

LOCAL CHAPTER WEBSITE GUIDELINES & BEST PRACTICES NOVEMBER 2021



R M H C ®

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REINFORCING THE BRAND

The Local Chapter Website Guidelines was created to help local RMHC[®] Chapters implement websites that promote the brand, ensure Digital Accessibility, implement requirements to ensure website security and align with best practices in the digital space. As we build our system's online brand and online presence, RMHC is committed to providing resources that you can implement and mobilize support for your Chapter. If you are in the process of updating or planning to update your website, it is strongly recommended that you use these designs, which have been vetted and tested with donors.

This document will provide instructions and assets to help local Chapters incorporate these requirements into their websites.

GETTING STARTED

A digital accessible website is an important part of any modern marketing mix and, depending on your region, could be the primary means through which news and information about your organization is shared. It is also a great place to mobilize support for your Chapter and raise money online.

Regardless of whether you have a smaller team of volunteers or a third-party agency handling your website, planning is an essential component to a successful website.

GETTING STARTED

In this document, we provide many tools, strategies and frameworks that you can employ to develop and maintain a solid online presence. While costs, timings and complexity will vary from region to region, after reading through this document you should have solid knowledge and assets to address some of your challenges. Key sections to follow include:

- **Current Online Landscape:** An overview of key trends across the web.
- **Digital Accessibility Requirements:** A list of the top requirements that must be implemented on your site. (NOTE: Digital Accessibility is an evergreen requirement and requires yearly reviews and evaluations.)
- **Online Donation Best Practices:** Information about how to maximize online donations for your organization.
- **Content Strategy:** Information addressing communication goals, style and audiences.
- **Style Guide:** Brand standards for RMHC as a global brand.
- **Sitemap and Structure:** A recommended organization structure for your pages and content.
- **Site Features:** Details addressing local Chapter needs for specific content and its functionality.
- **General Timeline:** Process and timing for the different phases of a website build and/or re-launch.
- **Legal Requirements:** A listing of the legal language and documents that local Chapters must have on their sites to comply with trademark and copyright laws.
- **Technical Guidelines:** Technical documentation to share with the technology/website development team supporting your organization regarding sample code.
- **Conclusion and Contacts:** A general wrap-up and contact information for questions or follow-up conversations.

In addition to this document, we've provided graphical assets and code/templates to help redesign your website. ***Please keep in mind that these assets aren't "plug and play" and will need further customization and implementation based on your specific needs.***

Many websites are now driven by content management systems (CMS) and these vary greatly in terms of how they manage templates, assets and hierarchy/navigation, thus the need for customization and programming beyond what's provided here.

Share these with your marketing and technology partners to plan the best way to implement these on behalf and in support of your organization's goals.

CURRENT ONLINE LANDSCAPE

We are finding more and more that a majority of consumers lean towards a multi-platform digital experience and will often be multi-screening, accessing sites on mobile or desktop. When creating our online experiences, we have to think through what this experience may look like for users who may access some information through mobile (e.g., event information) while other aspects through desktop (e.g., Online Donation) and others through snippets through our social channels.

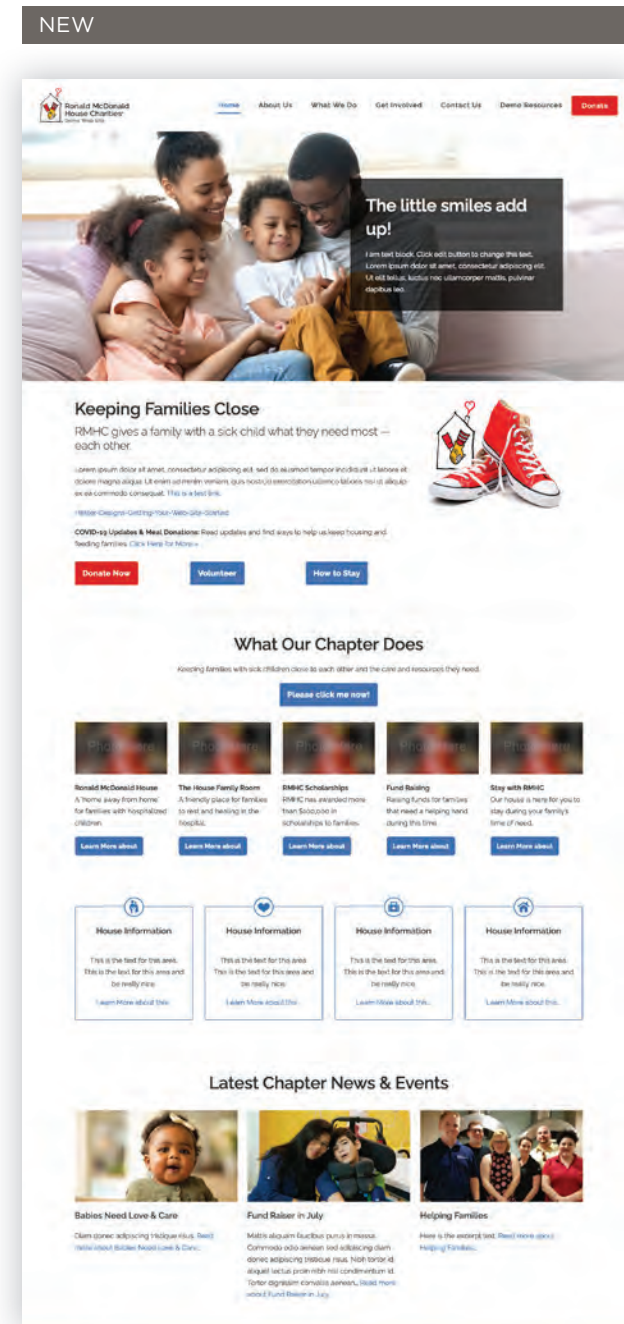
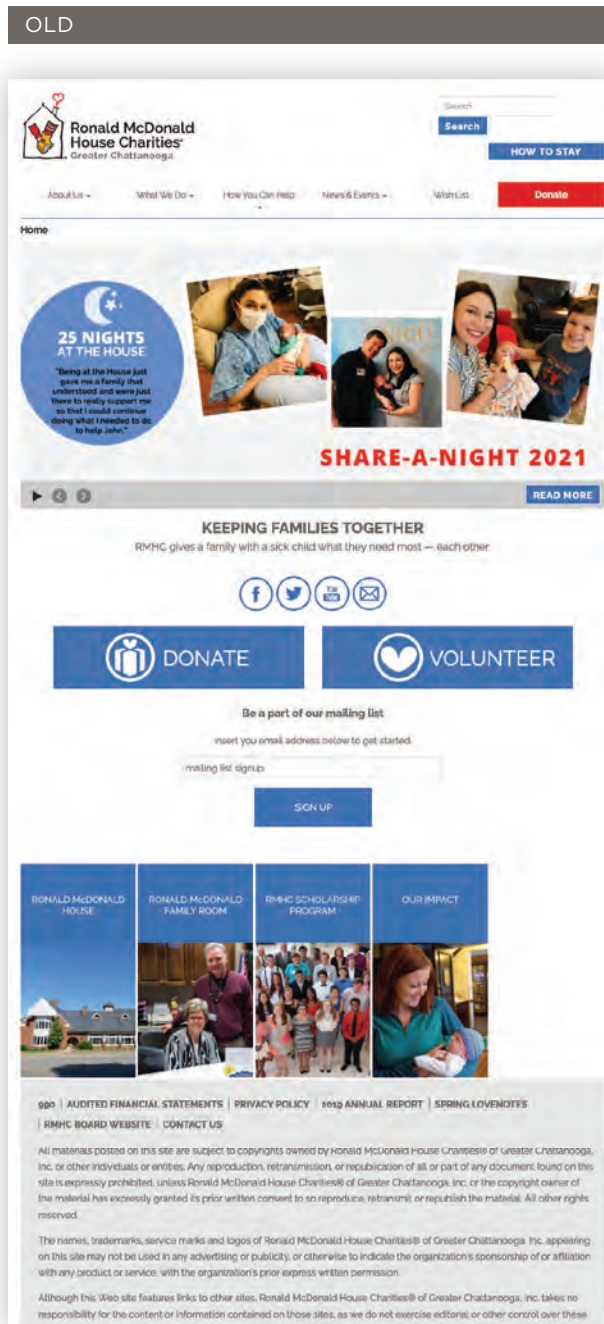
Regardless of the approach, be mindful that keeping things clear and concise will always help maximize the actions a user needs to take. Using imagery and video, in particular, can compel people far more than words alone.

