



Website Revamp Suggestions

Rebecca Allen, TeElle Case, Quamaine Morgan, Rachel Taylor, Gabrielle Wilson

WHO WE ARE	WHAT WE DO	HOW TO HELP	CONTACT US	MEDIA
History	Programs	Donate	Newsletter	Blog
Staff	FAQs	Volunteer	Map	Social Media
Hope Community Church	Testimonials	Intern	Contact Form	Pictures
End of the Road	Visiting Groups		Phone	Video
	Calendar			

WHO WE ARE TAB - RACHEL TAYLOR

• HHD HISTORY

CONTENT:

Becky and Gary Gentry of Brighton, Michigan, desired to become more connected with the city of Detroit, so they began attending Hope Community Church in 2009. For one year, they made the one-hour commute from their home to attend this church on the east side of Detroit. One year later, they decided to take another leap of faith and begin the journey of living in a neighborhood next to Hope Community Church. Becky and Gary Gentry purchased a home on Marlborough Street with the simple goal of being good neighbors. The first Hope House Detroit program began with by serving young men in the community breakfast after they helped the Gentry's renovate their new home. This, in combination with setting up a basketball hoop in the backyard led the house on Marlborough to become the new "hangout spot" in the neighborhood.

One weekly program for guys led to a similar program being offered for the girls in the neighborhood, and from there Hope House has grown into a dynamic, community building organization that offers year-round programs for kids in the neighborhood of all ages.

• **STAFF**

Would love to have professional photos taken for each staff member.

• *Leadership Staff:*

- Founders: Gary and Becky Gentry

CONTENT:

Becky and Gary Gentry founded HHD with the hopes of being a good neighbor to the families on the east side of Detroit. A desire to to learn about and be immersed in urban ministry led them away from Brighton Michigan and to the neighborhood where Hope House Detroit resides today.

- Directors: Troy Wilkinson and Hannah Kwiecinski

CONTENT:

Troy and Hannah are the new directors of Hope House Detroit, taking over from Gary and Becky Gentry who have served in this position since HHD was founded in 2010. Hannah and Troy will now oversee all house and ministry operations, as well as volunteer and staff coordinating.

- Assistant Directors: Matt and Jessica Brown

CONTENT:

Matt and Jessica live in the Hospitality House down the street and help host visiting groups. While they help coordinate outreach opportunities for these groups when they stay at the Hospitality House, on a weekly basis Jessica leads the High School Girl's Bible Study.

- Assistant Directors: Riley and Rae Chowning

CONTENT:

Riley Chowning is a youth pastor at Hope Community Church, as well as helping oversee student care at Hope House Detroit. Riley and Rae both have experience in urban ministry and meet both the emotional and spiritual needs of youth in the neighborhood.

- *Ministry Assistants:*

Karen Gomez, Leader of "Thank God it's Girl's Club"

Candace Cain, Leader of "Read Around the Block"

Taylor Mihalovich, Senior Intern

- **Hope Community Church**

CONTENT:

Hope House Detroit and Hope Community Church have been partners since the beginning of Hope House Detroit. The church is located just down the block at 14456 East Jefferson Ave. It's mission statement "is to reconcile all people to God and to one another in Jesus Christ."

The church hosts Sunday worship services at 10 a.m. until noon and has various programs including Alcoholics for Christ, Adult Bible Study, Senior High School Youth Group, Women's Bible Study and Food Pantry and Clothes Closet.

WHO WE ARE TAB - REBECCA ALLEN

- **END OF THE ROAD MINISTRIES**

CONTENT:

End of the Road Ministries is a non-profit organization founded by Becky and Gary Gentry with the purpose of supporting those who have reached "the end of the road", those who have experienced life events that have left them feeling hopeless and helpless.

We believe that people who have experienced emotional, psychological and financial challenges do not simply need a handout, but instead need someone to come along beside them and give them love, support and encouragement.

No one should be required to face life's challenges alone. We believe that little help, those who find themselves in challenging situations can rise above what has happened to them in the past and grow to reach their fullest potential.

WHAT WE DO TAB - QUAMAINE MORGAN

This page will explain what Hope House Detroit does for the community and all that it offers to students, volunteers and interns.

CONTENT:

Hope House Detroit offers a wide variety of events, after school programs and summer activities. Visiting groups also come to stay at Hope House in order to participate in the joy of sharing in the community. Through Hope House we get to know the young people of our community as we share our lives and our faith, giving and receiving real, crazy love. Our goal is to encourage every youth to stay in school and find a path towards living out godly in a christian community. We hope to reduce suffering in our community and share the gospel. (The page will be fun and interactive)

• **Programs**

On the web page will be pictures from each of the programs offered to create a visual.

There will also be a (Sign Up) button displayed.

- Thank God it's Girls Club – Meets Weekly
- Guys Group – Meets Every Saturday
- Reading Around The Block – Meets Every Thursday
- Half Court Basketball Court – Open During The Summer
- Computer Lab – Scheduled Times Available

Sign your child up today!

