

# Website Style Guide



## Vision

**A Community  
Spiritually Freed  
From the Effects of Imprisonment  
Reaching all Impacted by Incarceration,  
Through the Love, Hope, and Faith  
Found in Jesus Christ.**

**The mission of the Kairos Prison Ministry is to share the transforming love and forgiveness of Jesus Christ to impact the hearts and lives of incarcerated men, women and youth, as well as their families, to become loving and productive citizens of their communities.**

2019

The purpose of the style guide is to provide best practices that enable the most productive websites in design and use that create traffic, promote the Kairos brand properly, and promote the ministry to people who do not know us.

This style guide covers website design including structure, navigation, and set up; content, images and style; domain names; and social media and blogs.

## Website Design

### INTENT

It is important that we, Kairos Prison Ministry, present a clear and consistent message. With the proliferation of websites and social media, it is increasingly important to be consistent with our messaging and branding.

Each Kairos website must reflect the mission of Kairos while also including the purpose of the website: whether you are recruiting volunteers, fundraising, and/or providing information about Kairos.

The website homepage should include a brief statement about who we are and what we do, so people new to the ministry “get it” when they arrive at the local Kairos site. Our mission statement (word for word) is required on all Kairos websites, as the mission statement describes what we do as a ministry.

### DESIGNING YOUR SITE

In designing the local website, decide who your audience is – that will help you determine how to set up your navigation and design and decide what information to present on your homepage. All Kairos sites should have a similar feel and look, along with content. A visitor to the site should recognize it is Kairos immediately and see similar information across sites.

*Kairos has templates used in more than half of our states already that could be very helpful and inexpensive to implement. Please contact us for how to implement the template.*

**If your site is mainly to recruit volunteers or for fundraising**, while also giving the Advisory Council and Team Members information, your site must both encourage and make it very easy for volunteers to sign up for service in various ways (team, food, prayer, etc.), as well as for people to donate. It should also be extremely visually appealing and represent the Kairos ministry well.

Your navigation would present Volunteer Opportunities first, and your homepage content will explain our mission with a brief invitation to become a volunteer, including a link directly to the volunteer information page (and contact information or sign up form if you have one).

**If your site is primarily to present information to state officers and team members**, your navigation should easily lead people to the information they need most. However, the homepage should also explain our mission, and offer volunteers an easy way to find information and sign up.

## **WEBSITE STRUCTURE – ONE WEBSITE FOR THE STATE**

The best practice for websites is to use a state site with sub-pages (or sub-domains) for each Advisory Council and not a separate website for each Advisory Council. The reason is it reduces costs, increases optimization of the site, increases traffic for the entire state as it includes each location, keeps messaging consistent, is easier to manage, and protects domain names better. Each Advisory council with a sub-page can manage their pages and content just as with a separate site. So with one website per state, all needs are fulfilled without the problems that occur with separate Advisory Council sites. Having several Advisory Council sites for each state simply dilutes the audience, leading to less traffic for each site, and more confusion for those seeking information about participating in Kairos. Each Advisory Council can direct people and promote their specific address on the site, and people go directly to their page.

For example – someone looking to volunteer in your state may come across the “East State” Advisory Council site, but never know there is a “West State” option where they could more easily participate. An opportunity is lost. Having all Advisory Council pages on your main state website will give all potential volunteers the knowledge to choose where they would like to serve, and learn whom they need to contact.

## **DESIGN & NAVIGATION**

The design of the website is crucial. An unprofessional-looking site will turn visitors away. Where possible, a responsive website (one that resizes automatically from a desktop size to a phone size) is ideal.

Whatever the Kairos website’s focus, always provide easy-to-use, understandable navigation so all visitors can find the information they need.

Your navigation should appear on every page, and should never go beyond one dropdown level. In other words, About Us > Our Core Values is easy to understand and navigate, but About Us > Our Core Values > Mission > Mission Statement is too many layers and only confuses visitors. Visitors will also stop looking if the design is confusing or too many clicks are required to move around the site.