In March of 2020, a new WordPress website design and build method was launched to assist Chapters with the many hurdles of the ever-changing web environment. These changes were made based on key learnings gathered over several years and intended to improve the user experience of the site, as well as the longevity of the platform.

Some of the major changes were:

- Updates to look and feel, with emphasis on clarity.
- Use of a Licensed theme that is created/supported by a major developer.
- Use of a Licensed page builder that is created/supported by a major developer.
- Updates to Accessibility compliance*
- Convenient templates for users

**Note: Digital Accessibility is an evergreen requirement and requires yearly reviews and evaluations.*



RESPONSIVE DESIGN

Modern advances in technology and web standards have resulted in the popularity of responsive web design. Responsive web design is a philosophy that puts emphasis on the design and technology to be fluid and ready-to-adapt to newer devices and screen resolutions. This approach allows organizations many advantages over maintaining two separate experiences, but it's still largely a work in progress that requires regular updates/maintenance as standards and devices continue to evolve.



CURRENT ONLINE LANDSCAPE

Designing for Digital Accessibility

When we design our websites to ensure that all users — no matter the software, hardware, location, language and ability — can access and use them, we ensure we are building better sites for all. The online space including RMHC.org and local Chapter websites must be accessible to provide equal access and equal opportunity to people with diverse abilities including RMHC families, donors, staff and volunteers around the world.

It's important to remember that **“The impact of disability is radically changed on the Web because the Web removes barriers** to communication and interaction that many people face in the physical world. However, when web sites, applications, technologies, or tools are badly designed, they can create barriers that exclude people from using the Web.”*

For more information about Digital Accessibility go to pages **18-34**.

*Source: <https://www.w3.org/standards/webdesign/accessibility>

The Cloud

For Organizations

The traditional model of hosting and dedicated “servers” is becoming less necessary as many hosting/internet providers are offering “Cloud” options. This means that virtual hardware (memory, storage and processing) is charged per-use.

This is definitely worth considering if there are great variances in your website traffic patterns. Your website serves as a digital hub and promotes discovery of content — especially for marketing campaigns. For high-profile campaigns, like Season of Giving, this means that web traffic can “spike” many multiples over a normal everyday pattern and this is where the Cloud can be incredibly cost effective.

For Consumers

Storing information and personal data in “the Cloud” is something many younger users are readily embracing, whereas other older users are more reluctant. Universal social sign-ons are a function of cloud technology that users are becoming more comfortable with, which allow them to login via their preferred social network. For example, offering a “Login with Facebook” option can dramatically increase engagement/response; however, **requiring it** may have an adverse effect for those that don't want to potentially share their personal information. Keep options open for both your advocates and yourself when crafting your marketing campaigns and digital experiences. The Cloud is definitely something to leverage, however the degree to which you employ cloud-based technologies depends on your specific market needs. We recommend consulting your agency partner before making these decisions.

DIGITAL APPLICATION AND DATA SECURITY

Digital Application and data security are critical elements of the global RMHC Technology Strategy. By design, Web applications are publicly available on the Internet, 24/7. This provides hackers with easy access and allows almost unlimited attempts to hack applications.

Through a relationship with the McDonald's partner Trustwave, RMHC Global is scanning RMHC Chapter websites (including microsites) that possess risk factors for hacking. The scanning process entails traversing applications just as a user would and conducting mock "attacks" designed to reveal whether particular vulnerabilities could be exploited by hackers. Vulnerabilities may include, but are not limited to: password autocomplete, form caching, directory browsing, and non-SSL passwords and forms.

Whether your Chapter's site has been scanned to date, or is slated to be scanned in the future, the McDonald's Global Technology Risk Management (GTRM) team has recommended some best practices that all Chapters (and respective web developers) should do NOW.

BEST PRACTICES TO PREVENT CYBER ATTACKS

1. **Ensure SSL (Secure Socket Layer) Certificate is up to date**
2. **Use complex passwords and change them often (Site Admin 30 days)**
3. **Execute all updates and patches**
4. **Secure your Admin email address**
5. **Change your database table prefix (wp in WordPress)**
6. **Protect your database with a complex password**
7. **Delete your installation folder**
8. **Install security plugins**
9. **If you are using HTTP, migrate to HTTPS**
10. **Use a reputable hosting service**
11. **Restrict Root Access**

COMMON WEBSITE SECURITY ISSUES

Acknowledgement: Content extracted from RMHC Digital Application Vulnerability Scan results uncovered and analyzed by Trustwave.

Some of the most common issues associated with website security include Non-SSL Form, Directory Browsing, Cross-Site Scripting, Password Autocomplete and Insecure Cookies. Through a relationship with Trustwave, the following information regarding each of these vulnerabilities will enable RMHC Chapters to proactively protect their online platforms.

NON-SSL FORM

Description

Non-SSL Form is a vulnerability caused by allowing submission of sensitive form data without using SSL encryption. The SmartAttack observes and reports any form that is not submitted via SSL. The significance of such findings is dependent on the sensitivity of the submitted data.

Impact

The impact of this vulnerability is entirely dependent on the sensitivity of the data involved. Even common data associated with a person, such as address, email, phone should commonly be considered sensitive. Accessing a Web application having a Non-SSL Form vulnerability can leak this potentially private information. An attacker with access to communication infrastructure between the user and the website can easily and automatically collect such information. Here, which information is considered as private is entirely dependent on the context set by the Web application. For example, an attacker who has access to a shared switch or router at an Internet Cafe may be able to collect sensitive data of users of applications with this vulnerability.

Remediation Tips

HTTPS uses Secure Socket Layer (SSL) encryption between client and server to protect data confidentiality. It is a recommended practice that any secure portion of your web application designed only for HTTPS access should be inaccessible via HTTP. Ensure that forms in which potentially sensitive information is requested are served via SSL to prevent private information from being sent in a clear text format. Submit passwords via SSL to prevent exposure.

COMMON WEBSITE SECURITY ISSUES

DIRECTORY BROWSING

Description

Directory Browsing is a vulnerability caused by unintentionally disclosing directory listings to users. The SmartAttack attempts to retrieve and identify such listings and reports them as vulnerabilities based on the assumption that the listings are unintended

Impact

If a Web application is vulnerable to directory browsing, an attacker can gain information about the web application by browsing directory listings that reveal files and folder hierarchy in the application. These resources may store sensitive information about web applications and operational systems, such as source code, credentials, internal network addressing, and so on which can be used to exploit vulnerabilities in the web application. Information leakage occurs when a web site reveals sensitive data, such as authentication information, absolute or relative paths, which may aid an attacker in exploiting the system. While leakage through such directory listings does not necessarily represent a breach in security, it does give an attacker useful guidance for future exploitation. Leakage of sensitive information may carry various levels of risk and should be limited whenever possible. For example, any attacker can guess file and directory names not intended for public viewing. The files/paths often have common naming convention and reside in standard locations. Hence by making educated guesses an attacker can attain absolute path.

