Website Blueprint

OP-85341

Location: Wilberforce, Ohio, USA (serving national and international audiences)

Business Type: Nonprofit Community Foundation (Leadership Development, Civic Engagement, Conservation Education)

Target Audience: Individuals of all ages interested in National Parks and Military history, including historians, educators, students (6th grade through college), young adults, and philanthropic organizations. Psychographics include those passionate about leadership, civic duty, conservation, African American history, and the legacy of Brigadier General Charles Young.

Executive Summary

The Brigadier General Charles Young Foundation stands out by inspiring all ages to follow the example of Brigadier General Charles Young through leadership development, civic engagement, and conservation education. As a key supporter of the Charles Young Buffalo Soldiers National Monument, the Foundation uniquely connects historical legacy with modern education and community programs, making it a central resource for scholars, students, and anyone interested in African American history, national parks, and military leadership. Their clear story, trusted content, exclusive partnerships with national parks, and emphasis on education and outreach distinguish them from others and draw national and international interest.

Primary Goals

- Promote and foster leadership skills in young people based on the legacy of Brigadier General Charles Young
- Support and collaborate with the Charles Young Buffalo Soldiers National Monument and related National Parks
- Educate and inspire the public about the life, achievements, and impact of Charles Young

Brand Values

- Leadership
- Civic Duty
- Conservation

Competitive Advantages

- Official supporting organization of the Charles Young Buffalo Soldiers National Monument
- Direct collaboration with Sequoia and Yosemite National Parks
- Unique focus on the legacy of Brigadier General Charles Young, connecting multiple historic sites and educational initiatives

Visual Identity

Color Palette

Color Type	Color Swatch	Hex Value
Primary		#25472d
Secondary		#ffffff
Accent		#b89c4b

Rationale: The main color is inspired by the deep green found in the landscapes of National Parks and the Foundation's logo. White is used to create a clean and open feel, making the content easy to read for all ages. The accent gold brings warmth and highlights the prestige and inspirational impact of Charles Young's story.

Typography

Heading Font: Oswald

Body Font: Roboto

Google Fonts Url: https://fonts.googleapis.com/css2?family=Oswald:wght@400;500;700&family;=Roboto :wght@400;500;700&display;=swap

Imagery Style

Use a mix of historical photos, modern National Park landscapes, and high-quality images of Charles Young. Feature authentic, moving photos that show real people and places connected to the Foundation's work and the parks, especially for the rotating banners and gallery. Mix black-and-white for older history and color for recent stories to show legacy and ongoing impact.

Overall Aesthetic

The website will look inspiring and inviting, combining a modern, professional feel with elements that honor history and legacy. Large, bold banners and key calls to action will engage people as soon as they enter the site. Clear sections, strong visuals, and well-spaced text help visitors of all ages quickly find what's important.

Theme Style

The style should be clean, bold, and approachable—balancing the authority of a leadership foundation with the friendliness expected of a community group. Include elements that echo National Parks (such as subtle background textures like paper, maps, or stone) but keep them light so the pages don't feel crowded.

Layout Approach

The layout will be simple and easy to move around. Use lots of space around images and text to highlight the message. Large rotating banners on the home page will showcase foundation values and Charles Young's story. The gallery will be used to support the timeline, letting users explore history visually. Key details like contact info and donation links will always be easy to spot, especially on mobile phones.

Regional Recommended

- Feature scenic Ohio landscape images in banners and galleries.
- Include local landmarks like Youngsholm (the Charles Young house) and photos from Wilberforce.
- Use banners or highlights when the Foundation partners with U.S. National Parks or Wilberforce University.

Regional Avoid

- Do not use dark, heavy backgrounds that make reading hard for older visitors.
- Avoid colors or photos that look like commercial brands or advertisements—you want to convey trust and credibility.
- Don't clutter banners or galleries with too much text—let the imagery speak.

Requirements & Features

Homepage Visual Experience

Description: Use a powerful rotating banner at the top of the homepage with the best images of Brigadier General Charles Young, National Parks, and moments from his life to capture attention and set the tone.

Validation: Rotating banner displays high-quality, relevant images and is the first thing visitors see when landing on the homepage.

Photo Gallery

Description: Create a timeline gallery page that lets visitors easily browse and learn about key moments in Charles Young's life and history, using uploaded images.

Validation: Gallery is available from main menu and allows clear, easy browsing of historical events and photos with short captions.

Navigation and Structure

Description: Organize the main menu so visitors can easily find the Timeline, About the Foundation, Resources, and History without confusion.

Validation: Menu has clear, simple labels and all key pages are 1 click away from the homepage.

Contact Information

Description: Display the email address and mailing address clearly on the About the Foundation page, making it easy for anyone to get in touch.

Validation: Contact info is visible without scrolling or searching on the About page.

Mobile Experience

Description: Make sure the rotating banner, gallery, and all pages look just as good on smartphones and tablets as on computers.

Validation: No images or text are cut off on mobile devices. Banner and gallery work smoothly.

Page Load Speed

Description: Use uploaded images in the rotating banner and gallery in web-friendly sizes so that pages load quickly for everyone, including people with slower internet.

