

Appendix D - Website Assessments

The nine Non-Profit Organizations (NPO) that were evaluated in Appendix-A have gone through a Website Assessment. The nine NPOs are:

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| 1) <u>Jesuit Refugee Services (JRS)</u> | Website: http://www.jrs.org/ |
| 2) <u>Catholic Organization for Emergency Relief and Refugees (COERR)</u> | Website: http://www.coerr.org/ |
| 3) <u>UNICEF Website Assessment</u> | Website: http://www.unicef.org/ |
| 4) <u>UNHCR Website Assessment</u> | Website: http://www.unhcr.org |
| 5) <u>Care Website Assessment</u> | Website: http://www.care.org |
| 6) <u>WHO Website Assessment</u> | Website: http://www.who.int/en/ |
| 7) <u>IWRAW Website Assessment</u> | Website: http://iwwraw.igc.org/ |
| 8) <u>Doctors Without Borders Website Assessment</u> | Website: http://www.doctorswithoutborders.org/ |
| 9) <u>Oxfam Website Assessment</u> | Website: http://www.oxfam.org/ |

(1) **JRS Website Assessment** (Website: <http://www.jrs.org/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	Use of visuals in home page				X		Good use of image on heading
2	Contains a slogan on the heading					X	No slogan Present
3	Logo is present in heading				X		Logo is clear and representative of the organization.
4	Colors in the background and font are esthetically pleasing				X		The colors are appealing
5	Visually appealing and engaging				X		
6	Contains compelling media (interviews, stories)		X				Yes but it only includes staff
7	Includes picture essays or galleries				X		But it is not easily accessible
INFORMATION REQUIREMENTS							
1	Layout clearly organizes information				X		Yes information is clear and concise
2	Written content is clear and comprehensive				X		
3	Describes assessments that are made by the NGO				X		
4	Accessible and clear mission statement				X		Clear and easily accessible
5	Describes future goals and expectations				X		
6	Contains statistics or quantitative information			X			Statistics are in written form which does not communicate effectively
7	Clearly outlines services provided				X		Services Clearly outlined
8	Outlines a background behind the organization				X		
9	Includes a publications link				X		Very Complete and insightful
10	Correlates current events with the fighting cause				X		Very complete and informative
NAVIGATION REQUIREMENTS							
1	Links are clearly organized and easy to find			X			Clear distribution but some links are hidden in the bottom
2	Clearly guides the viewer to information		X				The viewer needs to know what information they want to see
3	Provides access to associated NGOs				X		Yes and very clearly accessible
4	Contains profiles of the organization's staff			X			Yes but not specifically
5	Maintains a consistent format and layout throughout				X		Website consistent throughout
6	Information is presented in different languages				X		Yes and in four different languages
7	Displays a calendar with past and future events					X	No calendar present
FUNDRAISING REQUIREMENTS							
1	Displays financial distribution			X			Present in downloaded Annual Report but hard to find.
2	Facilitates mailings, email, or newsletters				X		You can print out leaflets from the website
3	Encourages volunteers and/or interns to participate					X	No link displaying this information
4	Credibility is present throughout				X		Yes, especially with the use of publications
5	Provides evident access to online donations				X		Yes, there is a Donations link

6	<i>Has a donor-specific section</i>				X	Yes, very clear and concise on different ways to donate
7	<i>Advertises merchandises sold for fundraising</i>				X	No merchandise sold