Remediation Tips

Obtaining directory lists gives an attacker useful information when planning attacks against your server or your application. Follow these guidelines to prevent unintended information disclosure: Check the access permissions on the affected directories and configure them to prevent access. Configure the server to disallow directory listing on the affected directories. Examine your applications and if the directory list was obtained by exploiting a known bug or vulnerability, contact the vendor or maintainer for a patch. If the directory listing is exploitable in a custom application then review the code and prevent malformed strings or tricked URI's from bypassing the filters or input validation you are applying to directory GET requests.

COMMON WEBSITE SECURITY ISSUES

COOKIES

Description

A failure to specify proper attributes for cookies may result into stealing of cookie information through various attacks like Cross-Site Scripting (XSS) or a Man-In-The-Middle attack. Hence, this is a Vulnerability called Cookie Vulnerabilities. This SmartAttack optionally reports each page where session cookies are set insecurely, persistently, without proper caching directives or without HTTP Only attribute.

Impact

Insecure cookies: When a cookie is not set securely, then it is sent by the browser even with unencrypted requests, even if they are generated in an application using SSL encryption otherwise. If an attacker is able to intercept such requests, he can steal the cookie.

Persistent session handling cookies: When a session handling cookie is set persistently it allows the cookie to be valid even after a user terminates a session. Therefore an attacker can use a session cookie stored as a text file by the browser to access restricted information.

Cacheable Cookies: Such Cookies could be cached at a proxy or a gateway. It can result in serving cookie value that is out of date or stale. An attacker may also steal such cookies if he has compromised the said proxy or gateway.

Cookies with HTTPOnly attribute not set: If the HTTPOnly attribute is not set for a cookie, then it can be accessed and manipulated by JavaScript from the domain setting the cookie. The sensitive information contained in the cookie can be sent to a hacker's computer or Web site using a script-based attack such as Cross-Site Scripting.

Remediation Tips

Insecure Cookies: For security of sensitive information, cookies must be marked as secure and only be transmitted if the communications channel with the host is a secure one. Servers should use SSL in this case.

HTTPOnly Cookies: To avoid access and manipulation of cookies in the script, the HTTPOnly attribute should be set for the cookie.

COMMON WEBSITE SECURITY ISSUES

Cacheable Cookies: You can disable caching of cookies on a page by setting the “Pragma: No-cache” and “Cache-control: No-cache, No-store”. To suppress caching of the Set-Cookie header only, the origin server should send ‘Cache-control: No-cache=“set-cookie”’ in response header.

Persistent Cookies: Cookie which is used to store session-id information should not be persistent; expires or max age attribute for the cookie should be set accordingly, so that cookie information is valid only for the session.

- **PHP** – In PHP, setCookie() is the function that defines a cookie to be sent along with rest of the HTTP header. setCookie() takes seven parameters as setCookie(name, value, expire, path, domain, secure, httpOnly)

By setting value of secure and httpOnly to true, secure and httpOnly cookie can be formed. By default, PHP cookie is non-persistent cookie unless value of expire parameter is set.

- **ASP.NET** – In ASP.NET, cookies are derived from HttpCookie class. Security can be added to such cookies like HttpCookie.secure = true HttpCookie.httpOnly = true By default, ASP.NET cookies are persistent in nature unless expire value of HttpCookie is set to some other value
- **Java** – HTTP Cookie can be created using Cookie class like public Cookie(name, value) Following methods of this class can be used setSecure(flag): By setting flag value to true, secure cookie can be formed setMaxAge(expiry): By setting negative value of expiry, persistent cookie can be formed. Since Java EE version 6(Servlet version 3), Java starts supporting httpOnly attribute for all cookies using setHttpOnly(flag): By setting flag value to true, httpOnly cookie can be formed.

COMMON WEBSITE SECURITY ISSUES

CROSS-SITE SCRIPTING

Description

Cross-site Scripting vulnerabilities allow malicious scripts to execute in the context of a trusted session with a web site. The SmartAttack alters the inputs to the web application to send benign versions of such malicious scripts, and detects the actual execution or unfiltered reflection of such scripts.

Impact

Cross-Site Scripting enables an attacker to run scripts inside a victim's browser. Using such a script, the attacker can modify the look-and-feel of a page, deface page contents and even steal user credentials and session information. If an application uses cookies for session management, then a Cross-Site Scripting vulnerability also assists the attacker in exploiting certain session-based attacks such as Session Fixation, if present. Many Web applications display user input on their Web pages. Depending on whether the input is stored by the application for repeated use (e.g. user comments), a Cross-Site Scripting vulnerability may be reflected — i.e. usually one time — or persistent. A persistent Cross-Site Scripting vulnerability has greater impact than a reflected Cross-Site Scripting vulnerability, because a large number of users are affected without elaborate actions on the victims' part. The effects of a Cross-Site Scripting vulnerability may range from simple defacement of Web pages to serious identity theft. For example, a Cross-Site Scripting vulnerability on a page that displays user-uploaded images could enable an attacker to show offensive images as if they were uploaded by a legitimate user, while a Cross-Site Scripting vulnerability on a banking Web site may expose the credentials of customers of the bank. While the offensive image may only affect a handful of users and the effect would be more annoyance than real harm, exposure of the credentials poses the threat of the attacker stealing money from them.

Remediation Tips

The following general recommendations can help mitigate the risk associated with Cross-Site Scripting vulnerabilities. This is a complex problem area so there is no one simple fix or solution:

- Ensure that your web application validates all forms, headers, cookie fields, hidden fields, and parameters, and converts scripts and script tags to a non-executable form.
- Ensure that any executables on your server do not return scripts in executable form when passed scripts as malformed command parameters.

COMMON WEBSITE SECURITY ISSUES

- Consider converting JavaScript and HTML tags into alternate HTML encodings (such as “).
- If your site runs online forums or message boards, disallow the use of HTML tags and Scripting in these areas.
- Keep up with the latest security vulnerabilities and bugs for all production applications and servers.
- Update your production servers with the latest XSS vulnerabilities by downloading current patches, and perform frequent security audits on all deployed applications.

The root cause of Cross-Site Scripting is a failure to filter hazardous characters from web application’s input and output. The two most critical programming practices you can institute to guard against Cross-Site Scripting are:

- Validate Input
- Encode output

Always filter data originating from outside your application by disallowing the use of special characters. Only display output to the browser that has been sufficiently encoded. When possible, avoid simple character filters and write routines that validate user input against a set of allowed, safe characters. Use regular expressions to confirm that data conforms to the allowed character set. This enhances application security and makes it harder to bypass input validation routines.

There are different tools you can use to validate and encode your data, depending upon your development environment. Your goal in Cross-Site Scripting attacks remediation should be to filter and encode all potentially dangerous characters so that the application does not return data that the browser will interpret as executable. Any non-escaped or non-encoded data that is returned to the browser is a potential security risk.

The following characters can be harmful and should be filtered whenever they appear in the application input or output. In output, you should translate these characters to their HTML equivalents before returning data to the browser. > < () [] ‘ “ ; : / |

DIGITAL ACCESSIBILITY REQUIREMENTS

To better align with the families and children we serve, as well as ensure we are complying with digital accessibility laws, we have updated our Local Chapter Website guidelines. The following includes a list of the top 10 digital accessibility requirements. These 10 items are a great starting point, but only represent a portion of the WCAG 2.0 Level AA accessibility requirements.

Digital Accessibility is an evergreen requirement and requires yearly reviews and evaluations. Frequent testing with online tools like the WAVE tool can help you assess this on each web page as you make changes.

