

WEBSITE DESIGN STRATEGY

YOUR LOGO

Stories

News

Work

Give

YOUR WEBSITE NEEDS TO CONVERT.

Stories engage audiences. We'll help you use story structures that convert on your website.

Get Started



Introduction

- Zachary Leighton
- Creative Director & Founder



**“The secret to being boring
is to say everything.”**

Voltaire

Origin



Joseph Campbell
The Hero's Journey



Alan H. Monroe
Monroe's Motivated Sequence



Donald Miller
Story Brand

Website Goals

Your website should have 3-4 primary goals, and everything you do on your website should drive the user to those goals.

Quick Recap

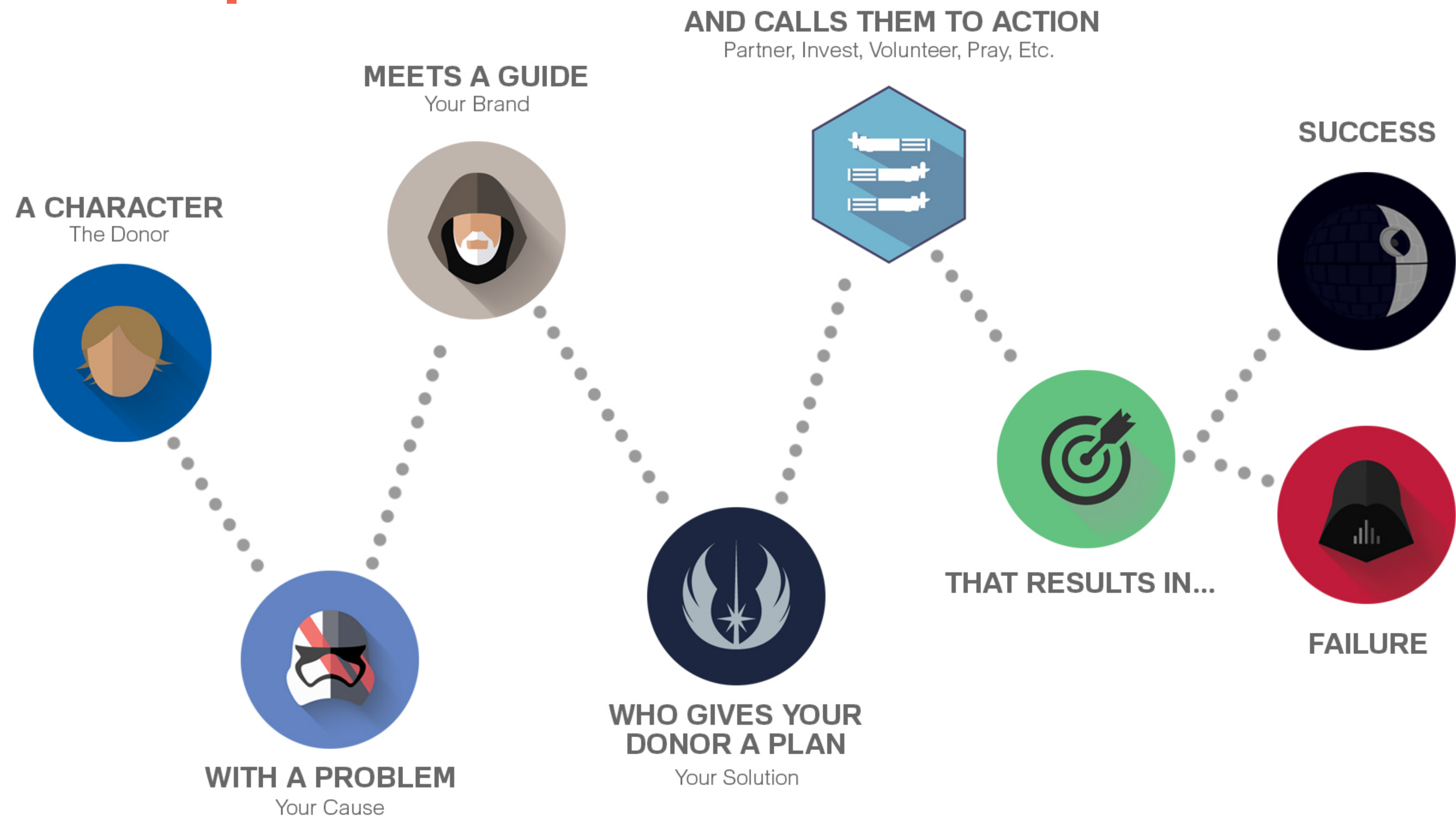
Monroe's Motivated Sequence

- Attention
- Establish the need
- Satisfaction
- Visualization
- Call to action

Story Script and The Hero's Journey

- **One-Liner** - “Attention”
- **The Problem** - “Establish the Need”
- **The Solution** - “Satisfaction”
- **The Plan** - “Visualization”
- **The Guide Calls the Donor to Action** - “CTA”
- **Success or Failure**