(2) **COERR Website Assessment** (Website: <http://www.coerr.org/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	<i>Use of visuals in home page</i>			X			Visuals saturate the front page, impairing proper navigation
2	<i>Contains a slogan on the heading</i>			X			The slogan is vague, does not identify the organization
3	<i>Logo is present in heading</i>			X			The logo is present, but the words for the acronym are not clear
4	<i>Colors in the background and font are esthetically pleasing</i>			X			Not consistent and makes navigation confusing
5	<i>Visually appealing and engaging</i>			X			There are many picture but it takes away from the information
6	<i>Contains compelling media (interviews, stories)</i>	X					There is no interactive media
7	<i>Includes picture essays or galleries</i>			X			The picture gallery is not complete and lacks media
INFORMATION REQUIREMENTS							
1	<i>Layout clearly organizes information</i>			X			The information is not clear and organized
2	<i>Written content is clear and comprehensive</i>		X				Written content is not clear and is displayed in a cluttered way
3	<i>Describes assessments that are made by the NGO</i>	X					There is no explanation regarding assessments and admin. services
4	<i>Accessible and clear mission statement</i>			X			With the help of a link, the mission statement was easily identified
5	<i>Describes future goals and expectations</i>	X					There is not description of future plans
6	<i>Contains statistics or quantitative information</i>	X					There are no numerical information regarding the organization
7	<i>Clearly outlines services provided</i>		X				It outlines the services but it is not clear to the viewer
8	<i>Outlines a background behind the organization</i>				X		It clearly describes its foundation and how the NGO started
9	<i>Includes a publications link</i>					X	No link is present
10	<i>Correlates current events with the fighting cause</i>	X					It does not make such correlation
NAVIGATION REQUIREMENTS							
1	<i>Links are clearly organized and easy to find</i>			X			The links are clear and easy to find but are not consistent throughout
2	<i>Clearly guides the viewer to information</i>		X				Links present in menu are not clear and relevant to information
3	<i>Provides access to associated NGOs</i>	X					Does not mentions its relationship with other NGOs
4	<i>Contains profiles of the organization's staff</i>	X					Only contains contact information, no function or background on staff
5	<i>Maintains a consistent format and layout throughout</i>	X					The layout is not consistent and the format is constantly changing
6	<i>Information is presented in different languages</i>	X					The information is only presented in English
7	<i>Displays a calendar with past and future events</i>	X					Has no mention of future or past events and plans
FUNDRAISING REQUIREMENTS							
1	<i>Displays financial distribution</i>	X					No financial distribution is mentioned or displayed
2	<i>Facilitates mailings, email, or newsletters</i>	X					The only quick communication method mentioned is e-mail
3	<i>Encourages volunteers and/or interns to participate</i>					X	Fails to encourage viewer to help and participate
4	<i>Credibility is present throughout</i>		X				Some credibility is present but viewer may still be skeptical
5	<i>Provides evident access to online donations</i>				X		Shows all the information needed for a bank deposit

6	<i>Has a donor-specific section</i>	X					The only donations mentioned are financial
7	<i>Advertises merchandises sold for fundraising</i>					X	No merchandise is sold or mentioned

(3) **UNICEF Website Assessment** (Website: <http://www.unicef.org/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	<i>Use of visuals in home page</i>				X		Opening page has good visuals, especially in the heading
2	<i>Contains a slogan on the heading</i>				X		Animated slogan provides good visuals
3	<i>Logo is present in heading</i>				X		
4	<i>Colors in the background and font are esthetically pleasing</i>				X		Colors blend well with the graphics used
5	<i>Visually appealing and engaging</i>				X		
6	<i>Contains compelling media (interviews, stories)</i>				X		Includes several media, such as videos and radio news
7	<i>Includes picture essays or galleries</i>				X		
INFORMATION REQUIREMENTS							
1	<i>Layout clearly organizes information</i>				X		
2	<i>Written content is clear and comprehensive</i>				X		
3	<i>Describes assessments that are made by the NGO</i>				X		Explained in the What We Do section
4	<i>Accessible and clear mission statement</i>	X					Was not found on the website
5	<i>Describes future goals and expectations</i>			X			Only present activities are described
6	<i>Contains statistics or quantitative information</i>				X		Very complete, each country had its own statistics
7	<i>Clearly outlines services provided</i>				X		The services are described by departments
8	<i>Outlines a background behind the organization</i>			X			There is not a large background on the organization
9	<i>Includes a publications link</i>				X		Very complete
10	<i>Correlates current events with the fighting cause</i>				X		Each country has its own background information
NAVIGATION REQUIREMENTS							
1	<i>Links are clearly organized and easy to find</i>				X		Link headings are sometimes confusing
2	<i>Clearly guides the viewer to information</i>				X		Links are helpful but sometimes confusing
3	<i>Provides access to associated NGOs</i>	X					No mention of associated NGOs
4	<i>Contains profiles of the organization's staff</i>	X					No profiles for staff, maybe because of the large amount
5	<i>Maintains a consistent format and layout throughout</i>				X		Layout is consistent throughout
6	<i>Information is presented in different languages</i>				X		Information present in five different languages
7	<i>Displays a calendar with past and future events</i>	X					No calendar present
FUNDRAISING REQUIREMENTS							
1	<i>Displays financial distribution</i>	X					No mention of how the money donated will be distributed
2	<i>Facilitates mailings, email, or newsletters</i>				X		Easy sign-up for a newsletter
3	<i>Encourages volunteers and/or interns to participate</i>		X				There is a section to donate but one evident that includes volunteering
4	<i>Credibility is present throughout</i>				X		Very credible website because of all the news articles included
5	<i>Provides evident access to online donations</i>				X		Small Donate button that is not evident

