttons for 'Apply for a Home', 'Donate', and 'Volunteer'.

Area: Service Pages

Recommendation: Explain what you offer and how it works in plain language.

Implementation: On each service page, write what the service is, who it's for, and give a step-by-step list for how people can take part.

Area: Volunteer and Donation

Recommendation: Make it easy for people to start volunteering or donate.

Implementation: List volunteer steps. Show a simple donation form or a big 'Donate Now' link.

Conversion Optimization

Technique: Clear calls to action

Rationale: More people will contact you, donate, or apply if the buttons tell them exactly what to do.

Implementation: Use buttons like 'Apply Now', 'Volunteer Today', or 'Donate Now' in bright colors above the scroll line and at the end of each service description.

Technique: Simple contact and application forms

Rationale: The easier it is to fill out forms, the more responses you'll get.

Implementation: Keep only a few required fields on any forms, and show a success message after submission.

Technique: Visible testimonials and community impact

Rationale: People are more likely to trust you and want to help if they see proof of your results.

Implementation: Add a 'Success Stories' section with real photos and short quotes from people who have benefited from your work.

Priority Focus

Category: Homepage and Main Navigation

Description: Make it clear who you are, what you offer, and how people can help or get help.

Reason: First impressions decide if visitors stay or leave.

Category: Donation and Application Access

Description: Make it easy to donate or apply for a home.

Reason: These are your top goals, so their pages must be easy to find and use.

Category: SEO Optimization for Local Impact

Description: Use the right words in your area to help more local families find you.

Reason: Most of your audience is local and needs to find you through search engines.

Implementation Order

1. Homepage and menu setup
2. Contact and donation buttons
3. Service and application pages
4. Photos and testimonials
5. Local keywords and business directory
6. Social media links
7. Final check for page speed and mobile viewing

Risk Mitigation

Slow site loading

Category: Performance

Suggested Action: Use smaller photo sizes and only use needed features to make sure the website loads quickly.

Hard-to-find contact or help information

Category: Usability

Suggested Action: Always keep the phone and email at the top and bottom of each page, and make contact forms quick and easy.

Outdated or confusing information

Category: Content

Suggested Action: Assign someone to update your events, news, and service information every few months.

Business Impact

Impact Level: High