# Charity website brief

A template to plan your new website and brief a web partner

| Question | Your answer |
|---|---|
| Organisation | |
| Prepared by | |
| Date | |

## How to use this template

- Fill in what you can. Blank sections are fine: they show where you need help, and a good web partner will work through them with you.
- Describe what you need the website to do, not how to build it. Leave the technology to the people you brief.
- Involve the people who will use the site most: staff who update it, and a few members, volunteers or supporters.
- Keep it short. Most good briefs are four to eight pages.
- Type straight into the boxes. The answer boxes grow as you type.

## 1. About your organisation

| Question | Your answer |
|---|---|
| Organisation name and website address | |
| What you do, in two or three sentences | |
| Size: paid staff, volunteers, members or supporters (roughly) | |
| Main contact for this project | |
| Who makes the final decision (for example the CEO or the board), and when do they meet? | |

## 2. Why you want a new website

Tick any that apply:

☐ Hard to update ourselves

☐ Looks dated or off-brand

☐ Slow, or hard to use on a phone

☐ Not accessible

☐ Memberships, bookings or donations handled by hand

☐ People can’t find things

☐ Tools that don’t talk to each other

☐ Hard to find in search

☐ Worries about security or support

☐ Other (say below)

| Question | Your answer |
|---|---|
| What isn’t working now? Be specific: what doesn’t work, for whom, and what it costs you (staff hours, missed sign-ups, complaints). | |

| Question | Your answer |
|---|---|
| What does work, and must be kept? | |

## 3. Goals

The three most important things the new website must achieve, and how you'll know it has worked. Add today's figure if you have it (for example online renewals a month, staff hours a month on admin, clicks from Google).

| Goal | How we'll measure it | Today's figure |
|---|---|---|
| 1. | | |
| 2. | | |
| 3. | | |

## 4. Your audiences

Who uses your website, and what do they need to do there? Examples: members, donors, volunteers, people looking for advice, funders, schools, journalists, your own staff.

| Audience | What they need to do on the site | Importance (high, medium, low) |
|---|---|---|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

## 5. What the website needs to do

Tick one box for each line.

| Feature | Must have | Nice to have | Not needed |
|---|---|---|---|
| Donations (one-off or regular) | ☐ | ☐ | ☐ |
| Membership: join, renew, member logins | ☐ | ☐ | ☐ |
| Member-only content | ☐ | ☐ | ☐ |
| Events and bookings (paid or free) | ☐ | ☐ | ☐ |
| Online shop | ☐ | ☐ | ☐ |
| Volunteer sign-up | ☐ | ☐ | ☐ |
| Newsletter sign-up | ☐ | ☐ | ☐ |
| News, blog or stories | ☐ | ☐ | ☐ |
| Resource library: reports, guides, downloads | ☐ | ☐ | ☐ |
| Online courses or training | ☐ | ☐ | ☐ |
| Search | ☐ | ☐ | ☐ |
| Maps or a location finder | ☐ | ☐ | ☐ |
| Forms: enquiries, applications, surveys, recording | ☐ | ☐ | ☐ |
| Archives or collections | ☐ | ☐ | ☐ |
| Irish or another language | ☐ | ☐ | ☐ |
| Connections to other systems (CRM, email, accounting, payments) | ☐ | ☐ | ☐ |
| Other: | ☐ | ☐ | ☐ |

## 6. Content

| Question | Your answer |
|---|---|
| Roughly how many pages does your current site have, and how much will you keep? | |
| Who will write or update the content: your team, your web partner, or a mix? | |
| Do you have good photos and video? Do your videos have captions? | |
| Are there PDFs or documents that need to stay available? | |
| Any content that must be live by a set date? | |

## 7. Your current website and systems

| Question | Your answer |
|---|---|
| Website address, and what it's built on (if you know) | |
| Who hosts it, and who has the logins? | |
| Where is the domain registered, and who controls it? | |
| Which other tools do you use (donations, bookings, newsletters, CRM, forms)? | |
| Do you have Google Analytics or Search Console set up? | |

## 8. Look and feel

| Question | Your answer |
|---|---|
| Do you have a logo, brand colours or brand guidelines? (Attach them.) | |
| Three websites you like, and why | |
| Anything you want to avoid | |
| Words that describe how you want people to feel about your organisation | |

## 9. Accessibility, privacy and standards

| Question | Your answer |
|---|---|
| Accessibility: we recommend WCAG 2.2 AA. Do you need an accessibility statement? | |
| Do you handle personal data online (members, donors, volunteers)? Any data protection requirements? | |
| Where should the site be hosted (for example EU only)? | |
| Any funder, sector or public sector requirements? | |

## 10. After launch

| Question | Your answer |
|---|---|
| Who will update the site, and how often? | |
| What training will they need? | |

| Question | Your answer |
|---|---|
| What support do you want: updates, security and backups, small changes each month, help when something breaks? | |

## 11. Timeline and approval

| Question | Your answer |
|---|---|
| Ideal launch date, and why | |
| Busy times to avoid (appeals, events, renewal season) | |
| Does the project need board approval first? When does the board meet? | |

## 12. How you'll choose a web partner

| Question | Your answer |
|---|---|
| How many web partners are you asking? | |
| What do you want in a proposal (approach, examples, what's included, timeline)? | |
| Deadline for proposals, and the date you'll decide | |
| Questions you'd like every web partner to answer | |

## Next steps

When you've filled in what you can, send it to us with the contact form on our website. You can attach this file. We'll come back to you with questions, honest advice and a fixed quote.

Don't worry about gaps: working through them together is part of the job.

Contact form: madeintrenbania.com/contact

### Further reading

- How to make the case for a new website to your charity's board
- 10 signs your charity has outgrown its website
- Charity website accessibility: what it means and why it matters

*You're free to copy, change and share this template, and to use it with any web partner.*