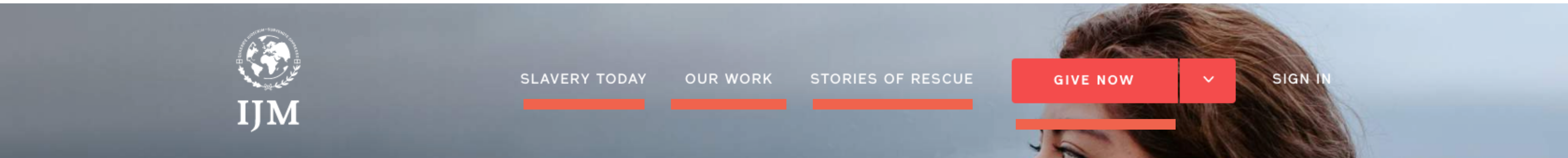
Donor Script



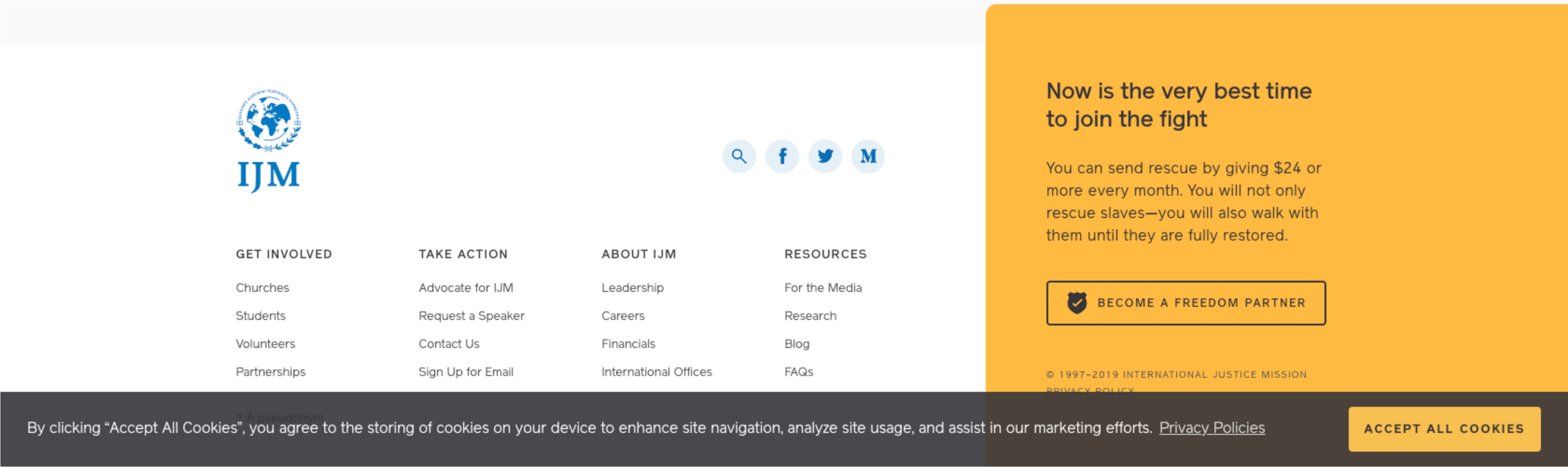
Navigation Bar

If your website is a book, the navigation bar is your website's book jack.

IJM's Navigation Bar



IJM's Footer



One-Liner

What's the problem? What's your solution? What's the result if the donor partners?

Join the journey to end
global homelessness.

WATCH ►

N
We pioneer solutions
to end global homelessness.

The Problem

The Cost of Failure. WHAT is the problem that your ministry exists to solve?

1

What's the external problem?