• **FAQs**

The FAQ Questions would include an option to submit a question that may not be listed.

- How do I sign up my child?
- How many children can I sign up?
- How do I become a volunteer?
- Are the volunteers required to do a background check?
- What are the responsibilities that come with volunteering?
- How do I sign up for an Internship?
- How long are the internships?
- Are internships paid?
- (Submit Your Question)

• **Testimonies**

For testimonies displayed on this page a photo will be present from Volunteers who have committed to helping at Hope House Detroit. This will be displayed at the bottom of the page in a creative slide show way.

WHAT WE DO TAB - REBECCA ALLEN

• **Visiting Groups**

Currently, visiting groups are listed under the calendar tab, but only link to a "group calendar" page that does not have any content. This page should either be removed, or be redesigned to include information about the scheduling of visiting groups. This page would be useful if displayed as a calendar that tells potential groups what dates/times are available for them to volunteer at HHD.

CONTENT:

Hope House Detroit welcomes the opportunity for groups of volunteers to commit to a week of service, including helping with programs, facilities maintenance, or just to spend time with the children in the community. We encourage church youth groups, college age

groups, or just a group of friends, to volunteer together at Hope House Detroit. We are able to accommodate up to 20 people in our hospitality house, which features a fully stocked kitchen, several bedrooms, and a living room to relax in at the end of the day.

- **Calendar**

The issues concerning the wrong times for events has been changed. The calendar events should include information about each specific events, including what the event is and who the event is for.

HOW TO HELP TAB - TELLE CASE

- **Donate Now**

This page will explain why someone should donate

CONTENT:

At Hope House Detroit, every donated dollar is put to good use. From computers and books to a new private park and basketball hoop, we make sure that each donation is put toward the benefit of the children. We would not be able to do what we do without our donors.

- Linked to a secure payment site

- **Volunteer**

CONTENT:

Want to join with us to lift expectations and raise hope in Detroit? Sign up here and we will contact you

- Link to volunteer application

- **College Internship**

CONTENT:

We are always looking for passionate college students to get involved as paid summer interns.

- Link to internship application, which will include fields for:

- First name
- Last name,
- School
- Area of study
- "What are your passions?"
- "What sets you apart?"
- "What does God's real, crazy love mean to you?"

CONTACT US TAB - TELLE CASE

When this page come up there should be some sort of pop up right away for viewers to be able to sign up for a news letter. It should just be a quick blurb stating that if someone wants to keep up with the goings on at Hope House Detroit to please sign up for the newsletter. On the bottom there will be a space for viewers to enter their email address and submit.

This page should have a map of the area pointing to where Hope House Detroit is located. To the right of the map should be the address and phone number. Below the Map and address should be a spot for a general contact form. I imagine this being set up as a subject line and space for the email body. General emails would be sent to a generic email address (hopehousedetroit@EOTR.com) that would frequently be checked by someone at Hope House.

MEDIA TAB - GABRIELLE WILSON

• Blogs

It would be great to see photos being implemented into the different blog articles. The way the "Blogs" page is currently set up has too much white space. It looks clean, however, it doesn't exactly catch the eye. The concept works, the font is very readable for

the user; adding some photos and shrinking the white space a bit, and wrapping the text so it is a few columns shorter may help in the visuals.

The area for readers to submit comments about individual blog posts could be smaller in size. To take up some of the leftover white space, add a tool for readers to submit their own blog posts. This would be placed to the right of the separating line going down the page.

• Social Media Feed

The Instagram feed content is off to a great start. More consistent posts would be more ideal. The use of filters is fine, also the college pictures are nice too – whole pictures would be the best fit. Taking photos at the different calendar events that HHD hosts is huge.

Current photos show donors, volunteers, and even prospective members what HHD does on a daily basis, how special events turn out, and really illustrate all that that it has to offer.

Adding some of the blog posts to Facebook would be a good feature. Facebook users spend more time reading content and stories in comparison to Instagram users, as Instagram hosts more visual-friendly users.

Posting content regularly keeps the feeds current, keeps the content circulating on active users home pages, and allows for a chance to make the content trending.

• Pictures

Understanding that HHD does not own a DSLR camera, iPhone quality photos are also in good enough resolution to be added to social media content, or for the web page itself. Any quality photo can be used if it has decent lighting, and the subject matter is clear. Minimal photo editing is suggested, as extensive work on the photos look unrealistic – if done a certain way. More photos of the children playing, or actively involved in the different clubs that meet regularly at HHD would be ideal. These photos can be used in a slideshow on the web page, or can be stored for usage in newsletters, blogs, etc.

- **Video**

The video that currently exists on the web page is well put together. A concept video, illustrating exactly what HHD does and laying out the basics of the organization for donor and volunteer reference would be a good thing to implement on the home page, or on a tab for donor and volunteer registration. On the activities tab, adding video from the different events that HHD hosts would be a great way to show what each of those individual programs do.