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Mike Haarstad
It's All Good Farms
Owatonna, MN 55060

Dear Mike Haarstad,

I am writing in reference to the nonprofit organization that you recently started. I would like to start by congratulating you on this start-up; I am excited to see the positive impact this has on the Owatonna community. As the marketing and social media coordinator for UWL, I am a passionate advocate for sustainable practices and have a deep interest in marketing and digital media. With that being said, I am reaching out with a proposal to create and enhance a website for It's All Good Farms.

Through my current and past marketing internships, I work a lot with digital marketing and website design. At the Chamber, I continuously updated the website and gained myriad experiences working with various software programs, website templates, and design strategies. I also worked closely with local businesses by posting pictures and blogs highlighting their mission and values. This taught me how to best highlight businesses online, which has helped shape my ideas surrounding your website. I would be thrilled to have the opportunity to share my proposed ideas to boost the digital presence, increase community engagement, and strengthen the mission of this organization. In my proposal, I have outlined many opportunities to reach these goals by designing an interactive platform that allows community members to hear your story and understand the value of this nonprofit. The purpose of this nonprofit is to employ sustainable agriculture practices to cultivate and provide fresh produce and goods to local food banks and other charitable organizations. With my help, we can highlight your story online to create a visually appealing platform that draws attention to the positive values of your organization.

It's All Good Farms has immense potential to be a thriving, well-known, organization in the Owatonna area, and I would be incredibly grateful to help it reach that potential. I look forward to the opportunity to see this website grow. Feel free to email me to set up a time to meet or discuss any questions. Thank you in advance for considering my ideas.

Best Regards,

Hillary Haarstad

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Executive Summary

It takes a lot to create and maintain a successful website for a nonprofit organization. There are so many aspects of digital marketing and communication that need to be addressed to successfully promote your business and share your story with the community. Below are the main topics to cover to fully understand the process of designing and implementing a website for It's All Good Farms.

Current Attributes

- Key messages
- Purpose, mission, brand
- Communication strategies

Brand image/key messages

- Color tones to resemble homegrown, natural, healthy, bright
- Graphics with vegetables/bees/honey
- Logo creation
- Uplifting/positive brand
- Focus on engagement

Organization awareness/highlighting practices

- “About” section
- Pictures showing who you are and what you do
- Search engine optimization
- Why sustainable agriculture?

Community engagement & purpose

- Highlight numbers donated
- Highlight community focus and volunteering opportunities
- Donation tab/empty state page

Website Timeline

- Developing, implementing, and monitoring website performance

The key takeaway from this report is that many areas need to be addressed and enhanced when creating a website for It's All Good Farms. There are many areas for improvement and potential based on the lack of digital presence that this organization currently holds. By implementing strategic design plans into a website, we can successfully promote It's All Good Farms and share the mission of delivering fresh homegrown produce and goods to charitable organizations to spread the goodness of nature.

Introduction

This report aims to give a clear understanding of the process of designing and implementing a website for It's All Good Farms in a world that thrives off digital media presence. Having a website for a nonprofit is important because it helps spread the word about what you are trying to accomplish. Many people underestimate how effective a digital presence can be for an organization, but it is crucial to do sufficient research to understand your target market, the purpose of your organization, the message you want to get across, and what you want the website to look like and provide to users.

In this report, we are going to divide the purpose of It's All Good Farms into categories. Within these categories, we will discuss my findings regarding research surrounding digital media, website design, and promoting nonprofit organizations. With the primary and secondary research conducted, there are various ideas and strategies listed in the report that will provide an effective way for It's All Good Farms to *efficiently* provide a positive impact on the Owatonna community and the surrounding area.

This report addresses the following objectives:

- Current Attributes
- Brand Image
- Organization Awareness
- Community Engagement
- Website Timeline

Current Attributes

When looking at the current website, it is clear that this is a new organization, so there is limited information on the page. With primary research performed through our discussions, we can see in the articles of incorporation that the main purpose stated for It's All Good Farms is to employ sustainable agriculture practices to cultivate and provide fresh produce and goods to local food banks and other charitable organizations. The mission is to provide fresh vegetables and honey to local food shelters by addressing food insecurity, supplying nutritious food to those in need, and promoting sustainable farming methods. During our discussion, we established the vision for the brand message and how we want to position it. The brand is associated with compassion, community, and growth. It represents natural quality vegetables and honey that will be displayed with natural and bright tones/images/text on the website. Since It's All Good Farms grows and donates its vegetables, it wants to be perceived as an uplifting and positive brand. By donating its goods, this organization aims to make a positive impact on the community and help those in need.