3

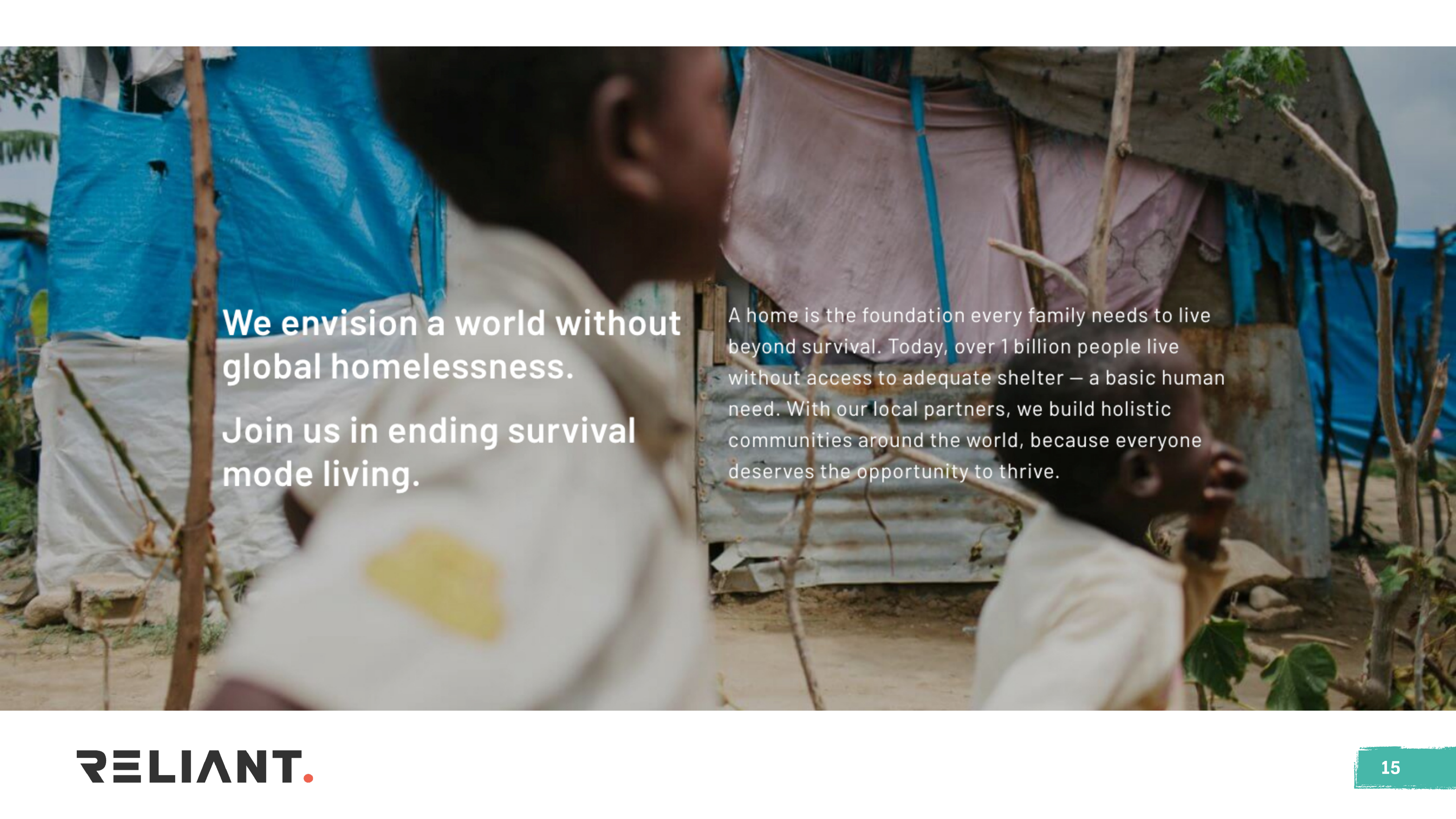
What's the internal problem?

2

What's wrong?

4

What should the world look like?



**We envision a world without
global homelessness.**

**Join us in ending survival
mode living.**

A home is the foundation every family needs to live beyond survival. Today, over 1 billion people live without access to adequate shelter — a basic human need. With our local partners, we build holistic communities around the world, because everyone deserves the opportunity to thrive.

The Solution

What is your strategy for fixing the problem your ministry has set out to solve?

New Story's Plan

WE BUILD FOR LOCALS, WITH LOCALS

We ask families for input before we begin building, work with local organizations, and buy materials locally.