WHAT IS DIGITAL ACCESSIBILITY? ARE THERE LAWS ABOUT IT?

U.S. Chapters must comply with ADA laws

Enacted in 1990, the Americans with Disabilities Act (ADA) is a wide-ranging civil rights law that prohibits discrimination based on disability. The Department of Justice published the ADA Standards for Accessible Design in September 2010. These standards state that all electronic and information technology must be accessible to people with disabilities.

Digital accessibility laws have been in play for more than 5 years. It is only now that many companies are taking it seriously and making changes after six figure lawsuits have occurred. Forty-five ADA lawsuits regarding inaccessible sites were filed in 2015, against such companies as Patagonia, the NBA, and Home Depot. Department of Justice investigations were opened against H&R Block, Carnival Cruise Lines, and Peapod.

Digital Accessibility goes beyond the U.S.

Many of the ADA standards apply in most English-speaking countries around the world. The World Wide Web Consortium (W3C) is an international community that develops open standards to ensure the long-term growth of the Web Accessibility Initiative (WAI). The ADA requires WCAG 2.0 Level AA be met for digital properties to be deemed accessible. For more information, please visit <https://www.w3.org/TR/WCAG20/#guidelines>.

These changes need to be made not only for the legal requirements, but to also be true to our mission and better serve ALL families around the world.

The McDonald's Global Digital Accessibility team has been working closely with us to provide recommendations, resources and input as needed. They are currently auditing McDonald's digital properties around the world to comply with digital accessibility.

WHAT DOES DIGITAL ACCESSIBILITY COVER?

Website and any website content

- Includes third-party websites that your Chapter has contracted out with (e.g., donation vendors)
- Doesn't matter where it is hosted (i.e. YouTube)

Mobile apps

Downloads

- This would include PDF, Word docs and anything else that lives on your website that someone may access and review.

Games

Kiosk software

- Please note - the McDonald's system is currently working on updating kiosks to be digitally accessible.

Digital Advertising

Social Media

Third-party vendors

It's all about control - if you control it by possession or contract, and it's not temporary, then you are responsible for making it compliant.

RMHC Global is working with existing partners like Stelter for Legacy Planning and Blackbaud to ensure their properties are digitally accessible. However, as a system we need to make sure that we are diligent both locally and globally to ensure these changes happen.

WHAT TYPES OF DISABILITIES ARE COVERED FOR DIGITAL ACCESSIBILITY?

While this is not an exhaustive list of disabilities, it can help us think through the different obstacles a user may experience on our digital properties as well as the opportunities that exist. We have an opportunity to be global leaders in digital accessibility!

Visual

- Color blindness
- Low vision
- Total vision loss

Hearing/Speech

- Hearing loss
- Complete deafness
- Speech impairment

Mobility

- Lack of control of hands

Neurological

- Epilepsy
- Dyslexia
- Memory loss
- Cognitive delay



TOP 10 DIGITAL ACCESSIBILITY BEST PRACTICES

1. Navigation, links and elements can be navigated with the keyboard
2. Proper use of H1-H5 headings and hierarchy
3. Color contrast ratio of 5.0:1
4. Provide alt-text for images
5. Form fields should have labels
6. Videos should include closed caption and other WCAG functionality.
7. Separate text from images
8. Include breadcrumb links
9. Links should have visible changes on hover
10. Use clear writing strategies, and avoid clever uses of text

Please note these are some of the important WCAG considerations. This list does not reflect the entire requirements of WCAG 2.0 Level AA.

HEADER STRUCTURE & H1 CODE

Use the H1, H2,...H6 tags as indicators of section headings and subheadings within a document, not just as formatting elements. Screen readers in particular may just scan a page for appropriate H1, H2 and H3 elements.

For most web pages, you should only use one H1 on a page. We recommend that you structure your information so the hierarchy of content supports that pattern. You can use a second H1 tag, but you should have a really good reason for it and the structure on the page should support the hierarchy completely.

Don't skip H levels when you are going from H1 to H5. Please remember:

- Only use the heading code for actual headings, not to emphasize content.
- We recommend using `` code versus `<bold>` for screen readers to emphasize text when reading. You can also increase the font size if you want to emphasize text.
- Make sure your headings are in sentence case and not in all-caps.

Please make sure your developers have the WCAG 2.0 A & AA Requirements to ensure they follow requirements needed around header code.

ADJUST COLOR CONTRASTS TO ENSURE A COLOR RATIO OF 5.0:1

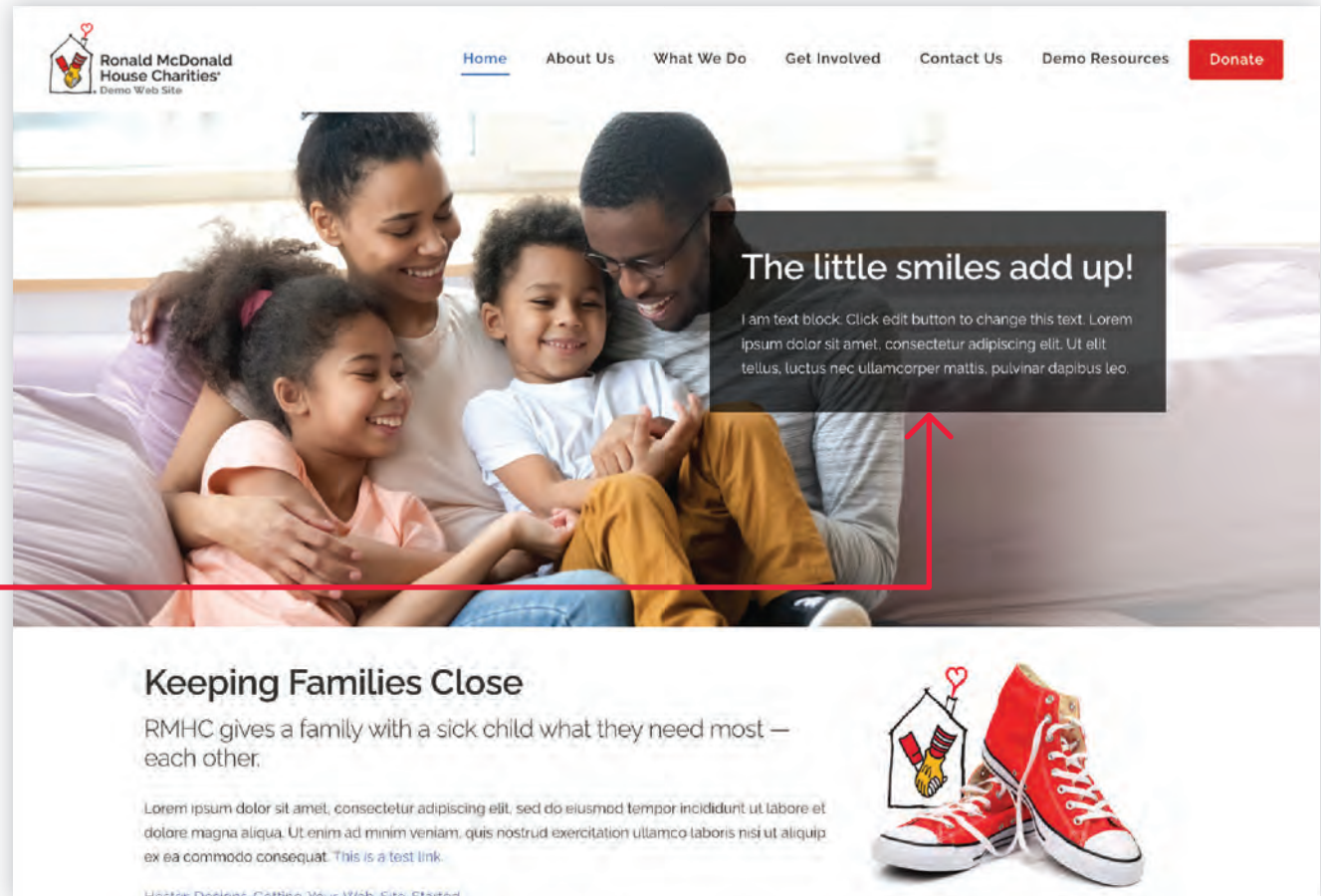
We need to be mindful of the 5.0:1 luminosity ratios.