6	<i>Has a donor-specific section</i>	X				Could not find a donors section on different ways to donate
7	<i>Advertises merchandises sold for fundraising</i>				X	No products sold

(4) **UNHCR Website Assessment** (Website: <http://www.unhcr.org>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	<i>Use of visuals in home page</i>				X		Images are very well placed
2	<i>Contains a slogan on the heading</i>				X		Very identifiable heading
3	<i>Logo is present in heading</i>				X		Clear logo
4	<i>Colors in the background and font are esthetically pleasing</i>				X		Colors are also representative of the organization
5	<i>Visually appealing and engaging</i>				X		
6	<i>Contains compelling media (interviews, stories)</i>				X		Several media present such as videos
7	<i>Includes picture essays or galleries</i>				X		Several picture galleries
INFORMATION REQUIREMENTS							
1	<i>Layout clearly organizes information</i>				X		Very clear even though there are several links
2	<i>Written content is clear and comprehensive</i>				X		Information is concise and clear, helpful for quick information
3	<i>Describes assessments that are made by the NGO</i>				X		Explains process and function
4	<i>Accessible and clear mission statement</i>				X		
5	<i>Describes future goals and expectations</i>				X		
6	<i>Contains statistics or quantitative information</i>			X			In written form and does not describe specific numeric values.
7	<i>Clearly outlines services provided</i>			X			Not easily assessable and clear.
8	<i>Outlines a background behind the organization</i>				X		
9	<i>Includes a publications link</i>				X		
10	<i>Correlates current events with the fighting cause</i>				X		
NAVIGATION REQUIREMENTS							
1	<i>Links are clearly organized and easy to find</i>				X		Easily navigable
2	<i>Clearly guides the viewer to information</i>				X		Information is clearly outlines but sometimes the information might be overwhelming
3	<i>Provides access to associated NGOs</i>				X		Mentions partners and donors who are associated with the NGO
4	<i>Contains profiles of the organization's staff</i>			X			Only mentions the offices and what is their function, not staff
5	<i>Maintains a consistent format and layout throughout</i>				X		Layout is clear and consistent
6	<i>Information is presented in different languages</i>					X	Language choice is not present on the website
7	<i>Displays a calendar with past and future events</i>			X			Contains only ongoing events, not very elaborate
FUNDRAISING REQUIREMENTS							
1	<i>Displays financial distribution</i>					X	Information is not open
2	<i>Facilitates mailings, email, or newsletters</i>				X		Has a news feed which you can hear
3	<i>Encourages volunteers and/or interns to participate</i>			X			Opportunities are present but there is no encouragement
4	<i>Credibility is present throughout</i>				X		Very credible organization because of the UN's credibility
5	<i>Provides evident access to online donations</i>				X		Donate button very clear and well positioned

6	<i>Has a donor-specific section</i>			X		Explains different ways to help
7	<i>Advertises merchandises sold for fundraising</i>				X	No specific merchandise sold