There are no key messages currently displayed on the website, but as discussed, a big key message will be the "About" tab to highlight the focus on giving to the community and why It's All Good Farms exists. The logo colors and icons will be another key message that will display the colorful, natural, and bright tones of this homegrown garden. There are little to no

communication strategies currently present on the website, other than the subscription button at the bottom of the screen. This will be a focus on adding contact information in the future along with pictures and other elements to enhance the brand image.

Brand Image/Key Messages

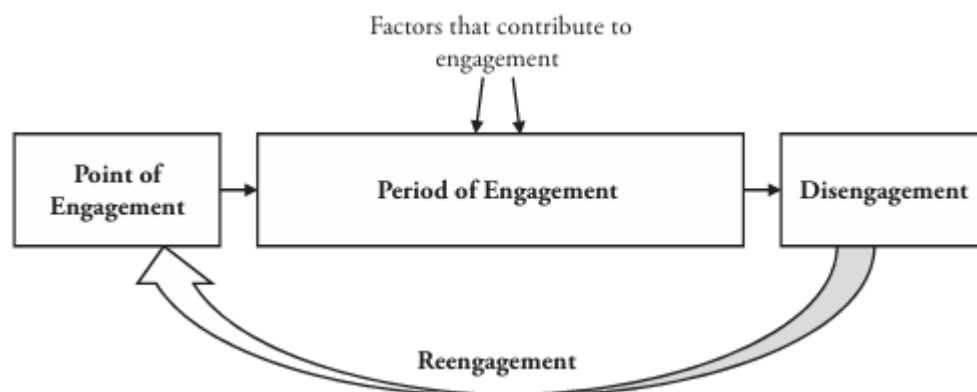
When creating the website for It's All Good Farms, we need to focus immensely on brand image, especially since this is a new organization. When previously discussing, we decided on color tones to resemble natural, healthy, and bright vibes. This will include graphics with vegetables, bees, and honey to give it a homegrown feel. I have been working on creating a logo to correctly display this vision. (See pasted below). The outline resembles a honeycomb shape, and the bright colors of the vegetables give it a natural look.



According to a published digital marketing strategies literature review, “Any business has a certain image shaped by its use of Internet advertising or any digital marketing environment” (Mocanu & Anita Cornelia Szakal, 2024, page 1). With this in mind, it is important to create a positive and welcoming image by displaying pictures across the website and sticking to a theme of colors, fonts, and tones. With non-profit websites, it is important to focus on the purpose of user interactions. “Non-profit organizations should focus and concentrate on integrated marketing communication whose core aim is communication at all levels”

This can include blogs, videos, and pictures that resemble the mission. “it needs to attract and stimulate the audience and convey the intended message” (Chaturvedi & Biswas, 2022).

When researching, I came across a study that analyzed the process of website engagement for nonprofit organizations. I found that different things contribute to the length and depth of engagement, and we can focus on three categories: immediate shallow engagement, immediate deep engagement, and long-term deep engagement. (Hoefer & Twis, 2018).



Immediate shallow engagement is a strategy used to keep the user from exiting right away. We can accomplish this by using a homepage video because it grabs the audience's attention and increases engagement while also creating an accurate depiction of the nonprofit. A well-filmed and quality video will also help establish a brand image as uplifting and positive. It is also important to consider that every photo or video you put on the website should support and promote the uplifting and positive brand of It's All Good Farms. We will touch on the other categories later with their correlated objective for the organization.

Organization Awareness

Since this is a brand-new organization, the most important means of promotion is educating users and building awareness in the community. There are a few ways to do this when designing a website. The first is creating an "About" section that delves into the story of how It's All Good Farms got started, and why it exists. Again, in this section, it will be helpful to include pictures of the people who work or volunteer there to fit a friendly face with the description. For example, the picture to the left shows the process of transporting the bees to their hives. It will also be a good idea to take high-quality photos of the vegetables and honey at the farm as well as through the donation process to show the complete and natural process. This will build loyalty and understanding among viewers and community members.



