

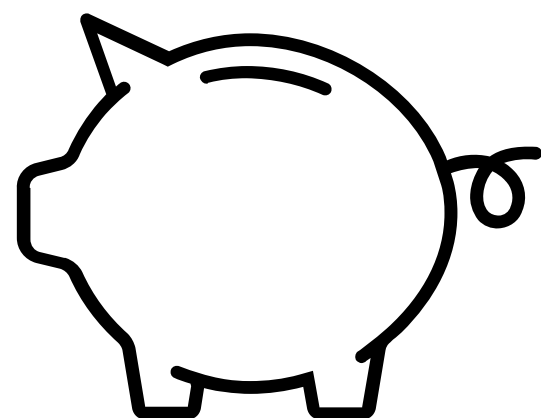
A woman with voluminous, curly, light brown hair is shown from the chest up, looking upwards and slightly to the left. She is wearing a dark jacket. The background is a soft-focus green, suggesting foliage. The overall mood is positive and natural.

Website rebrand and redevelopment

Rebecca Martin
Digital Project Manager

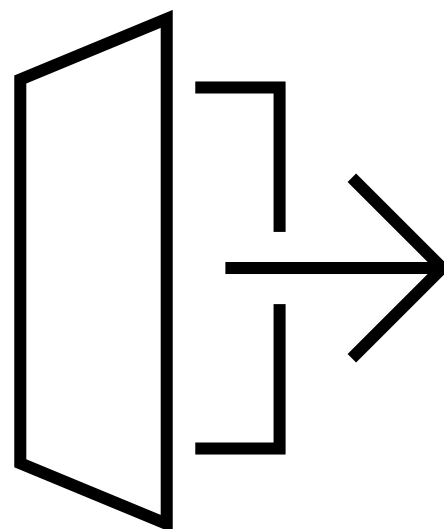
27.04.21

**The
Children's
Society**



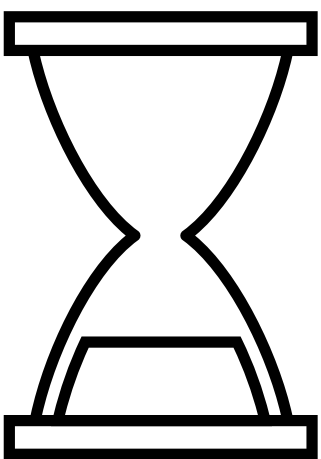
+636%

in the number of
users donating



-28%

in bounce rate



+163%

in session duration

Key areas of value

- **Our journey** completely rebranding and redeveloping our website.
- **Our process** for optimising our EN forms
- **Our biggest wins** and the impact the new website has had on our organisation.
- **Tips** we would have given ourselves in hindsight.



The biggest challenges

- Setting a new strategic direction for the website.
- Conveying our new message of 'fight for hope'.
- Satisfying existing stakeholders.