(5) **Care Website Assessment** (Website: <http://www.care.org>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	<i>Use of visuals in home page</i>				X		Very appealing image in the opening page
2	<i>Contains a slogan on the heading</i>				X		The slogan "I am powerful" gives viewer an image of the NGO
3	<i>Logo is present in heading</i>				X		Logo is present and recognizable
4	<i>Colors in the background and font are esthetically pleasing</i>				X		Color layout was well chosen
5	<i>Visually appealing and engaging</i>				X		
6	<i>Contains compelling media (interviews, stories)</i>				X		Several Media present
7	<i>Includes picture essays or galleries</i>				X		Web Features link is very complete
INFORMATION REQUIREMENTS							
1	<i>Layout clearly organizes information</i>				X		Links are very complete
2	<i>Written content is clear and comprehensive</i>				X		Information is very complete
3	<i>Describes assessments that are made by the NGO</i>						
4	<i>Accessible and clear mission statement</i>				X		
5	<i>Describes future goals and expectations</i>						
6	<i>Contains statistics or quantitative information</i>	X					No statistical information present, only vague financial distribution
7	<i>Clearly outlines services provided</i>				X		This was well displayed in the Campaign links
8	<i>Outlines a background behind the organization</i>						
9	<i>Includes a publications link</i>				X		Present in Newsroom link
10	<i>Correlates current events with the fighting cause</i>				X		Interestingly is correlates the events to CARE'S work
NAVIGATION REQUIREMENTS							
1	<i>Links are clearly organized and easy to find</i>				X		Links are divided into sub-links that are easily accessible
2	<i>Clearly guides the viewer to information</i>				X		Information is engaging and clear
3	<i>Provides access to associated NGOs</i>				X		It has a Partnership Link
4	<i>Contains profiles of the organization's staff</i>	X					Only describes assistance, possibly because there are too many staff
5	<i>Maintains a consistent format and layout throughout</i>				X		
6	<i>Information is presented in different languages</i>	X					Website only available in English
7	<i>Displays a calendar with past and future events</i>			X			Ties events with the CARE news worldwide
FUNDRAISING REQUIREMENTS							
1	<i>Displays financial distribution</i>				X		It is vague but enough to inform the audience
2	<i>Facilitates mailings, email, or newsletters</i>				X		Presents annual reports with all the information
3	<i>Encourages volunteers and/or interns to participate</i>				X		
4	<i>Credibility is present throughout</i>				X		
5	<i>Provides evident access to online donations</i>						There are several opportunities to donate and they are all evident

6	<i>Has a donor-specific section</i>			X		Donor section is clear and diverse
7	<i>Advertises merchandises sold for fundraising</i>			X		Products are sold as a form of donation

(6) **WHO Website Assessment** (Website: <http://www.who.int/en/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	<i>Use of visuals in home page</i>				X		Colors are identifiable with the UN
2	<i>Contains a slogan on the heading</i>					X	No slogan is present
3	<i>Logo is present in heading</i>				X		Logo is easily identifiable
4	<i>Colors in the background and font are esthetically pleasing</i>				X		
5	<i>Visually appealing and engaging</i>				X		The pictures contain vibrant colors and are visually appealing
6	<i>Contains compelling media (interviews, stories)</i>				X		
7	<i>Includes picture essays or galleries</i>				X		Includes several galleries
INFORMATION REQUIREMENTS							
1	<i>Layout clearly organizes information</i>				X		
2	<i>Written content is clear and comprehensive</i>				X		
3	<i>Describes assessments that are made by the NGO</i>				X		Describes association with the UN in the About Us section
4	<i>Accessible and clear mission statement</i>				X		
5	<i>Describes future goals and expectations</i>				X		
6	<i>Contains statistics or quantitative information</i>				X		There is a whole link dedicated to this section
7	<i>Clearly outlines services provided</i>				X		
8	<i>Outlines a background behind the organization</i>				X		
9	<i>Includes a publications link</i>				X		Includes their own publications and in other sources
10	<i>Correlates current events with the fighting cause</i>				X		
NAVIGATION REQUIREMENTS							
1	<i>Links are clearly organized and easy to find</i>				X		
2	<i>Clearly guides the viewer to information</i>				X		
3	<i>Provides access to associated NGOs</i>	X					Does not provide a link to its affiliated NGOs
4	<i>Contains profiles of the organization's staff</i>				X		
5	<i>Maintains a consistent format and layout throughout</i>				X		
6	<i>Information is presented in different languages</i>				X		Present six different languages
7	<i>Displays a calendar with past and future events</i>	X					No events are advertised
FUNDRAISING REQUIREMENTS							
1	<i>Displays financial distribution</i>	X					Nothing displays this information
2	<i>Facilitates mailings, email, or newsletters</i>	X					Not present
3	<i>Encourages volunteers and/or interns to participate</i>	X					Not present
4	<i>Credibility is present throughout</i>				X		
5	<i>Provides evident access to online donations</i>					X	No link or button asking for donation but seems like it is fully funded by the UN

