

LOOP WEBSITE BRIEF

Liberation of Oppressed People

Website content, structure, programs, and design direction

Organization Name

Liberation of Oppressed People (LOOP)

Website Purpose

LOOP is a nonprofit helping youth, families, and justice-impacted individuals overcome barriers through housing, reentry, education, transportation, employment, family support, and community resources.

Overall Website Goal

The website should feel like a real, established nonprofit organization: professional, trustworthy, community-centered, powerful, modern, and easy to navigate. It should clearly communicate who LOOP serves, what we do, how people can receive help, and how others can volunteer, partner, or donate.

Main Website Pages

- Home
- About LOOP
- Programs
- Get Help / Request Support
- Volunteer
- Partner With Us
- Events
- Donate
- Contact

Homepage Layout

At the very top, use a strong hero section with the LOOP logo, a powerful photo or video showing community, families, youth, court support, housing work, or outreach, and a short statement explaining what LOOP does.

Place clear call-to-action buttons directly below the hero section:

- Get Support
- Volunteer
- Partner With LOOP
- Donate

Follow with a short “Who We Are” section and then display LOOP’s main programs visually in separate cards or sections.

Include an impact section showing what LOOP is currently doing in the community, upcoming programs and events, volunteer opportunities, and photos. Leave room to add future impact statistics such as families served, youth served, housing support provided, transportation trips, court support provided, and other measurable outcomes.

About Page

Explain why LOOP exists, our mission, our values, the communities we serve, and the barriers we are working to reduce.

Core values:

- Community
- Access
- Empowerment

Programs Page

Each program should have its own description and be designed so it can eventually expand into its own dedicated page or section.

Court & Community Support

Providing court accompaniment, courthouse outreach, resource navigation, community outreach, and support for individuals and families navigating the justice system.

Visitation Transportation

Helping reduce transportation barriers for families visiting incarcerated loved ones at prisons and county jails.

Housing Support & Stability

Helping individuals and families overcome housing barriers through resource navigation, transitional housing support, housing referrals, and connections to safe and stable housing opportunities.

Reentry Support

Connecting justice-impacted individuals with employment, transportation, resources, referrals, and other services needed to rebuild stability.

Youth Entrepreneurship & Education

Hands-on programs that introduce middle and high school students to entrepreneurship, financial literacy, business development, leadership, teamwork, and career possibilities.

Family Support

Supporting families impacted by incarceration and the justice system through resources, referrals, events, transportation, and community-based support.

Community Outreach & Events

Community resource events, care markets, youth forums, outreach campaigns, volunteer projects, and other grassroots initiatives.

Get Help / Request Support Page

Include a simple, mobile-friendly form where people can select the type of support they need:

- Court support
- Employment
- Reentry services
- Transportation
- Housing support
- Family support
- Housing/resource referrals
- Youth programs
- Other

Volunteer Page

Visitors should be able to learn about volunteer opportunities and complete an interest form.

Volunteer areas may include courthouse outreach, community canvassing, events, youth programs, transportation support, administrative help, resource research, housing resource navigation, and community engagement.

Partner With Us Page

Create a page for businesses, nonprofits, employers, schools, community organizations, sponsors, housing partners, and other organizations interested in collaborating with LOOP. Include a partnership inquiry form directly on the page.

Donate Page

Make donating easy and connect the donation button directly to LOOP's donation platform when ready. Include a short explanation of what donations help fund, including transportation, housing

support, youth programming, community events, emergency support, program supplies, meals, and outreach.

Events Page

Feature upcoming camps, workshops, transportation trips, community events, toy drives, youth events, court outreach, volunteer days, housing-related initiatives, and other LOOP activities.

Media & Content

Use photos throughout the website naturally rather than placing everything in one gallery. A smaller dedicated photo/media section can also be included.

- LOOP logo
- Photos from community outreach and LOOP activities
- Youth program photos
- Court and community outreach photos
- Housing-related program photos, when available
- Volunteer photos
- Event flyers
- Videos, when available
- Media articles or features, when applicable

Design Style

The site should be modern, bold, clean, professional, and nonprofit-focused. The LOOP logo is black and white, so the design should work around that branding without feeling dull. Use white space, strong typography, large photos, clean sections, subtle movement or animation, and bold calls to action.

Avoid an overly corporate, outdated, cluttered, or generic charity-template look. The website should look polished on both desktop and mobile, with special attention to mobile users.

Important Website Features

- Mobile-friendly responsive design
- Contact forms
- Volunteer form
- Partnership form
- Support / request assistance form
- Donation integration
- Newsletter or email signup
- Social media links

- Easy updates for events, programs, photos, and announcements
- Basic SEO and Google search setup
- Fast loading
- Secure website / SSL
- Google Analytics or another traffic-tracking tool
- Accessibility-friendly design

What Visitors Should Understand Immediately

- Who LOOP is
- Who LOOP helps
- What LOOP does
- How to receive help
- How to volunteer
- How organizations can partner with LOOP
- How to support or donate

Growth Direction

The website should present LOOP as an organization built to grow beyond one city and eventually operate programs in multiple communities and states. The site structure should make it easy to add new locations, programs, events, impact data, and resources over time.

Website Management

The website should be built so LOOP can easily add or update events, photos, programs, announcements, impact numbers, and other content without needing a developer for every change.