LEARN MORE

WE BELIEVE IN GIVING 100%

When you give to homebuilding, 100% of your donation goes directly to building a home for a family in need.

DONATE

WE SHARE YOUR IMPACT

After you donate, you'll receive a profile to see exactly who you're impacting and when they move in we'll share photo proof.

IMPACT


Visualize

How can we best visualize the plan or solution?

Unseen's Visualization

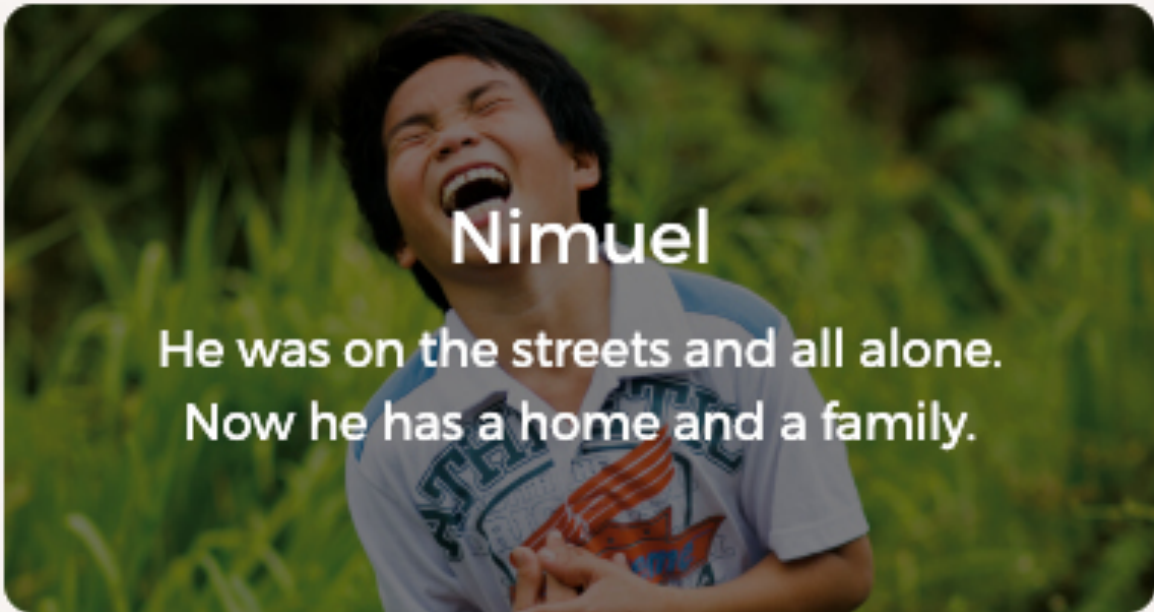
Stories of Hope

WE BELIEVE THAT HOPE IS MORE POWERFUL THAN DARKNESS

A young girl in a red and gold dress standing in a doorway.