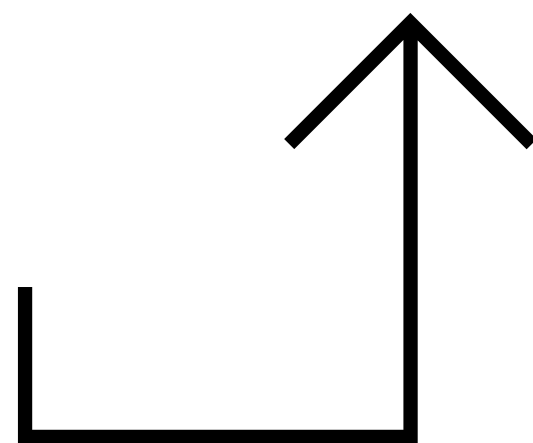


*There's
going to be
a brighter
future*

**The
Children's
Society**

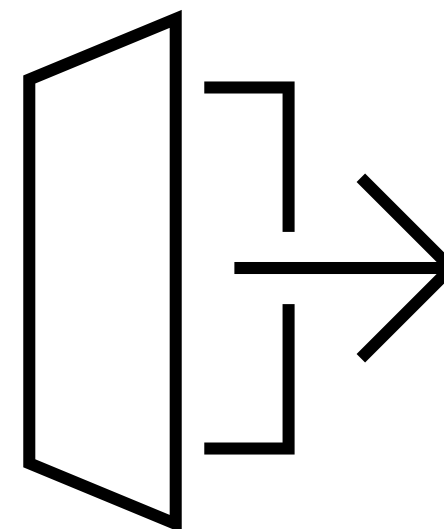
Discovery





