

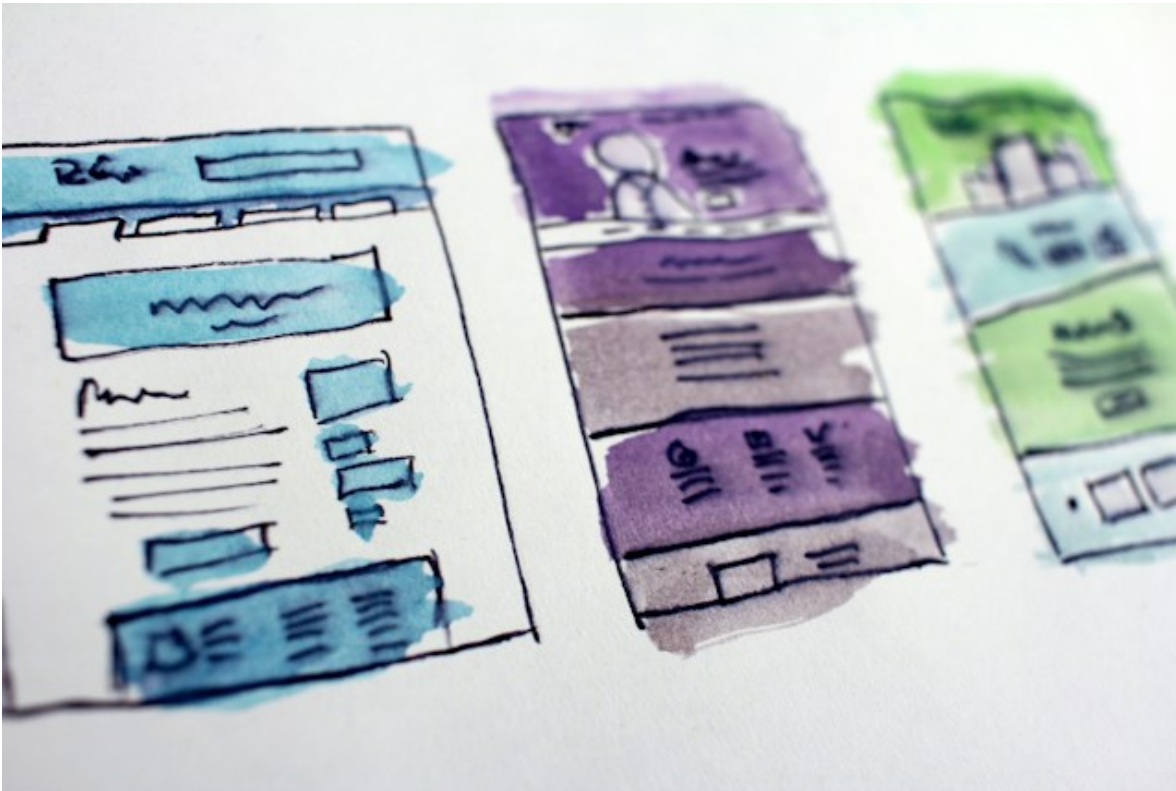
# Being Discovered Online

## The challenge

As the organisation grew, so did the number of people and communities it was helping. And so did its needs. It was no longer enough that volunteers and money trickled in whenever. There was a sustained need for these resources. The team had to start dedicating a large part of their time to finding these resources. And this was not a sustainable option. Nor was it in the interests of the organisation.

The challenge here was a simple one. Of discoverability. Unless people knew that TYCIA existed and understood the work it did, they would not be able to decide how to contribute to it. The organisation had a website, but it was paying a good amount of money in terms of hosting and maintenance. It also had a cursory presence on social media. For TYCIA to be present and found on the internet, they had to start from the basics. The organisation needed a low-cost website that could be maintained and managed easily.

The aikyam fellows team connected with TYCIA when they were looking for help to re-build their website. And while doing the research for this, someone guided them to the aikyam fellows forum. One of the founders left a post there, asking for help to build a website. And the aikyam fellows team reached out to them. Right at the outset, we had to find answers to the questions below.



1. Who is(are) the primary audience(s) for this website?
2. What are the actions that you want people to take on the website?
3. Share references to any websites that have inspired you. In terms of design/writing/user friendliness/navigation

This clarity would help create the website that would accurately represent the TYCIA Foundation to its audience. The organisation had clarity that it was primarily looking to raise two resources through the website: volunteers and donations. Here are some of the steps taken in the making of this website.

1. The content and the design for the website was created keeping Sukoon's objective in mind.
2. The information that volunteers and donors would look for was given prime importance.
3. For volunteers, this included information on
  1. TYCIA's programmes/initiatives
  2. the impact created by these programmes
  3. how they can contribute
  4. where to sign up
  5. whom to contact for more information
4. For donors, this included information on

1. programmes
  2. what their money will be used for
  3. how to donate, which included tax benefits and other info
5. Call-to-action buttons on the home page indicated where one could volunteer and/or donate.
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