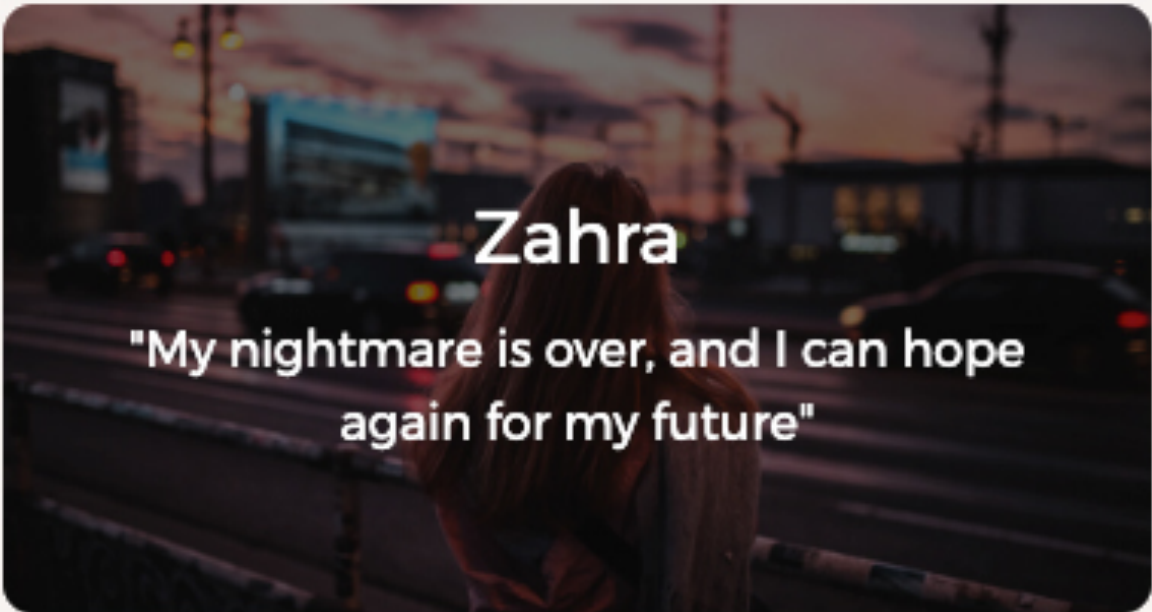
Anaya

She was destined for a life of slavery.
Now she's living a life of freedom.

A young man in a white t-shirt with a graphic, laughing joyfully in a field of tall grass.

Nimuel

He was on the streets and all alone.
Now he has a home and a family.

A woman in a headscarf walking on a city street at dusk.

Zahra

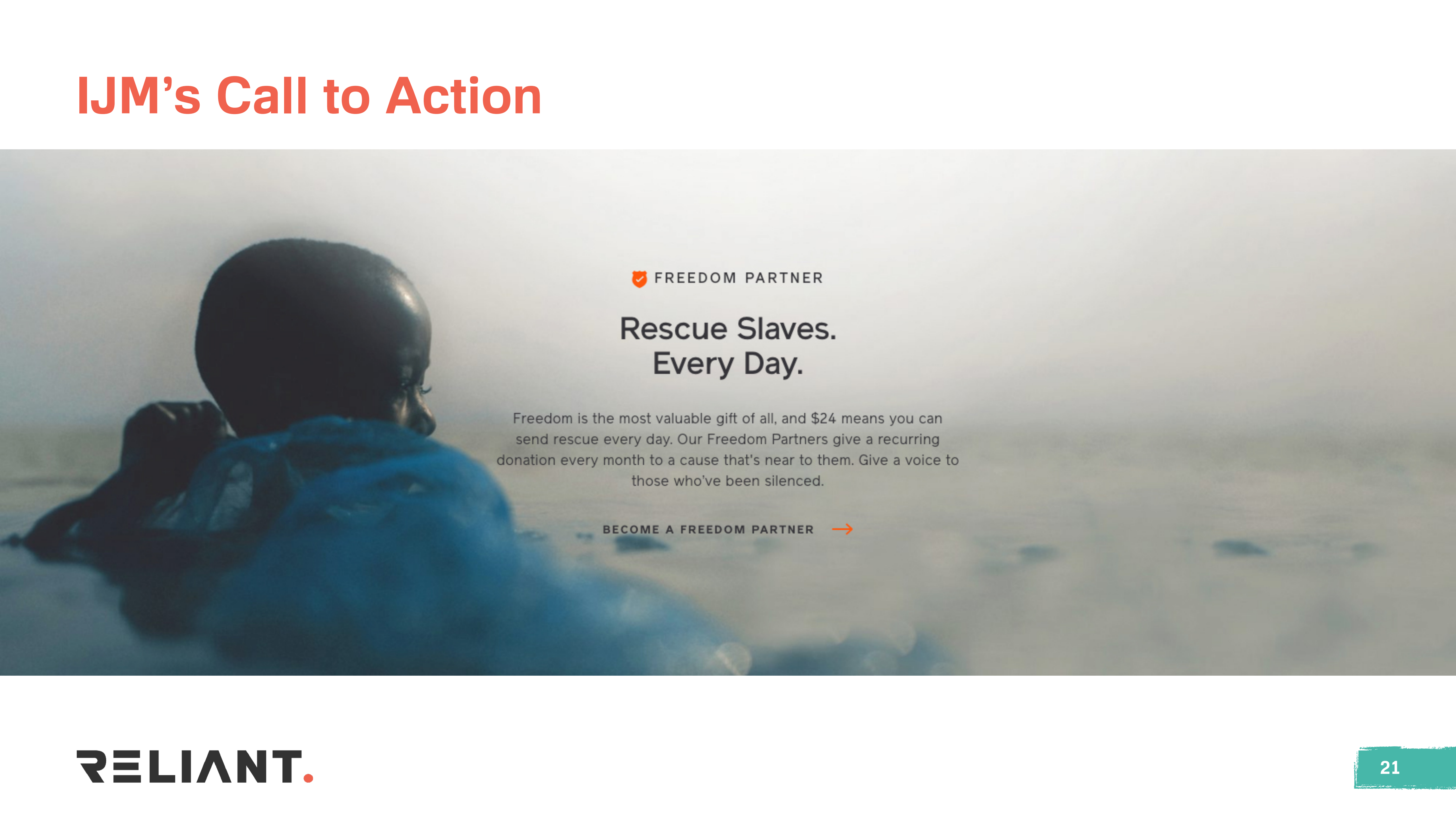
"My nightmare is over, and I can hope
again for my future"