6	Has a donor-specific section				X	
7	Advertises merchandises sold for fundraising				X	No merchandise sold

(7) **IWRAP Website Assessment** (Website: <http://iwrw.igc.org/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	Use of visuals in home page			X			But not appropriately displayed
2	Contains a slogan on the heading	X					No slogan available
3	Logo is present in heading			X			Logo is present but not clear or identifiable
4	Colors in the background and font are esthetically pleasing			X			The colors are basic
5	Visually appealing and engaging			X			Display does not make the website engaging because it is hard to navigate through
6	Contains compelling media (interviews, stories)	X					Does not seem to present this requirement
7	Includes picture essays or galleries	X					Does not seem to have this requirement
INFORMATION REQUIREMENTS							
1	Layout clearly organizes information		X				Information is not clearly displayed
2	Written content is clear and comprehensive			X			Information is not clear and well displayed
3	Describes assessments that are made by the NGO		X				Describes services which is an assessment of woman's rights
4	Accessible and clear mission statement				X		Clear missions statement
5	Describes future goals and expectations				X		Part of about us section
6	Contains statistics or quantitative information	X					This information is not displayed
7	Clearly outlines services provided			X			
8	Outlines a background behind the organization				X		
9	Includes a publications link				X		
10	Correlates current events with the fighting cause	X					Does not make connection with current events
NAVIGATION REQUIREMENTS							
1	Links are clearly organized and easy to find		X				Links are not clear, too long of a title
2	Clearly guides the viewer to information		X				The information displayed is not clear and is confusion
3	Provides access to associated NGOs				X		There are several links to other NGOs
4	Contains profiles of the organization's staff		X				No profiles available
5	Maintains a consistent format and layout throughout			X			Layout is not clear and not appealing
6	Information is presented in different languages			X			Yes, but only a certain section is available in different languages
7	Displays a calendar with past and future events	X					No calendar available
FUNDRAISING REQUIREMENTS							
1	Displays financial distribution	X					No financial distributions present
2	Facilitates mailings, email, or newsletters	X					No such link is available

3	<i>Encourages volunteers and/or interns to participate</i>	X				No such link available
4	<i>Credibility is present throughout</i>			X		Because it ties to the UN's human rights
5	<i>Provides evident access to online donations</i>	X				No evident donations link
6	<i>Has a donor-specific section</i>	X				
7	<i>Advertises merchandises sold for fundraising</i>				X	