Validation: Webpages load in 3 seconds or less; no image takes more than 1 second to appear.

Donations and Support

Description: Highlight the ways visitors can donate and support the foundation, making the donation process as simple as possible from every page.

Validation: Donation information is clearly linked in the menu, at the bottom of each page, and on the homepage.

Accessible Fonts and Readability

Description: Use clear, modern fonts similar to those seen on https://thewaltdisneycompany.com/about/ to welcome all ages and make the content easy to read.

Validation: Text is readable for all ages, including those with vision challenges; clear difference between headings and regular text.

Page Structure & Recommendations

Homepage (*Landing*)

Purpose: To inspire visitors with Brigadier General Charles Young's story, introduce the foundation's work, and guide people to discover more through key areas like leadership, civic engagement, conservation, and history.

Sections

Hero

Purpose: Create a powerful first impression of Charles Young's legacy and the foundation's mission.

Key Elements:

- Rotating banner featuring dramatic images of Charles Young, national parks, and key life moments
- Short, inspiring message that sums up the foundation's purpose (leadership, civic duty, conservation)
- Brigadier General Charles Young's name and major titles
- Menu at the top for easy access to all main pages

Strategy: Draw people in visually and emotionally, making it easy to click through to explore more about the timeline, programs, and ways to get involved.

Psychology: When inspired by a strong, visual story and clear statements, people feel more connected and curious to find out how they can take part or learn more.

Tone: Use clear, uplifting, and welcoming language that motivates all ages and backgrounds to explore.

Cta Block

Purpose: Encourage visitors to discover the timeline, learn about programs, or support the mission through donations or spreading the word.

Key Elements:

- Button to view the historical timeline
- Button to learn about the foundation or contact for more information
- Button to donate now
- Short, clear prompts explaining what each button does

Strategy: Place action options in clear view, with one simple action per button, so visitors do not feel overwhelmed and can easily choose how to get involved.

Psychology: When people see their options right away with simple explanations, they are more likely to engage and take the next step.

Tone: Keep instruction simple, warm, and supportive—explain that even small actions can make a difference.

Timeline (*Internal*)

Purpose: Help visitors dive into the detailed history and journey of Charles Young's life and milestones, using images and galleries.

Sections

Intro

Purpose: Set the stage for the timeline, explaining why his story matters.

Key Elements:

- Short introduction to the timeline project
- Quick guidance or table of contents for easy navigation

Strategy: Invite people to scroll and click through events they care about or want to learn more about.

Psychology: Understanding the journey step-by-step makes history feel real and encourages deeper digging.

Tone: Use inviting, story-driven language that's easy to follow for all age levels.

Gallery

Purpose: Showcase a visual journey of key events using an image gallery.

Key Elements:

- Gallery (slider format) with high-quality photos tied to each period of Charles Young's life
- Short captions for context on each photo

Strategy: Make visitors spend more time engaging with images to foster interest and emotional connection.

Psychology: People are more likely to remember stories and feel inspired when they see real faces and places.

Tone: Write image captions simply, highlighting important details in each photo.

About The Foundation (*Internal*)

Purpose: Explain the foundation's mission, vision, team, and how people can reach out or support the work.

Sections

Mission And Vision

Purpose: Clearly share what the foundation stands for and what it hopes to achieve.

Key Elements:

- Mission statement in plain language
- Values: leadership, civic duty, conservation

Strategy: Establish trust and respect, motivating visitors to participate or support.

Psychology: People decide quickly if a cause fits their values—they want clarity and honesty.

Tone: Speak directly, using relatable and inspiring language.

Team And Contact

Purpose: Introduce the foundation leaders and provide easy ways to make contact or ask questions.

Key Elements:

- Photos and names of team members
- Short descriptions about each person's role and background
- Clearly displayed contact email
- Foundation address

Strategy: Make people feel welcome, supported, and equip them to make the first connection.

Psychology: Seeing real people builds trust and makes engagement feel natural.

Tone: Be personable and open; invite visitors to get in touch with any questions.

Donate

Purpose: Encourage giving and explain how support helps further the foundation's mission.

Key Elements:

- Simple explanation of how donations help
- Clear instructions for how to make a donation (by check, address, and email contact)
- Tax-deductible statement

Strategy: Reassure about the impact of donations and provide trustworthy, straightforward instructions.

Psychology: People donate when they see exactly where their help goes and feel appreciated.

Tone: Thankful, specific, and practical—show how every gift matters.

Resources (*Internal*)

Purpose: Provide a curated collection of helpful links, articles, books, documentaries, and educational materials related to Charles Young and the Buffalo Soldiers.

Sections

Resource Directory

Purpose: Make it easy for visitors to explore deeper knowledge, connect to community projects, and access research materials.

Key Elements:

- Organized list of links to external articles, museums, documentaries, and books
- Brief descriptions of each resource
- Notices to explain the foundation does not endorse all external content

Strategy: Keep information easy to explore, separate by topic, and highlight the value for different groups like students or researchers.

Psychology: When learning feels accessible and not overwhelming, more people take the time to read and return.

Tone: Friendly, helpful, and non-technical; guide visitors in simple steps.