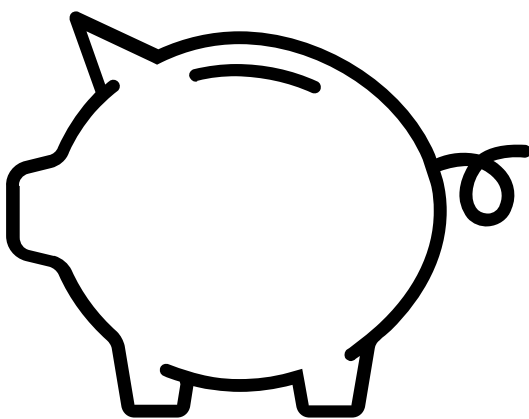
12%

of visitors were
returning visitors



70%

viewed one
page and left



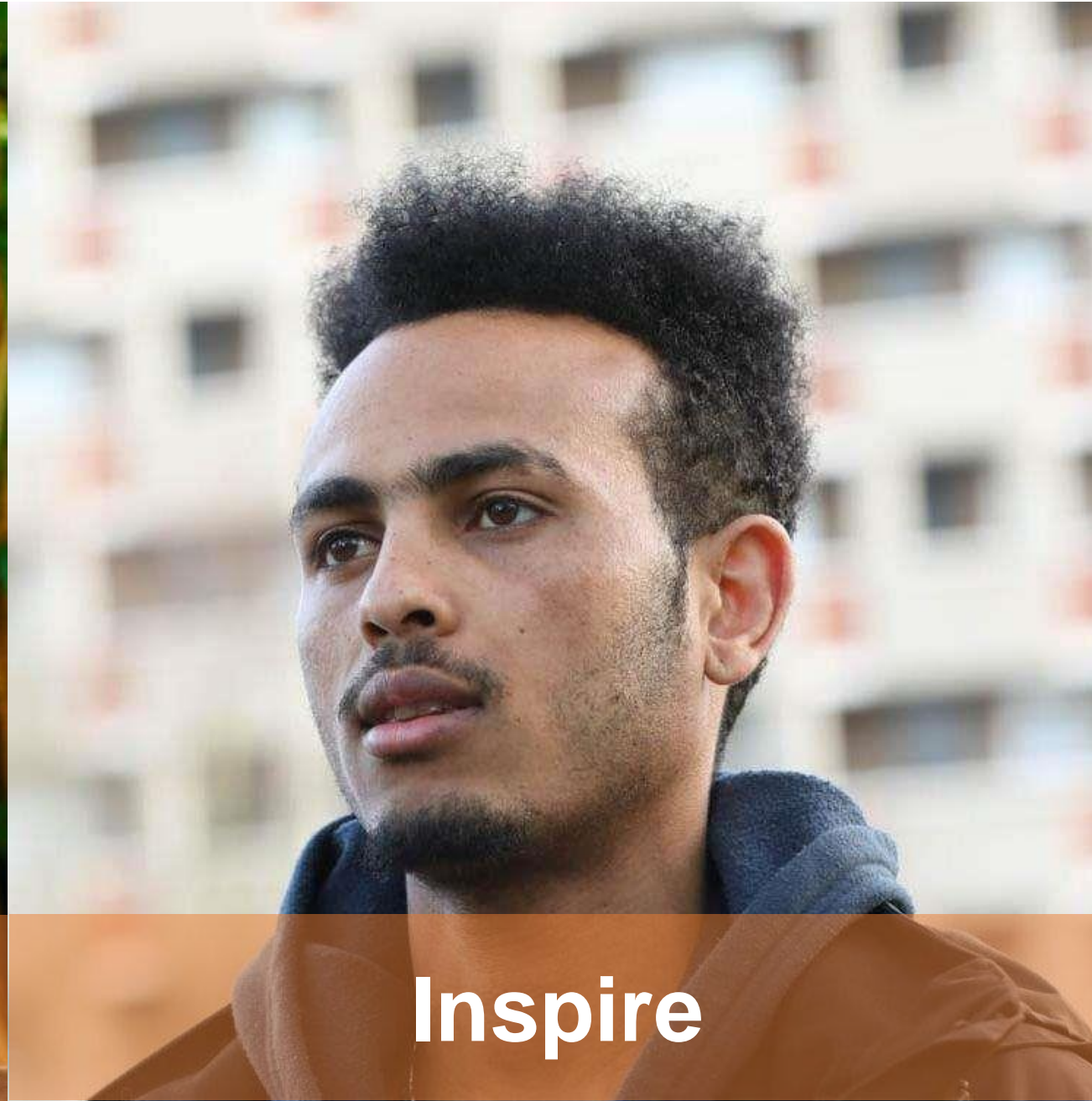
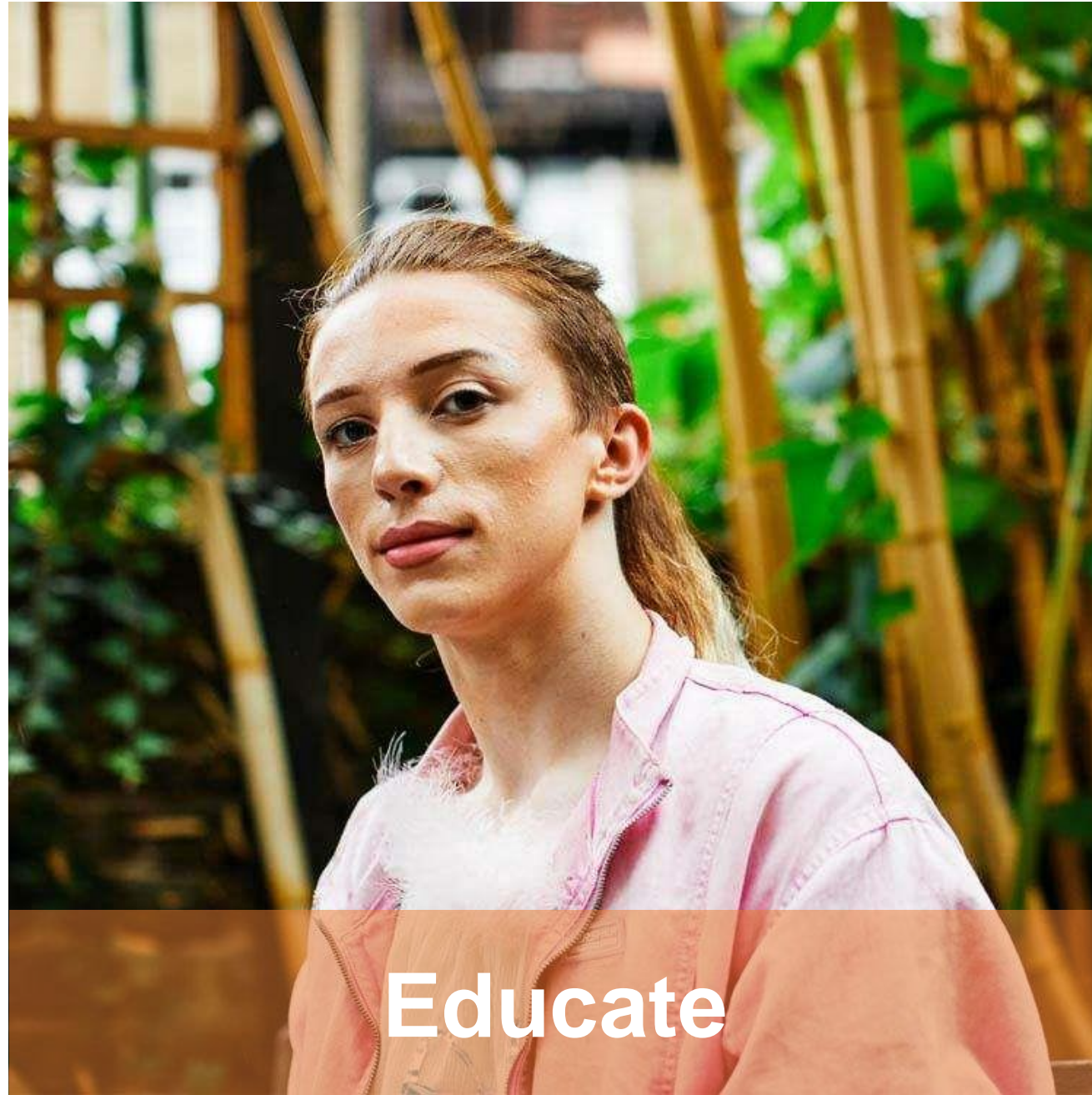
4.6%

