

FRIENDLY'S SITEMAP V1.0

Main Pages



Site Goals

Customers

- Determine eligibility requirements
- Find the pickup location and distribution times
- Determine how to get started and what to do when they arrive

Donators

- Vet the legitimacy of Friendly's
- Determine how to make monetary donations (one-time and recurring)
- Determine how to make food donations (single and bulk)

Volunteers

- Determine what help is needed from volunteers
- Determine eligibility requirements
- Determine how to start volunteering (individuals and groups)

Families Matter

- Build brand awareness, authority, and trust
- Make it easy for customers to know how to get food
- Make it easy for donators to know how to give
- Make it easy for volunteers to know how to get involved

Feature Set

- Mobile friendly
- Simple and easy navigation
- Contact form with conditional logic for multiple inquiry types
- Link to donation portal
- Links to social media channels
- PDF for new customer registration
- PDF for corporate sponsor application
- PDF for bulk food partner application
- PDF for volunteer registration
- PDF for group volunteer registration/application
- Analytics tracking codes installed

Utility Pages