The allowed colors ensure people with a color vision deficit will have adequate contrast between the text and its background.

When using a large featured image that needs text on top, use a darker black background and white text to ensure contrast and legibility of information.

With the help of the Color Contrast Analyzer tool, <https://www.paciellgroup.com/resources/contrastanalyser/>, you can calculate the luminosity ratio between your foreground and background elements.

This does not apply to text inside logos, or any graphics without text. For more details on logo guidelines, visit <https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>.



PROVIDE ALT-TEXT FOR IMAGES

Alt-text is the description that is read out when the screen reader hits an image or a graphic. It is displayed in place of the image in browsers if the image file is not loaded or when the user has chosen not to view images.

The description should be relevant to the image/graphic at hand. It should be under 140 characters. When you upload an image, please add the alt-text in the back-end field as shown here.

It is recommended to use SEO terms whenever possible. As alt-text provides semantic meaning and description to images, which can be read by search engines or be used to later determine the content of the image from page context alone.

Individual Image view in the Media Library of the WordPress Dashboard

Attachment details



Uploaded on: February 22, 2019
Uploaded by: [Jeff Hester](#)
Uploaded to: [Home](#)
File name: RMHC_Girl_In_Hospital.jpg
File type: image/jpeg
File size: 65 KB
Dimensions: 1300 by 450 pixels

Alternative Text:

[Describe the purpose of the image.](#) Leave empty if the image is purely decorative.

Title:

Caption:

Description:

File URL: <https://rmhcdemo.com/wp-content/upload:>

[Copy URL to clipboard](#)

Please note:

Do not use the IMG TITLE attribute to convey information – the ALT attribute should be used instead.

Ensure that images always have some text in their ALT attribute.

ALT attribute is a REPLACEMENT for the image. Do not include additional information into it that is not in the image itself.

PROVIDE ALT- TEXT FOR IMAGES

Alt Text Tips:

- Get rid of as much punctuation as possible in alt-text, especially “&” “/”
- Only RMHC and other things that would be obvious should be abbreviated
- **Do not** use ALL CAPS for anything except for accepted abbreviations
- **Do not** ever use the following in alt-text:
 - File names (e.g., jpeg)
 - the words “copy”, “cropped”, “web”, “image (of)”, “picture (of)”, “photo (of)”, “graphic (of)” or “post”
 - picture resolution (e.g., dpi or numbers)
 - version numbers (e.g., _v3)
 - sequence number (e.g., House 1, House 2)
 - document source (e.g., FB, Facebook, Instagram)
 - generic names like “baby with mother” or “sisters” unless you do not know the name of the people in the photo
- **Always** use “logo” at the end of the name of the company if it is a logo
- **Do** include dates for events that repeat (i.e. Red Shoe Run 2014)

VIDEO ACCESSIBILITY

As a Charity that serves people of all abilities, accessibility is part of our DNA. We know Chapters still have concerns — especially about making videos accessible. Time, cost and staffing are valid concerns. We hear you! Yet, we also have an obligation to the people who visit our websites, as well as a responsibility to adhere to federal and country guidelines.

Video Accessibility Strategy

Videos must be fully accessible (closed captioned & descriptive audio). Before production, plan for accessibility features to be incorporated. Only new video that is fully accessible (with closed caption & descriptive audio) can be posted moving forward.

RMHC (and McDonald's) have contracted with Bridge Multimedia to provide high quality captioning and audio description services, including project management for the entire process. After you have created a video, contact Manny Minaya, Studio Administrator at Bridge, to discuss your needs: mminaya@bridgemultimedia.com, +1 (212) 213-3740.

There are few things you will need to prepare to get the process started:

1. Include audio description and closed captioning as part of your overall video budget and timeframe.
2. Contact Manny, at Bridge Multimedia, with the following:
 - a. High-resolution video file (H.264 quality, with a high bitrate and the largest pixel aspect ratio possible), e.g., a .mov file at 1920x1080 or 1280x720.
 - b. High-resolution audio mix (.wav or .aif), with splits or stems if available.
 - c. For captioning – a video transcript, if available. If a transcript is not available, please provide a list of speaker names, organization names and any medical or technical terms that could be misspelled or misconstrued.
 - d. For description – names and pronunciations of important places and people in the video— especially those that are never identified in the dialogue. Videos often contain shots of well-known people or iconic buildings that offer the viewer a greater perspective or insight into the message of the video. Stating them in the audio description makes the video more meaningful to the visually impaired audience.
 - e. The video player your viewers will use, i.e., YouTube, Facebook, Vimeo, etc.
 - f. Your delivery deadlines, allowing about three weeks. Please be aware that timelines can vary depending on the length and content of the video, and any special needs you may have.

Once the described video and captions are complete, you will have the opportunity to review them on a test site. On approval, the final files will be sent to you:

- A new, audio described video file;
- A closed-captions data file that you can upload to your video platform.

Please refer to the Resource Library for instructions on uploading closed-caption files to YouTube, Facebook and Vimeo.

VIDEO ACCESSIBILITY

PLEASE NOTE:

We do not recommend using the free YouTube closed captioning service.

Overview of Captions and Audio Description

Captions and audio description offer a way to expand communication to people with disabilities, and are required by McDonald's for all pre-recorded podcasts and videos.

1. Captions recreate the dialogue of a video as on-screen text. People who are deaf or hard of hearing can read the captions to understand what is being said in the video. In addition, captions can aid comprehension for people with cognitive impairments or literacy needs, or for those who might not have full command of the language spoken in the video. Captions can also be useful in noisy environments like health clubs and restaurants.

You may not know that captions are not always verbatim transcripts of the video's dialogue. The goal is to help viewers keep pace with the caption text. Sometimes light condensing of the dialogue enables people to follow the text more easily. Limiting the caption text to two lines per screen is another way to support readability.

2. Audio description informs people who are blind or vision impaired about visual content essential for comprehension of a video. New narration is added to the soundtrack of a video to guide the blind or visually impaired viewer through the video. Speakers and places are identified; environments and situations are explained. Facial expressions, body language and other unspoken messages are also described so that the visually impaired viewer can experience the emotional impact of a video. Audio description is usually added during existing pauses in dialogue, but is often also added at the beginning of a video to set the scene and prepare viewers for what is to come.
3. All RMHC videos will now be available in two formats: the original, "standard," version, and the separate, stand-alone version containing audio description. People who visit your Chapter's website, Facebook page, or other viewing medium will have to select which version to watch. Therefore, you will need to provide some means for people to make that selection.
4. Captions should be created after the new, audio-described video is complete. Audio description usually changes the timing of the dialogue, and can also add information that is valuable for people who are deaf or hard of hearing.

YouTube "Automatic" closed captioning is NOT acceptable. This is because YouTube has an extremely high word-error rate, especially with audio from people who are not native English speakers, or people using words not included in the YouTube dictionary. YouTube "guesses" at that point, and some of the more inaccurate guesses show up as "CAPTION FAILS."