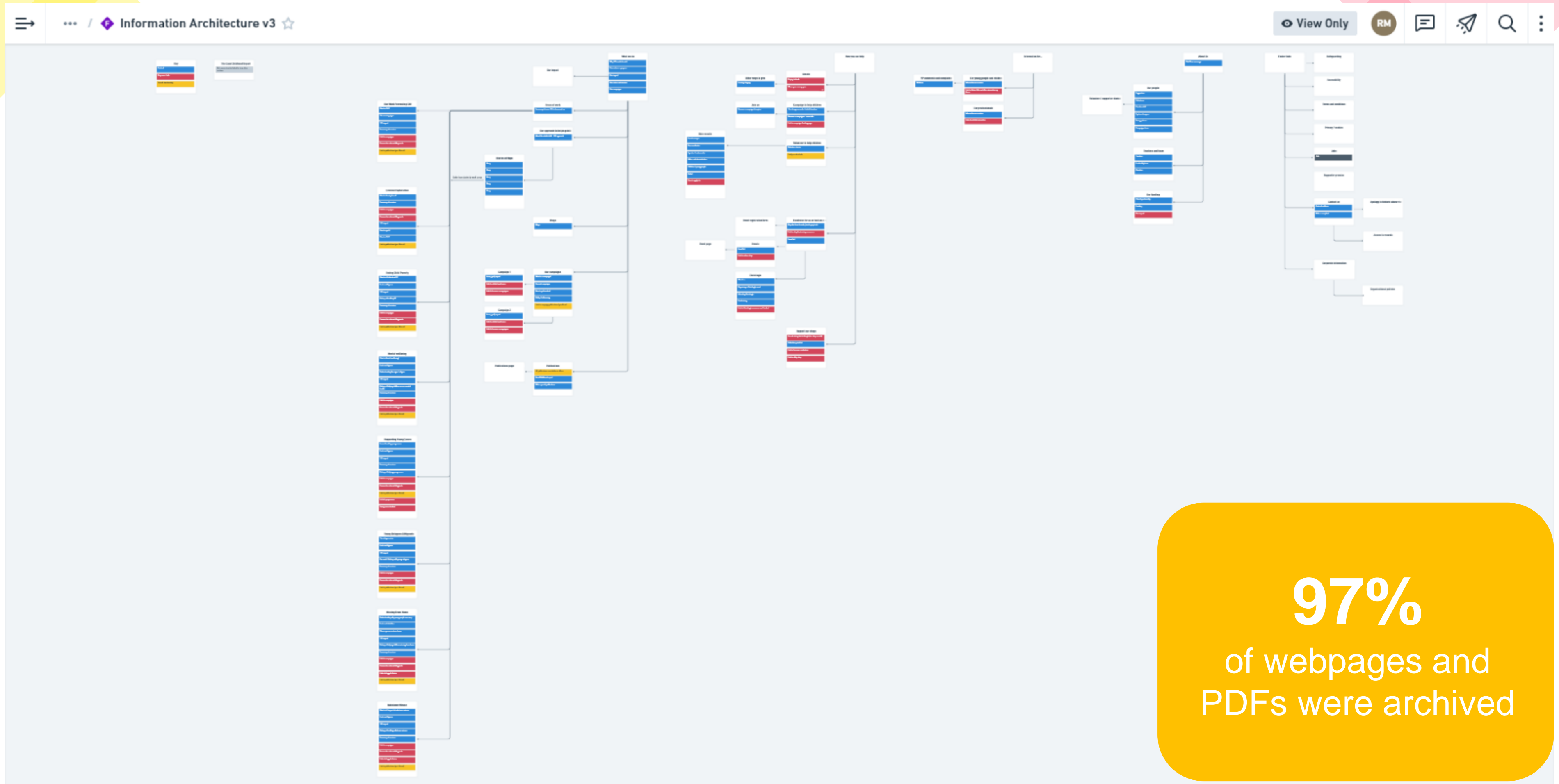
donation
conversion rate



Content







97%
of webpages and
PDFs were archived

The
Children's
Society

Design





childrenssociety.org.uk

13

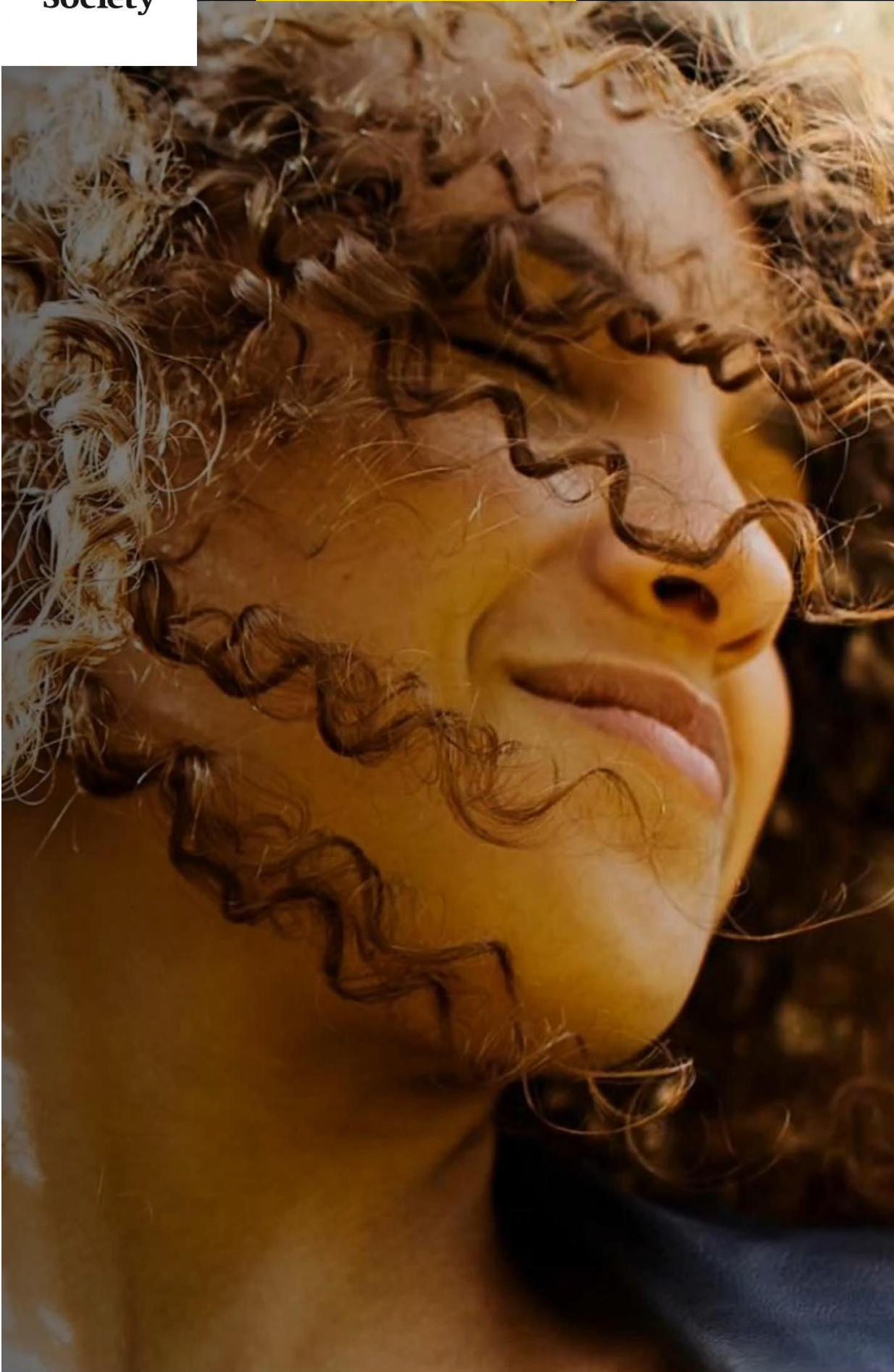


The
Children's
Society

Donate



Menu





*It's so
important to*

**Speak
out**

**The
Children's
Society**

Build & SEO



Style guide

Primary colours

	Black 000000	Used for typography, UI and menu items.		White FFFFFF	Used for page backgrounds and for text that is overlaying imagery such as the hero.
	Yellow FFEB00	Used in CTA's and investment/support journeys.		Orange F0B700	Primary highlight colour used for hand drawn elements, arrows, brushes and illustrations.
	Tangerine F28500	Secondary highlight colour used to highlight key words and in illustrations.		Light grey E5E5E5	Used to section page components, divider lines, component backgrounds.

Theme colours

The colour palette can be expanded to include a wider range of colours.

These will be used as part of the theming on story pages. The CMS will provide a choice of colours to pick from in order to give the story content a unique tone.

