

Jimbere Fund Website Revision Strategy

Home Page:

- Change first background picture from children to one of women (preferably women working on something)
- Text over this picture: “Mobilizing female entrepreneurs to lift Congo out of poverty”
- Buttons/prompts below this text stay the same
- Do you get a lot of clicks from the hero rotator on the right side of the header image? If possible, you might move it to be underneath the header – it distracts from the header text and “Join Us” and “Donate” buttons a bit
 - If moving the hero rotator isn’t an option, I would suggest keeping it rather than deleting it
 - If possible, also making the hero rotator cycle through the available posts automatically is more eye catching than being static

Keep “Our Work” section, but delete second headline and paragraph, replace with:

- “We’re dedicated to empowering women in Congo’s rural communities, who are most affected by extreme poverty and who have been victims of the country’s devastating wars, to achieve economic self-sufficiency. We firmly believe investing time and money in female entrepreneurs will create a ripple effect to benefit their families, communities, and Congo as a whole.”
- Keep “Learn More” button

I like the “Our Approach” section, just update the text for “Collaborative, Holistic and Self-Sustaining” to reflect the focus on women-led businesses

- Collaborative: [REDACTED]
- Holistic: [REDACTED]
- Self-Sustaining: [REDACTED]

I like the “Our Process” piece, but would recommend redesigning it to match the process with arrows that is laid out in the branding document.

Under “Get Involved” change “We need your time and talents” to something like “Be a part of real, long-term change”

Work Page:

- Keep background header image as is, but change paragraph text to:
 - “Jimbere Fund invests time and money in female entrepreneurship to generate multiple benefits, including improvements in socio-economic indicators. Enterprise solutions are the most effective, sustainable and enduring methods to end poverty. We firmly believe that by mobilizing, preparing, and positioning women to create sustainable livelihoods and income while fostering a social support system among entrepreneurs, a ripple effect is created to transform their families and entire communities for the better.”
- “Why?” section, replace paragraph with this text:
 - “The Democratic Republic of Congo regularly ranks as the poorest country in the world. About 64 percent of Democratic Republic of Congo’s nearly 80 million inhabitants live below the national poverty line, and over 60 percent of these people live in rural areas as subsistence farmers.
Due to dismal socio-economic indicators, aid agencies mostly operate on an emergency basis. Though impactful, the provision of bags of rice, bottles of water, school meals and the like still do not reach the remote communities where the needs are most acute. Even when emergency aid manages to reach rural communities, the benefits last only as long as the provisions themselves.
A better, long-term solution is needed to lift rural Congo communities out of poverty.”
- Change “Difference” section to “Why Women?” and replace paragraph text with:
 - “Women are the cornerstones of their communities, yet they suffer disproportionately from high rates of extreme poverty (often being the poorest members of their communities), as well as numerous other discriminatory cultural practices and prejudices rampant in rural Congo. Access to education and healthcare is limited for women. Almost 40 percent of girls in Congo are married off before they turn 18. The Democratic Republic of Congo is frequently listed as one of the worst places in the world for women.
It is clear to us that women have a central role in their communities. We seek to mobilize, prepare, and position them to fill that role and create a ripple effect of benefits not only for their own families, but also for their entire communities.”
- Once you get the new graphic made to show the Ripple Effect, you can insert that graphic into the bottom of this page to replace the “Priority Areas” section. Depending on how in-depth or large this graphic is, you might also include the text layout from “Our Theory of Change” that’s in the branding document we have been working on.

About Us Page:

- I think the paragraph under “About Us” can stay because it is the overall mission while the women-led businesses are the current focus.
- Keep the “Facts” section but move it down to be after “Purpose” and “Story”
- Update The “Vision” and “Mission” texts to the new pieces we worked on together.
 - Delete the “Purpose” part as it is really just a repetition of the “About Us” paragraph
- Update the “Story” paragraph to the new piece we worked on in the branding document
 - Include a link to the “People” page as well after this text – Button can say “Learn More About Our Team” or “Our Team” or “Our People”

Donate Page:

- Change header image to one of women smiling
- Change subhead to read something like “Your donation is an investment in real, long-term change”
- Then, below that “Begin the ripple effect: help us mobilize, prepare, and position female entrepreneurs to have a positive, permanent effect on their communities and Congo.”

Get Involved Page:

- Change header text from “We need your time and talents” to something like “Be a part of real, long-term change” (whatever you decide, make sure it matches the home page “Get Involved” section)
- Under “Fundraising” change “Ready to join the hard work of rebuilding communities in Congo? Our fundraisers help expand opportunities to those who need help most; one community at time.” To something like “Ready to help female entrepreneurs in Congo? Our fundraisers help us mobilize and prepare those who need help most; one business at a time.”

Contact Page:

- Add a small blurb to this page, something like “Have questions, ideas, or want to get involved? We’d love to hear from you.” It’s just a nice way to encourage people to contact you.

Blog Page:

- I’d encourage you to write some blog posts to highlight the more in-depth points from the branding document that didn’t make it into the final website. I would start out with more informational posts, for instance you can detail the grant vs loan process, how businesses graduate, and what kinds of opportunities women are focusing on as they build their businesses. Once this more general information is established, you can go more in depth with things like think-pieces from you and your co-founders, success stories of businesses and how they effect the communities, interviews with women, etc.
- If you can also get PR attention with these blog posts or articles like them, that will help drive traffic to your website (although you probably already knew that)

Stock Images:

These were a little tough for me to suggest since I know very little about Congo or the differences between African cultures (sorry!), so I didn't want to send you anything incorrect or offensive as if I know what I'm looking for exactly. Here are some links from when I searched for "Congo women" "Congo villages" "Congo work" and the like in some stock image websites.

I had pretty much no luck finding anything on Adobe Stock, some luck on Shutterstock, but I think the best options came from iStock. Hopefully this can at least help point you in the direction of some great images even though I'm not confident enough in the subject matter to pick out specific images myself.

https://www.shutterstock.com/search?searchterm=congo+woman&search_source=base_search_form&language=en&page=1&sort=popular&image_type=all&category=&measurement=px&safe=true

<https://www.shutterstock.com/image-photo/lukonga-democratic-republic-congo-circa-september-290240684?src=IGK2IFjMIH5VGQZ6VZalBw-1-43>

https://www.shutterstock.com/image-photo/lukonga-democratic-republic-congo-circa-september-386498617?src=8BQ31SUAPkGFZv5s_71LNw-1-0

<https://www.istockphoto.com/photos/congo-woman?excludenudity=true&phrase=congo%20woman&sort=best>

Likely the best two links for options (I think...):

<https://www.istockphoto.com/search/more-like-this/495668299?mediatype=photography&excludenudity=true&sort=best>

<https://www.istockphoto.com/search/more-like-this/495240937?mediatype=photography&excludenudity=true&sort=best>