YouTube optimized closed captioning that starts with an automated closed-captioning script and fixes is fine. But be aware that those captions will only be displayed at the bottom of the screen, and could cover up speaker names and other important information. If your Chapter decides to use YouTube automatic closed captioning services, you must go in and make necessary changes to ensure that the captions match what is being said. YouTube does not provide services for Audio Description. This will still need to be done through a company like Bridge Media.

VIDEO ACCESSIBILITY

You must load video with closed captioning and audio description to your website OR provide a link underneath the original video where someone could find the Digitally Accessible version (most likely on your YouTube channel).

Example: You can find videos that RMHC Global produced with closed captioning and audio description on our YouTube channel, <https://www.youtube.com/playlist?list=PLaPWVibFoM8aEzoLQzCGI1IvaP1jLeGua>



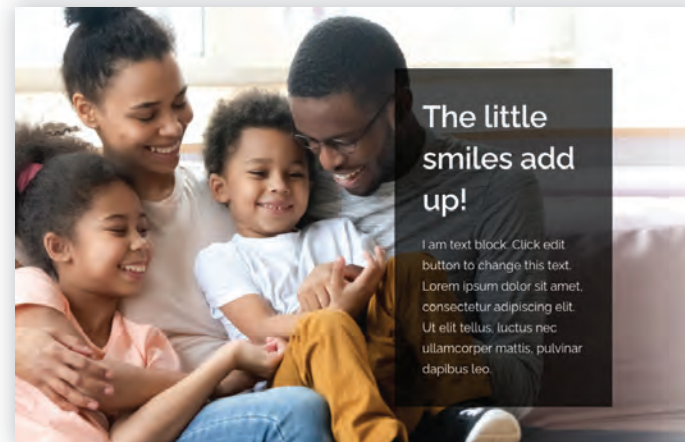
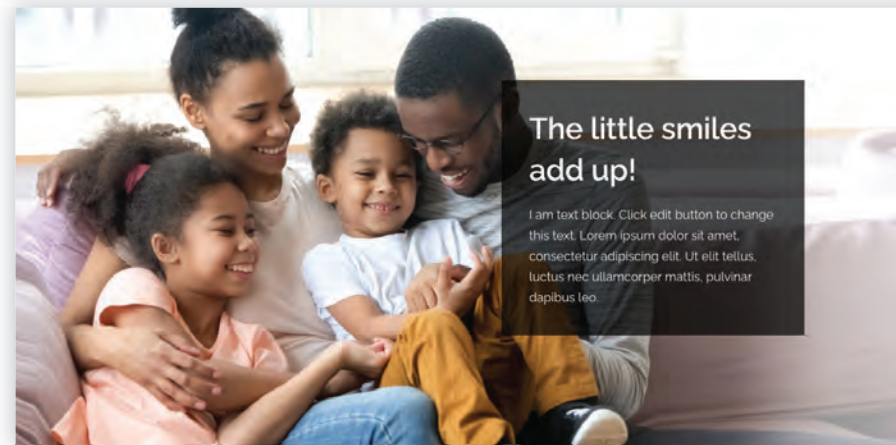
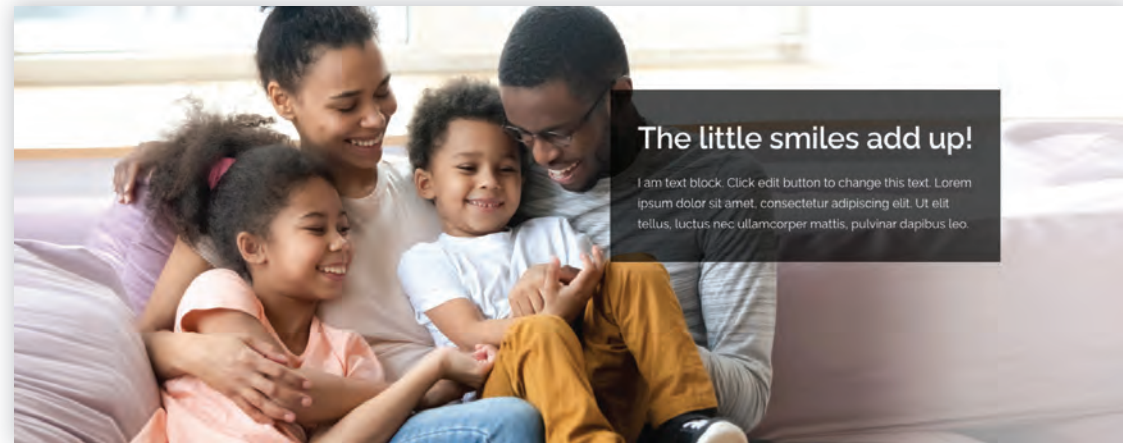
RMHC Global has many videos with closed captioning and audio descriptions created for the videos listed below. [Visit our global YouTube page here.](#)

SEPARATE TEXT FROM IMAGES

Any copy or text across the site needs to be entered as actual text versus embedded in images. This even applies to buttons and overlays.

The only exception is logos. All words associated to a logo do not need to be separated as actual text.

When images are separate from text, this allows them to re-flow responsively to the screen they are being displayed on.



Examples of responsive text re-flow

USE SANS-SERIF FONTS

Best practice is to use the most readable fonts. Script and serif fonts are particularly hard to read as letters are hard to distinguish from one another. When a website has hard to read fonts (or too many font options on the site) you create a confusing visual layout, which is bad for all users, but may be especially difficult for users with reading disorders, learning disabilities or attention deficit disorders.

RMHC has chosen to use sans-serif and non-script fonts for their digital landscape. Thirsty Script will no longer be used and should be replaced by a sans-serif font, Raleway.

Raleway is a free font and is available for download at <https://www.fontsquirrel.com/fonts/raleway>. The download includes 18 styles of the font.

Please Note: Using Italics should also be avoided as it is a known problem for some people with dyslexia.

Below are separate examples that clearly highlight the differences between script, serif and sans-serif fonts:

~~*Script*~~
(Thirsty Script)

~~*Serif*~~
(Adobe Garamond)

Sans-serif
(Raleway)



OTHER THINGS TO KEEP IN MIND

Provide Accessible Documents

You can create accessible documents for your website that you load OR provide users a way to contact your Chapter to request an accessible version.

We realize that given everything else Chapters are working on it may not be feasible to create Digital Accessible documents locally. One way to address that is by adding a note to your website on all pages that have documents that says:

To request accessible version(s) of the xx, please email XX. If someone contacts your Chapter, RMHC Global has several firms you can work with to convert the document.

Some additional things to consider:

- When linking to the document please include the type of document (e.g., PDF) as well as the file size.
- Include your note about digital accessibility before the documents you include. This placement is the most helpful for users.
- If you are linking to a document in a sentence, please refer to it by it's title so the user knows what they are going to open when they click on the link.
- Avoid using full URLs as links. Instead provide the site name as a link with the URL in brackets after it.
- Avoid all-caps in links and text.

Financials

To request accessible version(s) of the RMHC Financial Documents, please email marketing@rmhc.org.

[2017 IRS Tax Return \(PDF/1 MB\)](#)

[2017 Audited Financial Statements \(PDF/449 KB\)](#)

[2016 IRS Tax Return \(PDF/570 KB\)](#)

We can't use "click here" – the link text needs to match the page we are referring to.

OTHER THINGS TO KEEP IN MIND

Writing Proper Link Text

When creating hyperlinks to other websites, social media or even documents, please note that how you write your body copy can make all the difference to a user in helping them understand where the link is going. In addition, if you are hyperlinking to a site with a logo, the user should also have an understanding through attributes in your HTML on what that link would be.

- Text that provides a hyperlink to another page or website should describe the link that it's going to vs. just saying "Click here" or "Read more" so that user knows why they should go to the site. Here's some more information on link text that is helpful to implement:

http://webaim.org/techniques/hypertext/link_text

Avoid using full URLs as links. Instead provide the site name as a link with the URL in brackets after it.