(8) **Doctors Without Borders Website Assessment** (Website: <http://www.doctorswithoutborders.org/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	Use of visuals in home page				X		Very appealing visuals
2	Contains a slogan on the heading	X					No slogan present
3	Logo is present in heading				X		Logo is present along with other images
4	Colors in the background and font are esthetically pleasing				X		Images and layout is clear and helpful
5	Visually appealing and engaging				X		
6	Contains compelling media (interviews, stories)				X		Has a whole link, Field Work, that is dedicated to photos and videos
7	Includes picture essays or galleries				X		
INFORMATION REQUIREMENTS							
1	Layout clearly organizes information				X		Information is present in the heading and is clear and concise
2	Written content is clear and comprehensive				X		
3	Describes assessments that are made by the NGO					X	Do not make assessments, just provides care
4	Accessible and clear mission statement				X		Mission statement present in the About Us section
5	Describes future goals and expectations				X		Is expressed in the About Us section
6	Contains statistics or quantitative information				X		Regarding financial distributions
7	Clearly outlines services provided				X		
8	Outlines a background behind the organization				X		
9	Includes a publications link				X		
10	Correlates current events with the fighting cause				X		
NAVIGATION REQUIREMENTS							
1	Links are clearly organized and easy to find				X		
2	Clearly guides the viewer to information				X		Each link has a sub-link that allows you to see the topics outlined
3	Provides access to associated NGOs	X					Does not mention affiliation with other NGOS
4	Contains profiles of the organization's staff				X		Describes each role and what are the qualifications and requirements
5	Maintains a consistent format and layout throughout				X		
6	Information is presented in different languages				X		
7	Displays a calendar with past and future events				X		Has a whole link that satisfies this requirement
FUNDRAISING REQUIREMENTS							
1	Displays financial distribution				X		Has a whole section called Our Financial Information
2	Facilitates mailings, email, or newsletters				X		Displays ways to sign up for information and e-mail
3	Encourages volunteers and/or interns to participate				X		Explains different ways to help
4	Credibility is present throughout				X		
5	Provides evident access to online donations				X		

6	<i>Has a donor-specific section</i>				X	
7	<i>Advertises merchandises sold for fundraising</i>				X	Does not sell merchandise

(9) Oxfam Website Assessment (Website: <http://www.oxfam.org/>)

NGO Website requirements		0	1	2	3	N/A	Comments
VISUAL REQUIREMENTS							
1	<i>Use of visuals in home page</i>				X		Visuals give the organization a unique identity
2	<i>Contains a slogan on the heading</i>	X					No slogan present
3	<i>Logo is present in heading</i>				X		
4	<i>Colors in the background and font are esthetically pleasing</i>				X		
5	<i>Visually appealing and engaging</i>				X		Visuals very well displayed
6	<i>Contains compelling media (interviews, stories)</i>	X					No media present
7	<i>Includes picture essays or galleries</i>	X					Cases described through articles not pictures
INFORMATION REQUIREMENTS							
1	<i>Layout clearly organizes information</i>				X		
2	<i>Written content is clear and comprehensive</i>				X		
3	<i>Describes assessments that are made by the NGO</i>						
4	<i>Accessible and clear mission statement</i>			X			
5	<i>Describes future goals and expectations</i>				X		
6	<i>Contains statistics or quantitative information</i>						
7	<i>Clearly outlines services provided</i>				X		
8	<i>Outlines a background behind the organization</i>				X		
9	<i>Includes a publications link</i>				X		Also present in the news link
10	<i>Correlates current events with the fighting cause</i>				X		A news link informs viewers of fighting cause
NAVIGATION REQUIREMENTS							
1	<i>Links are clearly organized and easy to find</i>				X		
2	<i>Clearly guides the viewer to information</i>				X		Links are clearly organized, which guides the viewer
3	<i>Provides access to associated NGOs</i>	X					Does not indicate any close association with any NGO
4	<i>Contains profiles of the organization's staff</i>	X					Does not specifically determine the staff in charge of each program
5	<i>Maintains a consistent format and layout throughout</i>				X		Layout is consistent and appealing
6	<i>Information is presented in different languages</i>				X		Information presented in three languages
7	<i>Displays a calendar with past and future events</i>	X					Does not advertise future events
FUNDRAISING REQUIREMENTS							
1	<i>Displays financial distribution</i>	X					No specific
2	<i>Facilitates mailings, email, or newsletters</i>				X		Easy sign-up for monthly information
3	<i>Encourages volunteers and/or interns to participate</i>				X		There is a whole link explaining different ways of assistance
4	<i>Credibility is present throughout</i>				X		Articles ensures credibility of the website
5	<i>Provides evident access to online donations</i>			X			

6	<i>Has a donor-specific section</i>			X		Yes but it is hidden within other links and makes the donor have to dig for it
7	<i>Advertises merchandises sold for fundraising</i>				X	No merchandise sold