

Habitat for Humanity: Stakeholder Interview Guide

Monday, May 14, 2018

Marketing & Communications Team

1. Are there any recommendations in the Dec 2017 web strategy document that have increased or decreased in urgency or priority?
 - a. Since Dec 2017, has HFHC identified any additional priorities for the web site redesign?
 - b. Is HFHC aligned with recommendation 6 regarding separate but connected ReStore web presence?
2. Has HFHC implemented any measures to implement the One Habitat vision that should be reflected on the web site?
3. The web strategy interview notes reflect the following desired distribution of responsibilities between National and Affiliate offices:

National	Affiliate
<ul style="list-style-type: none">• builds organizational brand• increases profile• provide high-level overview of work being done across country	<ul style="list-style-type: none">• provide local news• focus on transactional relationships with donors

- a. Is there any other distribution of responsibilities (administrative, communications, etc.) that the redesign of the National site should support?
 - b. Specifically, what customer/donor/stakeholder engagement processes (if any) should be supported/managed **primarily or only** through the National site, or an Affiliate site?
 - c. Why are users calling the National Office? How can the redesigned website help prospective supporters better understand when to reach out to the National Office vs. an affiliate?
4. What does HFHC expect will be the key business and strategic benefits of a closer integration of the Global Village site into the national site?

- a. What role (if any) do/should Affiliates play in supporting the Global Village program?
5. What resources or information do corporate donors and sponsors require that is not currently provided on the web site (or is difficult to find)?
6. What are HFHC's key needs regarding government relations? How should the redesigned site better support these needs?
7. Does HFHC maintain a projects database, or any structured data about Canadian and international projects?
8. How do you envision the redesigned website playing a role in advocacy for affordable housing?

Direct Marketing Team

1. What are the key barriers you have identified that hamper site visitors from donating online?
 - a. What measures do you think would help most in increasing online donations? What information or functionality do visitors need that is not currently available?
 - b. With the integration of the affiliate sites into the National site, how can local content encourage prospective users to get involved through volunteering or donating?
2. How is responsibility for donations and campaign deployments distributed between the National office and the Affiliates?
3. What is the current status of HFHC's CRM/email engagement strategy?
 - a. What are your key sources of CRM leads? Does the redesigned web site need to support lead generation?
4. How should (if at all) the redesigned web site support the alignment between web and email/offline campaigns?
 - a. What are current barriers to this alignment?

Global Village Team

1. What is the distribution of responsibility for the Global Village program between national and Affiliate offices?
 - a. What are the key supports that Affiliates play in supporting the program?
 - b. Will the workflow and resources for program application remain on the National site?

2. What business or strategic challenges would the integration of the Global Village program into the National site address?
3. What are the key priorities for integrating the Global Village program onto the National site?
 - a. e.g., alignment on look and feel, closer alignment with/linkages to other programs, etc.
4. Are there any misconceptions that potential volunteers have about the Global Village program that you would like the site to address?
5. If a user visits the Global Village section of the site, what would you like them to do next? What are your success metrics for engagement?

Corporate Team Building

1. How does HFHC typically engage with corporate sponsors that want to fund a corporate team building event (i.e., Team Build Day or Week)?
 - a. i.e., does HFHC actively engage and recruit sponsors, or rely mainly on handraising? Or is it a combination of these?
2. What barriers (if any) is the National site currently posing to corporations that want to donate or get involved in team builds?
 - a. i.e., poor navigation, inadequate information about program, etc.
3. On the flip side, what digital content have you found to be most engaging to corporate sponsors?
4. What role (if any) do you anticipate Affiliate sites should play in engaging with corporations for donations and team builds?
5. How do your corporate sponsors record and share their team build experiences internally within their own organizations? Is there an opportunity between the corporate sponsors & HFHC to tell team build stories on the redesigned site?

ReStore

1. What is the relationship between HFHC and ReStore?
 - a. i.e., is ReStore a separate but affiliated company, a HFHC business unit, an arm of an Affiliate office, etc?
2. Are you aligned with the Web Strategy recommendation that ReStore has a separate but connected web presence?
 - a. If so, should the separate site provide all information about Restore?

- i. i.e., should National and Affiliate sites simply link to the ReStore site, or should they provide tools for finding out about ReStore?
 - b. If so, who would you expect would be responsible for managing content on the ReStore site? (i.e., does this remain centralized with national web team, or delegated to ReStore business unit?)
3. Is there any information about ReStore that you think site visitors need that is not being provided (or that is difficult to find)?
4. Who is responsible for maintaining local ReStore social media accounts (Facebook pages, Instagram, etc.) Is there an opportunity to feature this content on the National site?

HFHC web/communications team

1. What are your issues and pain points with your current CMS or web maintenance processes?
 - a. What do you want to be able to do to manage the National site that you cannot do now, or that is very difficult to do?
 - b. What key features do you want in a future-state CMS for the National web site?
2. Do you anticipate that the launch of the redesigned site will result in (or do you want) any redistribution of responsibilities for web site maintenance?
 - a. If so, what would this redistribution entail?
3. Please describe the process for publishing content on the website today. What parts of the process would you want to change if you could?
4. Whose main responsibility is it to write the content? Who will be responsible for the creation & maintenance of national vs. affiliate content?
5. How are changes to the website handled?
6. What are HFHC's needs for integrating social media and other tools?