	36A7E9		F28500
	029E9C		FF5177

Typography

Primary typeface

BentonSans Regular

BentonSans Medium




BentonSans Bold

Script typeface

TCS

The script font is used to highlight a child's message or voice. Always use at a large size and fewer words for maximum impact.

Buttons and links

	Default state	Hover state	Focused state
Primary button			
Used on white backgrounds as a prominent CTA where only one is required. If multiple CTA's are required use the hyperlink style.	Fill: #000000 Line: No line Text: #FFFFFF Chevron: #FFEB00	Fill: No fill Line: #000000 Text: #000000 Chevron: #000000	Fill: #134493 Line: No line Text: #FFFFFF Chevron: #FFEB00
Motion: The chevron will move on the X path by +5px.			

	Default state	Hover state	Focused state
Secondary button			
Used on darker backgrounds where a black button might be lost.	Fill: #FFFFFF Line: No line Text: #000000 Chevron: #000000	Fill: No fill Line: #FFFFFF Text: #FFFFFF Chevron: #FFFFFF	Fill: #134493 Line: No line Text: #FFFFFF Chevron: #FFEB00
Motion: The chevron will move on the X path by +5px.			

	Default state	Hover state	Focused state
Investment button			
Used to highlight an investment journey such as donations, campaigning, volunteering or other ways of investing.	Fill: #FFEB00 Line: No line Text: #000000 Chevron: #000000	Fill: No fill Line: #FFEB00 Text: #000000 Chevron: #000000	Fill: #134493 Line: No line Text: #000000 Chevron: #000000
Motion: The chevron will move on the X path by +5px.			

	Default state	Hover state	Focused state
Donate			
Motion: The heart will use a pulse effect on rollover.	Fill: #FFEB00 Line: No line Text: #000000 Icon: #000000	Fill: No fill Line: #FFEB00 Text: #000000 Chevron: #000000	Fill: #134493 Line: No line Text: #000000 Icon: #000000

	Default	Hover	Focused
Hyperlink			
Used to highlight links in body copy. In teasers and where multiple links are required. The line and fill are hand drawn.	Fill: #FFEB00 Line: #000000 Text: #000000	Fill: No fill Line: #000000 Text: #000000	Fill: No fill Line: #134493 Text: #134493
Motion: The yellow fill will animate			