### **SUGGESTED NAVIGATION as a starting point:**

- Home
  - About Us – can be one page, including:
    - Kairos History
    - Mission, Vision and Core Values
- Ministry Programs -- can be one page, including:
  - Descriptions of all three programs with logos, or
  - Separate pages per program
- Where We Serve (in your state or country)
  - What prisons/institutions
  - State Chapter and Advisory Council contact information

- State Advisory Councils
  - Page(s) or sections for each Advisory Council/subdomains for each Advisory Council
- Get Involved – one page, including:
  - Various Volunteer Opportunities
  - Link to forms on Download page (link to the actual form’s URL on MyKairos.org, NOT just to the MyKairos.org website)
- Donate Now
- Contact Us (or have contact information at the bottom of every page)
- Downloads (including forms for volunteers and State Chairs [clearly separated])
- Links
  - KairosPrisonMinistry.org
  - MyKairos.org
  - Kairos documents – always link to the document on MyKairos.org
  - Kairos Prison Ministry Facebook page, YouTube page, and Twitter page
  - ECFA logo

KairosPrisonMinistry.org is the external site for people outside of Kairos and for promotion of the ministry. MyKairos.org is the internal site for Kairos volunteers to have access to Kairos information, documents, policies, and promotional tools.

### **KAIROS LOGOS**

The proper logo use is required on every website. The official Kairos logo is the blue fish with Kairos name in the fish. All logos must use the ® (Circle R emblem). Only approved logos downloaded from MyKairos.org may be used for websites. See the information in the Kairos Style Guide on the correct usage, color, and placement of logos. Never widen or narrow the image to change the dimensions. (See Style Guide for logo use and see MyKairos.org for the logos.)

### **HEADER ON EVERY PAGE**

The Kairos logo (blue fish with Kairos name) must appear in the upper left-hand corner of the page in the header. There cannot be design behind or around the logo.

The tagline “Changing Hearts, Impacting Lives, Impacting the World” can be used if desired.

Kairos logo (or entire header) must link back to your homepage from all pages.

### **FOOTER ON EVERY PAGE**

Always include:

Copyright information: © 2019 Kairos Prison Ministry International (note: use current year)

Link to a Privacy Policy page (available at “Downloads” at MyKairos.org). This is a legal requirement.

Link to your state Kairos Facebook/Twitter profile if applicable and/or link to the Kairos Prison Ministry social media sites.

The ECFA logo may be used in the footer, as Kairos Prison Ministry is a member.

## **DONATION PAGES**

If you are offering an online donation form, rather than just information on mailing in a check, your site must use SSL encryption for credit cards and other personal information (the beginning of the link will be https/ rather than just http/). Please note the legal requirements for handling online donations are very important, and only trusted vendors can provide this protection. There are many online companies that offer this service. The current provider for Kairos is 'Click n Pledge.' Please contact the International Office at 407-629-4948 for information.

## **Website Content**

Text on webpages should be in small chunks – short paragraphs of 2-3 sentences. This makes it more web friendly and much more readable for the visitors. If possible, keep content topics to two screen lengths. Use subtitles and bulleted lists and photos to break up the text.

Use descriptive-link text for links – never use “click here.” For example: How to volunteer, rather than “To volunteer, click here.”

Impactful images on your homepage and throughout your site not only showcase our mission, but more importantly break up the text so it's more readable. The aim is to have an image (or more) on every page. A page with just text can turn users away.

However:

You must have documented permission from all individuals to use their pictures or testimonials, keep this permission on file, and send a copy to the Kairos International office. Download the permission form: [www.mykairos.org/docs/kpmi/universal\\_photo\\_release.pdf](http://www.mykairos.org/docs/kpmi/universal_photo_release.pdf)

You may **never** just cut and paste images or content from other sites – that is copyright infringement and is illegal. You must ask for permission to use it. There are royalty-free images available on the web, or you may purchase stock images through Istockphoto.com or other sources.

Your images should be in .JPEG or .PNG format, and compressed to 72 or 96 dpi. Larger file size images will make your site load more slowly, so be aware of the file's size when placing on a page.

If you link to Kairos documents or forms, link to the actual document/form's URL on the MyKairos.org site. Linking to the document placed on the MyKairos.org site ensures that everyone will download the most current version of the document (rather than storing an outdated document on your server).