[MORE STORIES](#)

Call to Action

Call your donor to volunteer, pray, and invest. Invite them to partner and call them to action!


IJM's Call to Action

A person wearing a blue jacket is seen from the back, looking out over a body of water under a hazy sky. The person's head is turned slightly to the right.

 FREEDOM PARTNER

Rescue Slaves.
Every Day.

Freedom is the most valuable gift of all, and \$24 means you can send rescue every day. Our Freedom Partners give a recurring donation every month to a cause that's near to them. Give a voice to those who've been silenced.

BECOME A FREEDOM PARTNER 

Success or Failure

The call to action that results in success or failure for your hero.

Pencil's of Promise Success



JALPA

Running, biking and selling lemonade with her family to educate kids around the world.



START YOUR
CAMPAIGN

Get creative as you
fundraise for education.



COURTNEY

Fundraising for a school build, through athletic events & babysitting, and raising awareness about the importance of education for all.



ERIC

Requesting donations in place of birthday gifts to improve literacy outcomes across the globe.

Homepage Checklist



Navigation Bar

- Only include your main goals
- Include CTA



Landing Header

- What is the problem?
- How are you solving that problem?
- How can the donor partner in that work?
- CTA



The Problem

- Introduce the problem the hero (donor) must solve
- This should be done quickly and simply. We can expand once that user gives us permission by clicking through to additional pages on our site.



The Guide (Optional)

- Express empathy
- Show authority in your cause
- This is an optional section as you'll be communicating you're the guide throughout the site and in your solution.



The Solution

- Try to break your solution or plan into 2-5 steps
- Use icons, bullets and simple steps



Failure (Optional)