Community Projects

Purpose: Encourage participation in related projects and invite new ideas.

Key Elements:

- Invitation to share research or community projects
- Simple contact instructions for collaboration

Strategy: Show openness to ideas, positioning the site as a living resource hub.

Psychology: People are more likely to participate if their ideas are valued and it's easy to start.

Tone: Welcoming, supportive, and encouraging.

History (*Internal*)

Purpose: Give a full biographical profile of Brigadier General Charles Young, told in a way that is clear, relatable, and inspiring.

Sections

Biography

Purpose: Offer the detailed story of Charles Young's life, achievements, and impact.

Key Elements:

- Start-to-finish narrative of his journey with easy-to-read subheadings
- Photos of Charles Young, places, and key moments

Strategy: Let visitors learn at their own pace while finding the facts and inspiration they seek.

Psychology: Personal stories leave a strong impression and move people to action or learning.

Tone: Clear, respectful, and interesting—suitable for all ages and backgrounds.

Milestones

Purpose: Highlight key achievements and turning points in his life.

Key Elements:

- Bullet-point milestones
- Quick facts blocks for easy reading
- Links for expanded detail

Strategy: Make it easy for visitors in a hurry to grasp the most important pieces of his legacy.

Psychology: Quick facts increase learning for younger or busy visitors.

Tone: Concise, easy, and inviting more exploration if wanted.

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: Make a strong first impression

Application: Welcome visitors with a striking, meaningful image banner that captures attention and communicates the site's purpose immediately.

Implementation: Use the rotating banner at the very top, with impactful images, and add a short, inspiring tagline about leadership and legacy below.

Principle: Reduce barriers to information

Application: People of all ages and backgrounds should find what they need without getting lost.

Implementation: Keep menu items short and place the Timeline, About, History, and Resources in the top menu; avoid dropdowns where possible.

Principle: Build emotional connection

Application: Showcase authentic stories and personal photos to inspire visitors and motivate them to donate or get involved.

Implementation: Use personal quotes, milestones in the timeline gallery, and direct calls to action inviting support.

Principle: Trust through transparency

Application: Provide clear contact information, donation details, and organizational background on the about page.

Implementation: Display the email, mailing address, and foundation mission in easy-to-find places. Avoid requiring users to fill out long forms.

Content Strategy

Area: Homepage

Recommendation: Focus the homepage on Charles Young's story, foundation mission, and why visitors should care.

Implementation: Start with the rotating banner, lead into a short intro about Charles Young, then highlight foundation activities and donation options.

Area: Timeline & Gallery

Recommendation: Create a dynamic, visual timeline that helps users follow Charles Young's journey

Implementation: Use gallery images with short, easy-to-read captions and arrange them in chronological order.

Area: Resources & Links

Recommendation: Offer curated, easy-to-navigate lists of resources for students, educators, and researchers.

Implementation: Organize links and resources with short explanations under clear headings (like 'Books', 'Documentaries', 'Partner Organizations').

Area: About the Foundation

Recommendation: Make mission, contact details, and board member info easy to find and understand.

Implementation: Use clear section headings and avoid clutter. Place contact information at the top or in a side box.

Conversion Optimization

Technique: Simple donation process

Rationale: Making it easy to donate increases support for your programs.

Implementation: Show 'Donate' buttons or links at the top and bottom of all main pages and on the homepage. Provide both mailing address and online info.

Technique: Clear calls to action

Rationale: Telling visitors exactly what to do encourages them to get involved or reach out.

Implementation: Use short, direct prompts like 'Learn More', 'Support Our Mission', 'See the Timeline', and 'Contact Us at [email]'.

Technique: Highlight most important links

Rationale: Helping visitors find top resources or education material quickly makes the site valuable for teachers and students.

Implementation: Feature resource links and educational content high up on the homepage and timeline page, not buried at the bottom.

Priority Focus

Category: Visual Storytelling

Description: Create an immediate, immersive impression with banners and galleries.

Reason: First impressions matter for engaging all ages, especially donors and schools.

Category: Simplicity and Access

Description: Keep the site easy to use, so younger students and older adults can find what they need without frustration.

Reason: Removing obstacles increases engagement and support.

Category: Donation Visibility

Description: Make support options easy to spot on every page.

Reason: Clear paths to giving help sustain the foundation's mission.

Implementation Order

1. Set up homepage with rotating banner and tagline
2. Build out main menu structure for easy navigation
3. Create timeline/gallery page with images and clear captions
4. Set up About the Foundation page with mission and contact info
5. Add donation information and links on all pages
6. Optimize images for fast page loading
7. Test and improve mobile experience
8. Review fonts and color choices for clarity and accessibility

Risk Mitigation

Large images slow down website loading

Category: Performance

Suggested Action: Compress images before uploading and use plugins that reduce file size for web browsers.

Lost contact leads due to no contact form

Category: Engagement

Suggested Action: Make the email address and mailing address obvious so people can reach out easily.

Site may be hard to use for youth or visually impaired users

Category: Accessibility

Suggested Action: Choose readable fonts, large enough text, and use enough color contrast for clarity.

Business Impact

Impact Level: High