## IMAGE FORMATS

Images come in many different formats. The three that you may use for your website, however, are:

**.JPG (or .JPEG):** This format is used primarily for photographs. However, you cannot make a small picture larger without it becoming fuzzy. You should always go the other direction – start with a large photo and make it smaller to the size you need.

**.PNG:** This is a vector-based graphic (meaning it's not made up of small dots, like the .JPG). This file can be resized without losing clarity, and can also allow transparency, so your background shows through behind the image.

**.GIF** is an older format, being replaced by the .PNG. It has the same properties.

When resizing a photo, resize it proportionally. Don't just widen it or change the height to fit the space. Your picture will end up distorted. For example:



**Correct**



**Don't widen picture**



**Don't make it narrower**

Depending on the program you are using, you can drag a corner while holding down the SHIFT key to keep the proportions the same. If you are using Photoshop or a similar product, change IMAGE SIZE to match one of the dimensions you need (such as 2 inches tall).

You may then have to crop the picture to fit the other dimension:



## Kairos Writing Tone & Style

The most important thing to consider when choosing your overall writing tone is your audience. Is your site geared toward recruiting people who don't know about Kairos, or is it primarily for your volunteers? That will tell you how to write – professionally or more informally. See the Kairos Style Guide for messaging and helps.

### **NO ACRONYMS**

In either case, never assume the reader knows everything about Kairos. Write for your audience, not for yourself – in other words, don't use "Kairos-speak" that an outsider wouldn't understand, especially acronyms such as KO or KI, or XX Prison #45.

In addition, never divulge any confidential information, or use photos or images of artwork, without following the detailed guidelines located in the Policy section of MyKairos.com/downloads. Any quotes from Participants must be anonymous or using a general name (such as "Kairos Inside Graduate" or Bill).

### **CAPITALIZATION**

Always capitalize the word "Weekend" when referring to a Kairos Weekend. The same goes for Reunions, Prayer and Share, SWAP, and 1 and 2 Day Retreats, Participants, Guests, and team titles (such as Agape Coordinator). Examples:

The Weekend Guests are having a SWAP meeting in two weeks.

Kairos often holds Reunions for the Participants.

One Guest said she loved the cookies.

The Agape Coordinator plans the distribution of artwork throughout the Weekend.

Kairos Programs are always listed by their full name – i.e., Kairos Inside, Kairos Outside, and Kairos Torch. Never shorten it to "Torch" or "Outside" or to abbreviations such as KI, KT, or KO.

## Website Domain Names

### **SETTING UP NEW DOMAIN NAMES**

To help manage domain names for the long term, the International Office will start setting up, managing, and maintaining all new domain names for Kairos. Please contact the International Office at 407-629-4948 to register any new domain names.

## **OWNERSHIP OF DOMAIN NAMES WILL BE TRANSFERRED TO INTERNATIONAL OFFICE**

Many Kairos website domain names (the actual URL of your site, i.e., “KairosofYourState.org”) have been purchased by each state. However, this has led to unused Kairos domain names when URLs are changed or sites are abandoned.

This is a serious issue, because unsavory entities often purchase valuable expired domains and link them to pornography or computer hijacking sites – knowing that those expired domains will still have traffic. We already know of Kairos-named domains being used in this way. Preventing this problem is a top priority. We cannot have our name associated with such sites.

We will work with each state to transfer the domain names to the International Office. Having them all in one place will ensure they don’t expire, and that website names are not changed or unnecessary new sites created. The International Office will also handle the purchase of any new domains and pay for renewals. This will enable the state to manage their site but not have to worry about the domain name registrations and expirations.

If you are in the process of purchasing a domain name, please contact the International Office at 407-629-4948 so we can purchase it for you.

## **Social Media/Blog Page Guidelines**

Increasingly, more Americans are not only consumers of information on the Web, but are actively participating in online conversations and creating content. It is important that we, the Kairos Prison Ministry, present a clear and consistent message.

If your state uses Facebook, blogs, or other social media, the goal should always be to seek to engage various audiences – both newcomers and volunteers – by facilitating conversation, awareness and action about our vision, our mission and God's ministry called Kairos.

Your blog will likely be part of your website, but you should include a link to your Facebook page on your homepage (not hidden under “Links.”) This will encourage newcomers to visit your page.

