Website Design, Wireframe and Menu Path Intake Form  
*website design by myMarketing Cafe*

Our services begin with a website strategy call. We ask that you complete the form below as best as you can prior to our phone call and return the completed form to your website specialist at jolynndeal@mymarketingcafe.com. We will go over the form and the information you provided during the call.

Name of Contact:

Email:

Phone:

Nonprofit Name:

Nonprofit URL or Domain Name:

Consider what pages you want on your nonprofit website. Below is a list of common pages.

About Us

Our Mission

Our Vision

History

Our Team

Board of Directors

Services

Events

Blog

Donate Page

Community Partners

Financial Data

Volunteer

News/Updates

Photo Gallery

Contact Us

Careers

Once you have decided what pages you want on the website, determine the menu path for the website.

What pages will go in the main menu which is generally at the top of the website? Website user design best practices show that a maximum of five to seven tabs in the main menu is optimal. Other pages can be included in the dropdown menu of one of the tabs or in a sub menu above the main menu or in the footer, or in a sidebar.

**Example Main Menu:**

**About Us Our Team Our Services Donate Get Involved**

The above would be the Main Menu and any other pages would fall under one of these tabs as a sub page.

**About Us Our Team Our Services Donate Get Involved***History Staff Careers  
Mission Board of Directors Volunteer  
Contact Us Community Partners Events  
Financial Data Blog*

Use the space below to create your Main Menu with Subpages:

What color scheme do you want to use for your website? Please find an online example of the exact color(s), we can pull the color from the example you send.

Copy and paste the URL to each color example here. Share which color we are to look for.

What design style are you looking for with your website? Please include at least three examples of websites you like and share what you like about them. Paste the websites’ URLs in the section below.

Will you want to include original photos on your website or stock images or both? If you want to include original photos begin gathering those into a folder on your computer. These images must be saved using informational file names. Please see the example below.

A person wearing a suit and tie smiling at the camera

Description automatically generatedImage File Name:   
  
Jane\_Smith\_Nonprofit\_CEO

Page Content: Each page of your website will require written and visual content. Our team can help find royalty free images for your pages, but we will need the written content from you. This content isn’t needed for the first call but once you have the final menu path, it is best to begin writing the content for each of the pages. We will discuss each page during the strategy call.