- Remind them what's at stake if they don't act

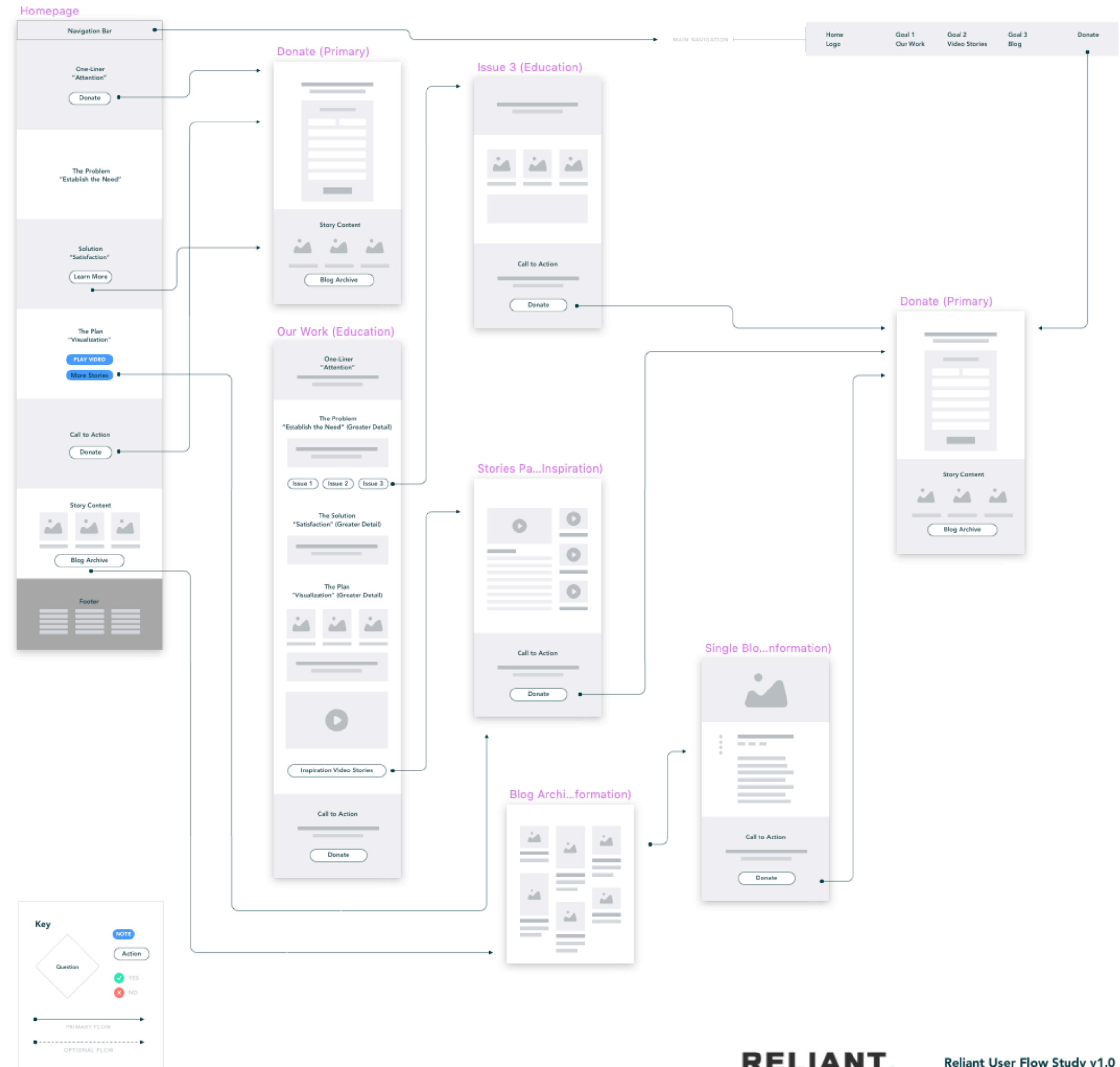


Success

- Display success throughout the site
- Use images, text and testimonials
- This can be videos and success stories shared on your blog as well

Sitemapping

- Your homepage is your first touchpoint. It should contain your messaging in its most simple form. Remember, we can include more detail **as the user gives us permission.**
- Your homepage is also the user's portal through which you'll guide them to the rest of your content and the goals you've laid out for your website.
- We want to determine a few goals (3 or 4) for our website and guide the user towards those goals in everything we do and say.



Download

User Flow Sitemap PDF

Resources

Books

- Simon Sinek - “Start with Why”
- Joseph Campbell - “The Hero with a Thousand Faces”
- Jonah Sachs - “Story Wars”
- Carl Jung - Google “Jungian Archetypes”
- “The Hero and the Outlaw” - Margaret Mark and Carol Pearson
- Christopher Vogler - “The Writer’s Journey”

Videos

- Every Story is the Same - <https://youtu.be/LuD2Aa0zFiA>
- Dan Harmon Story Cycle - <https://youtu.be/-XGUVkOmPTA>
- Jonah Sachs Story Wars - <https://youtu.be/o69xW8wtBhk>
- Start with Why - <https://youtu.be/IPYeClXpxw>

Articles

- Jesus and The Hero’s Journey - <https://everydayexiles.com/2018/11/19/jesus-and-the-heros-journey/sageblalock/#.XaSoUi2ZPGJ>
- Moses and The Hero’s Journey - <https://everydayexiles.com/2018/11/05/moses-and-the-heros-journey/sageblalock/#.Xn-QI9NKjGK>
- * [UGC is 35% more memorable](#)
- * [UGC gets 4x higher click-through rates](#)
- * [UGC results in 29% high web conversions](#)
- * [YouTube UGC gets 10x more views](#)
- * [41% of consumers only need between 1 and 4 UGC reviews to purchase](#)
- <https://medium.com/fassforward/use-these-story-structures-to-make-messages-people-talk-about-cee6ad96bc62>

Resources

- <https://www.reliantcreative.org/wp-content/uploads/2020/08/Reliant-Sitemap-User-Flow.png>

www.reliantcreative.org

*Ministries are busy doing ministry work and don't have time to tell their stories.
God is at work globally in powerful ways and those stories inspire action.
We partner with Christian ministries to tell engaging stories that mobilize the Church.*



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Thank You!