This policy is designed to guide state website administrators and Kairos volunteers in their messages as they begin to utilize social media websites to communicate the Kairos vision and mission. It is written to lead you into proper decisions about what you can do, rather than what you can't. We recognize the impact that social media can have on recruiting, fundraising, community/team building and overall growth in the ministry.

### **USE COMMON SENSE**

Our use of social media sites is governed by our vision and our mission – and by good judgment and common sense. In general, tell our stories with responsibility and encouragement. Content that would embarrass our families or other volunteers or reflect badly on Kairos is counter-productive to our vision,



our mission and our calling to be Christ's hands and feet. Use common sense in all communications, particularly on a website accessible to anyone.

### **RESPECT CONFIDENTIALITY**

You must take proper care not to purposefully or inadvertently disclose any information, or use photos, that are confidential based on your volunteer service, or proprietary to Kairos. Consult the [Kairos Photo Policy](#) and the [Kairos Code of Conduct](#) for guidance about what constitutes “confidential” or “proprietary” information.

### **OUTSIDE CONTENT**

It is illegal to cut and paste content or images from another website without permission or attribution. Provide a link to the original content and use the author’s name wherever possible in your post.

### **NEGATIVE COMMENTS**

If you receive a negative comment on your Facebook page or blog, try to answer immediately. Respond with love and truth, from a biblical perspective, and ensure your answer does not reflect badly on Kairos. If the conversation continues, respond one more time, and then contact the Kairos International Office to see how to best to end the conversation. Do not get into arguments on sites. Remove all rude, vulgar, or similar comments.

### **OTHER WATCH-OUTS**

Do not engage in political topics of any kind on Kairos venues.

Do not use Kairos in any way to advocate for an inmate, take political positions, or take positions on societal issues/topics. (See Code of Conduct)

Do not post photos of Weekends or of Guests/inmates, names of those serving or being served, or personal contact information for volunteers.

## **Social Media**

It is best to post at least weekly, if not more often, so your content is always fresh and visitors will want to return.

Suggested topics for Social Media:

- Upcoming events – recruitment, fundraising, training, Weekends
- Prayer Requests & Prayer Vigil Signups
- Volunteer Recruitment requests (participate, pray, bake cookies, etc.)
- Donation requests (more successful if tied to a specific event)
- Good news for your state (getting into a new prison, for example)
- Appropriate Infographics
- Uplifting messages

- Links to approved testimonials
- Links to relevant outside blog posts
- Links to relevant news articles
- Kairos videos and news
- Thank you's
- Ask questions

## **FUNDRAISING ON FACEBOOK**

Setting up fundraisers on Facebook is a fairly simple process. Please remember to put Kairos plus Advisory Council or State Name in the Fundraiser title, or you may not receive your funds.

The easiest way to set up a fundraiser is to:

1. Go to our main Facebook page: <https://www.facebook.com/pg/kairosprisonministry/fundraisers/>
2. Click "Fundraisers" on the left
3. Click the button "+Raise Money"
4. Name the Fundraiser (Kairos + Your State + Your Advisory Council name) (This step is very important to make sure funds are forwarded to your advisory council!!)

Facebook does not charge a processing fee for donations to nonprofits, 100% of the donation goes to charity. However to classify your donation, please remember to put Kairos plus the Advisory Council or State Name in the Fundraiser title, or you may not receive your funds. When Kairos Headquarters receives the payout we can easily assign the donations.

Facebook is offering new tools this year including donation matching, recurring donations, and an easy thank you feature.

**View a document on Facebook fundraising:**

<http://mykairos.org/docs/stewardship/Facebook%20Fundraisers.pdf>

## **Blogs**

You should blog regularly or your blog becomes stale. Blog posts don't have to be long: A few paragraphs are fine as long as the content is worthwhile. You can also feel free to invite guests to create blog posts. An infographic is also acceptable as a post.

Though many people "reblog" a newspaper article or another blog's content without permission, the legality of doing so is still not clear. Kairos' policy is that you may not copy and paste any portion of another blog's post without permission. Contact the author for permission to quote a small portion, or to use the article in its entirety. In either case, in your blog post you must attribute the content to the original author, with a link back to their original blog post.