Avoid all-caps in links and text.

- Some screen reader users navigate by looking at all links on a page at once, so they have to be informative like "Click here to donate." In this case, "Donate" should be the word that is hyperlinked vs. "Click here." Links should also not just be '1' '2' for pages that use pagination.

And links that point to PDFs should have the filetype (PDF) and size in the url like so: 'Annual Report PDF (1.2MB)' so users know what app to use (and if they have it), and how long it may take to download.

- If you weren't able to provide more descriptive text in a specific section (e.g., Read More) the team recommends an ARIA label to allow users to know what they would be reading more about. If there's more than one Read More on that page, then you definitely need some extra off-screen or Aria text for the button. Here's more about Aria labels:
<https://www.w3.org/TR/WCAG20-TECHS/ARIA14.html>
- When providing instructions, avoid references to location (for example, avoid "see the left section") or color (for example avoid "the fields in red are mandatory"). Instead refer to headings or use additional words for emphasis.

Continued on next page

OTHER THINGS TO KEEP IN MIND

Writing Proper Link Text *(continued)*

- If you are hyperlinking an image (e.g., photo, logo) to another page (e.g., Twitter logo to your Twitter account), we ask that buttons are actually hard coded, and not saved out as images, as we need to provide a description to any links that you have used. In body copy, this can be achieved by using descriptive language (e.g., Read the RMHC Impact Study on how our programs help families) versus hyperlinking words like “Click Here” or just “Read more.” Aria labels can be used in the code to also provide this description. Aria labels basically just read out to someone where the link is going to go. Here’s an example:

Think of the Facebook logo on your website to link to your social media accounts.

Alt text = Facebook Logo

Aria Label = Like the RMHC Mobile Facebook page

- When providing instructions, avoid references to location (for example, avoid “see the left section”) or color (for example avoid “the fields in red are mandatory”). Instead refer to headings or use additional words for emphasis.

Social Media

- Ensure you include your phone number, email address and web address on all social media About pages.
- Twitter and Facebook provide the ability to add ALT attributes to images, so ensure that you add this to any images you post.
- If you post a video, this should include closed captioning. We also recommend including links to the version with Audio Description.

ONLINE DONATION BEST PRACTICES

Users are continuing to trend upwards when it comes to donating online, so it's important to optimize their experience so we can maximize this opportunity. According to the 2014 Charitable Giving Report, online giving increased by 8.9% in 2014, compared to the overall giving increase of 2.1%.*

In addition, users are becoming more willing to donate larger amounts online. So when asking for suggested donation amounts, don't underestimate how much donors are willing to give. We can only continue this positive trend in online donations by understanding the amount a donor is willing to give.

*Source: <http://eleventygroup.com/site/2015/02/10/stats-charitable-online-giving-increase/>

ONLINE DONATION BEST PRACTICES

Donation Page Considerations

A donor should visually find the Donation page clean, easy to navigate and consistent with the rest of the website. For RMHC.org, we employed a simple, one-column layout that works well across devices.

Blackbaud, RMHC Global's third-party software and service provider, created a custom layout and design for the donation page. This required significant programming, design and development. If your Chapter has the resources to redesign your donation page so it aligns with your new or redesigned site, we encourage exploring this option.

In addition, key messaging points were added to explain the benefits of each donation as users hover over each suggested donation amount. A key insight to consider for online donations is helping the donor understand where their money or investment is going and how it can help a family. This provides transparency and understanding of how the donation is used and how their investment makes an impact.

Donation Page Considerations

Donation Page Considerations

Key messaging points appear when a user hovers over donation amounts.

With changing Privacy and online data protection rules, we do NOT recommend that users are automatically subscribed to emails. If your system allows, the opt-in box should be left unchecked so users have to take action to opt-in.

ONLINE DONATION BEST PRACTICES

Additional Ways to Drive Donations

Empower and inspire supporters

- Ask them to engage their networks on your behalf.
- Give them the ability to start an online fundraising campaign through Raise Love.
- Show them how their donations make a difference.
- Include recurring giving options on your donation page.

“Fish where the fish are”

- Cultivate relationships with supporters both online and offline.
- Meet supporters where they live online: Facebook, YouTube, Twitter, blogs, etc.
- Take advantage of the new Social Sign-On donation method. This allows users to sign-in using their Facebook or Google+ account.

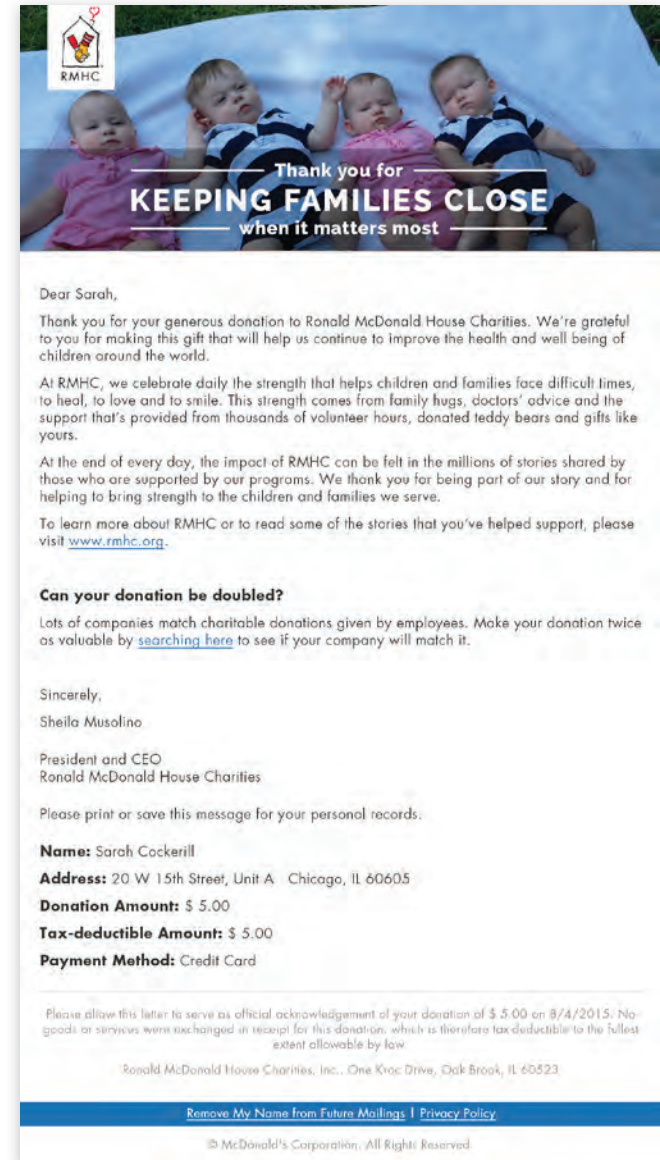
ONLINE DONATION BEST PRACTICES

After a donation is made, the user should receive a confirmation notice on screen as well as a follow-up email for their personal records.

The confirmation should include:

- A thank you and an image that speaks to the impact of donor dollars helping to keep families close
- The donation amount
- The date the donation was made
- Any additional legal language required for your respective country

Also consider including information on matching gifts or how the donor can continue to stay connected to your Chapter (e.g., social media, newsletters, volunteering).



CONTENT STRATEGY

A content strategy keeps a site's content organized, within brand, and relevant. Executing this strategy ensures users can interact with the site as designed and easily respond to the information through action, including sharing content through social media and connecting with the Chapter.

CONTENT STRATEGY

Visual Approach:

Clean, Bold and Simple

It is paramount that users should be able to navigate the website quickly and easily.