Screen reader

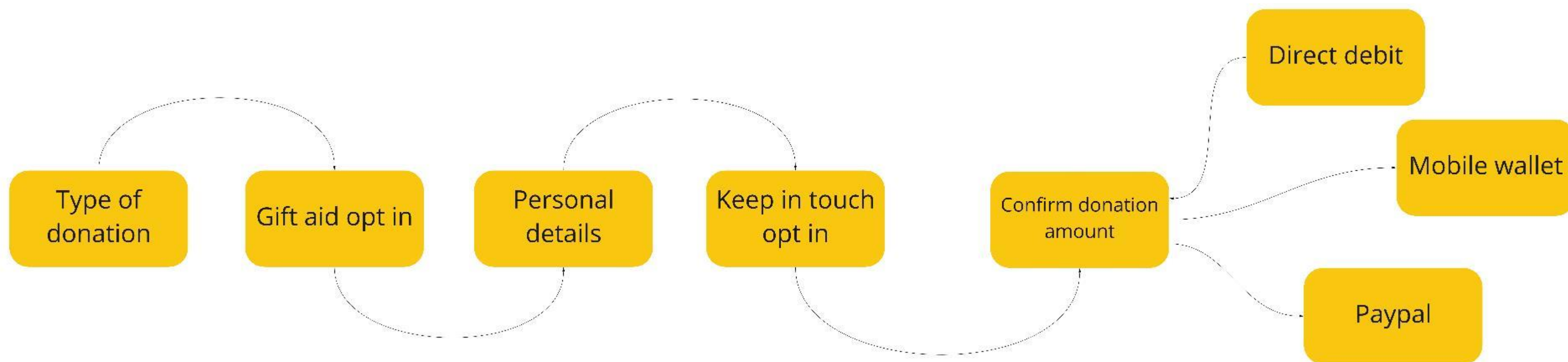
Correct headings used	Able to tab through all CTAs	'?' information read out
Radio buttons/checkboxes correctly announced	Error messaging announced	

Colour contrast

Yellow and black underline on hyperlinks	Yellow highlight on hyperlinks - hover and tabbing states
Yellow highlight on hyperlinks - hover and tabbing states	

Hover state

'?' remains active when hovering over text



Key EN form changes

- Image led
- Updated branding and copy
- Improved accessibility
- Reducing steps for users
- Better data capture



You're about to do something special



You're donating £30

Thank you, your gift will give a child
a brighter future

Hopeful copywriting

Alternatively, you can [choose a different amount to donate](#), or [make a monthly donation](#) instead.

Accessible CTAs

Please let us know what type of donation you're making

I am donating or paying in: *

- Please select -



Improved data capture

Increase the value of your gift by 25%

If you are a UK taxpayer, the value of your gift can be increased by 25% under the Gift Aid scheme at no extra cost to you.

giftaid it

This means every time you donate £30 it's worth £37.50 to us.

Please note that we can only Gift Aid donations from individual donors - if you're paying in a donation from a collection/event or business please do not tick the box to Gift Aid this donation. If you pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of your donations in that tax year it is your responsibility to pay any difference.

Keeping in touch

The Children's Society would like to contact you about how you can support children by campaigning, volunteering and providing financial support.

I'm happy to be contacted by email: *

☐ Yes

☐ No

I'm happy to be contacted by text: *

☐ Yes

☐ No

We may contact you by post and telephone. If you do not wish to hear from us, or have a preferred contact method, simply let our friendly Supporter Care team know by calling 0300 303 7000 or emailing supportercare@childrenssociety.org.uk

Please see our [Privacy Policy](#) for details of how we will use your personal information and keep it safe and secure.

Complete your donation

Please confirm that **you are donating £30** to help keep hope alive for vulnerable young people *

☐ Yes, I confirm

Donate >

Imagery and young people's voices



Get In Touch

The Children's Society
Whitewash Studios

Quick Links

Contact us

Preparing for launch

- New Google Analytics set-up.
- Full quality assurance and user acceptance testing process.
- Ramped-up internal communications.



**The
Children's
Society**

Go-live & beyond



Strategic impact

1

**Strengthening our
positive impact** on young
people's lives.

Strategic impact

2

**Improved digital culture
and having a model
digital product.**

Strategic impact

3

**Clear content strategy,
resulting in improved content
governance.**

Tips for any website redevelopment

- Have a **champion** for your new website strategy.
- Establish a clear **internal communications plan**.
- Bear in mind everyone's **digital knowledge and skill level**.



Tips for any website redevelopment

- When possible, **use the same agency** throughout the project.
- **Content is supreme!** Always remember that.
- Be prepared for **initially more content questions than answers** to come out of the woodwork.