Being a new nonprofit farm, people do not regularly come out to the farm to see how it runs, which means a digital presence will be the main information resource. From our initial planning phase in this project, we noticed that the search results often did not display the correct website when searching "It's All Good Farms". A big way that nonprofits fix this and increase awareness online is by utilizing search engine optimization. This is a free tool to gain traction for a website by enhancing website rank in search engines. SEO software continuously sorts through websites to correctly display the right information and pages from top to bottom when someone searches for something. "For example, Google constantly strives to protect against algorithm manipulation and effectively remove or filter out specific websites that are undeserving in the first results" (Mocanu & Anita Cornelia Szakal, 2024). We can improve ours by using keywords, hyperlinks, website organization, and researching ways to show up higher on the search results when someone searches "Owatonna nonprofits" or something similar.

Digital marketing focuses on three audiences: "paid audience, earned audience, and own audience" (Mocanu & Anita Cornelia Szakal, 2024). For this organization we will focus on the earned audience- people we reach through the website, word of mouth, media mentions, and shoutouts. We will also hope to gain our "own" audience- a retained audience through food banks and partnerships that we engage in. Coordinating with other organizations would help get

the name “It’s All Good Farms” around town. Developing this website to be appealing and welcoming will also bring organizations back to us.

It’s All Good Farms focuses on sustainable agriculture practices, so another idea could be to have a section in the menu that educates website viewers on the benefits of sustainability in the farming/gardening areas. This will not only create awareness about the nonprofit, but it will create awareness towards creating positive impacts on the earth.

Community Engagement

“The marketing strategy of the non-profit organization focuses on its message, generating funds, creating awareness in society, developing a positive mindset in the people” (Chaturvedi & Biswas, 2022). This study from the *Academy of Marketing Studies Journal* went into detail to discuss strategies and ways we can enhance our marketing strategies. Some ideas for this could be to have a section on the website to highlight the number of goods donated to the community. This will take frequent updating, but it will be a good way to show the positive impact this nonprofit has. By continuously highlighting the purpose on various pages of the website, we can effectively promote community engagement.

Working alongside community members and volunteers is incredibly important for building relationships and awareness. “They act as allies for the achievement of the goals; they might not develop the content for the cause but can spread the word through their social media platforms.” (Chaturvedi & Biswas, 2022). Working with various food shelters and local organizations, It’s All Good Farms can coordinate with others to partner and benefit both organizations.

As we touched on the factors of website engagement earlier, another sector is immediate deep engagement. This is when a user comes to the website with a purpose such as learning more, donating, or signing up to volunteer. (Hoefer & Twis, 2018). With this information in mind, it will be helpful to create donation incentives and volunteer strategies. This will spread the word of your organization, and offer gardening help, learning opportunities, and experiences for children and young adults in the community to get involved in a nonprofit. The donation button on the homepage has the potential to incorporate an empty state page, which incentivizes viewers to take a certain action.

Website Timeline

To put this website creation into a timeline, we are first looking at four weeks to develop the website. This includes sharing information and pictures, getting access to the website, selecting a template, designing a layout, creating our desired website sections, and importing data into the system. The review phase would be about a week to test usability and gather feedback. If everything goes smoothly, we will pick a date to launch and promote the website publicly.

Following that, the website will require continuous maintenance to update pictures, projects, and information.

Once the website is launched and we begin updating it, there are a few things to keep in mind to monitor performance. The goal is to track engagement and make sure people are getting what they want and need from the website. According to a research on websites best practices, “Nonprofits should consider putting in place a clear process for moving the potential stakeholder from someone who “stopped by” the website to someone who provides monetary resources, participates in mission-driven activities, and proffers moral support to clients, staff members, and the organization itself” (Hoefler & Twiss, 2018). Previously in this proposal, we mentioned the areas that affect engagement. The long-term deep engagement is the ultimate area we want users to be in to build a loyal and supportive audience for It’s All Good Farms.

Conclusion

This process of creating a website design plan has explored numerous categories and strategies to establish the organization's brand, mission, and values. By defining our project goals, conducting research, collecting ideas, and gathering inspiration, we have come to a comprehensive website design plan. Focusing on the key messages, organization awareness, and community engagement allowed us to find beneficial suggestions to help this organization's digital media presence thrive. I look forward to seeing the growth and success of It’s All Good Farms; thank you for considering implementing this website design strategy.

Works Cited

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