It is important as well that we invite users to explore and discover content in the way they would like instead of simply pushing content at them.

Template Layouts

We've created a set of template layouts to choose from that make it easy to organize content and are visually appealing to the user, based on industry trends and best practices:

- 60%/30%: A 2-column approach that allocates 60% for text and 30% for an image, video, CTA button, or combination of those things as shown in the examples.
- 50%/50%: A 2-column approach that allocates 50% for text and 50% for image, video, CTA button, or a combination of those things.
- 100%: A 1-column approach that would only include text.

60%/30%

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LOREM IPSUM DOLOR SIT



50%/50%

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100%

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CONTENT STRATEGY

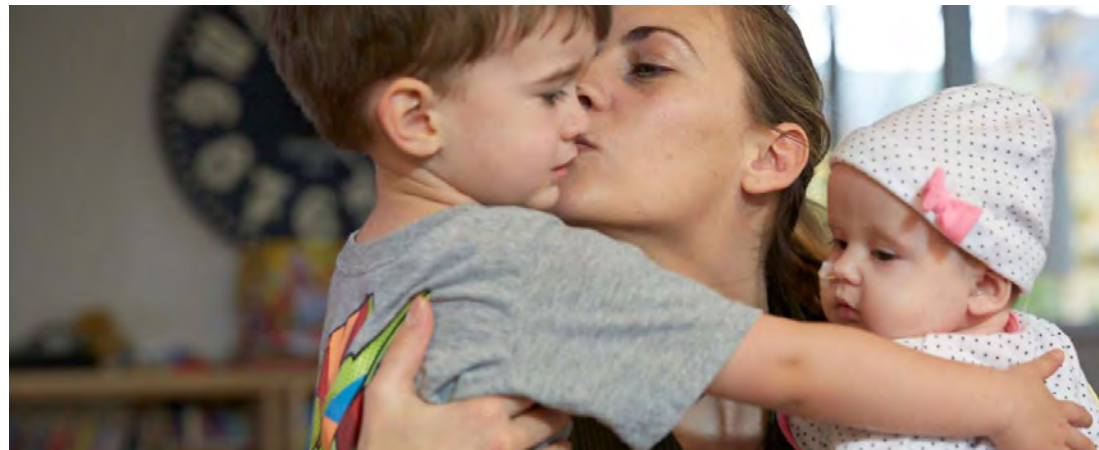
Photography and Copy

The images and the copy used throughout the site must remain consistent with the brand's overall umbrella message: Keeping Families Close. The look and feel as well as the tone should be playful, honest and loving.

If you are overlaying copy on family photos, please ensure that the copy doesn't cover the face of the individual(s) featured in the photos. Furthermore, it's important to note that images should no longer include text saved within them. All text on images should be coded as a separate layer.

Make sure you have the proper talent release forms or waivers signed by the families before publishing their photos, videos, stories and testimonials. The most recent and legally approved waiver can be found in <http://communities.rmhcradar.org/p/do/si/topic=83>.

Please make sure that photos do not include other brand's trademarks or logos.

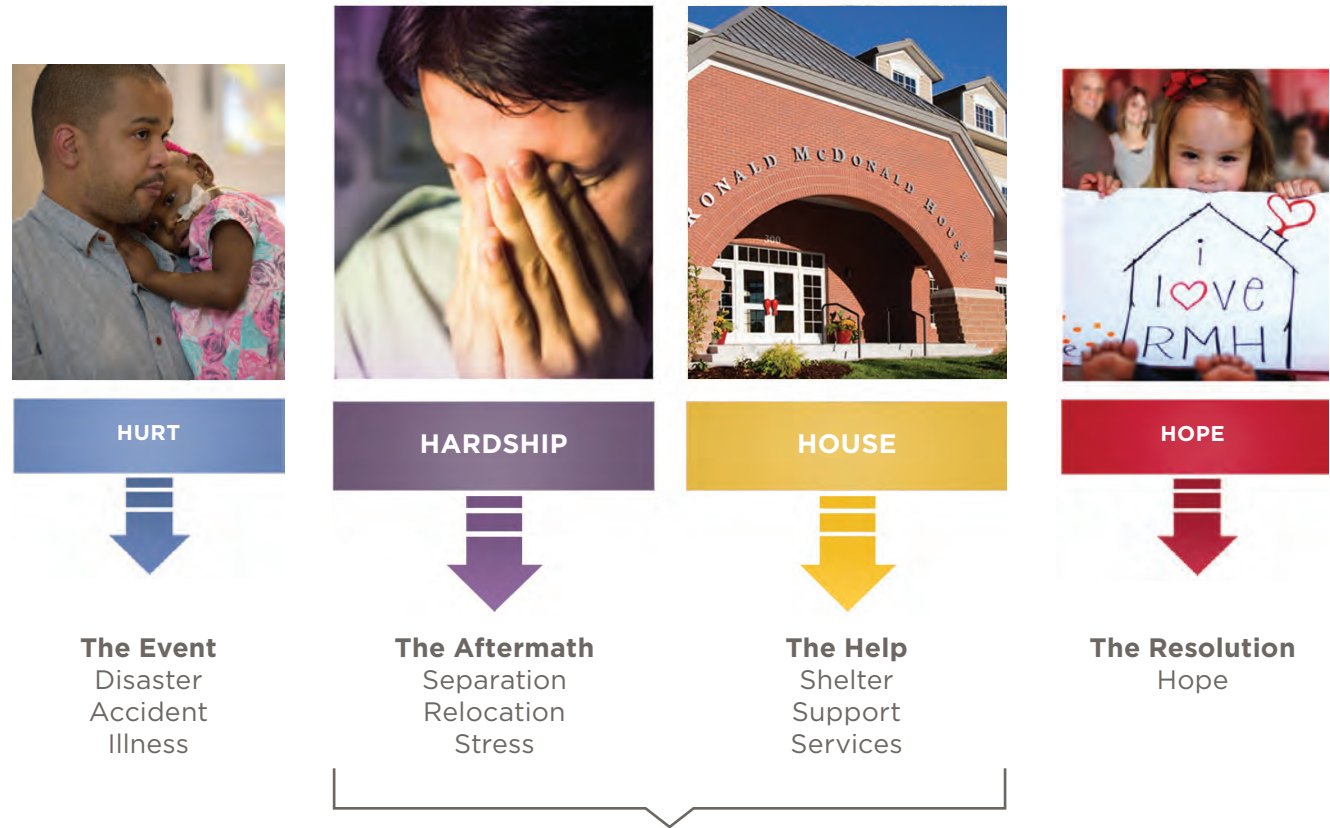


CONTENT STRATEGY

Content Strategic Approach

When creating content for your Chapter's site that is meant to inform users about the programs and services you provide, or encourage them to donate, you want to create an emotional connection to RMHC. Strong themes such as healing and togetherness impact the way the stories are told.

Oftentimes, RMHC can be misconstrued for providing medical services for families. In order to improve the understanding of what we do, it is important to focus content around our impact on the critical needs of children and the role RMHC plays in family-centered care. Storytelling highlights the challenges that RMHC services help families overcome, so they can stay together and heal together.



Chapters should focus content on these two areas

CONTENT STRATEGY

As you build understanding with this approach, here are some useful tactics to help you drive engagement:

- Evolve content to focus on donor/supporter-centric content and the needs, wants and interests that connect them to the Charity.
- Harness the passion and power of supporters by focusing on connecting with them digitally.
- Energize supporters to connect through social media to facilitate sharing.
- Build trust through transparency, community impact and other ways to help that aren't just financial.

Understand who visits your website and give them the information they seek through messaging that is appealing to them and makes them want to connect and engage with your organization and mission. This is extremely important to your website's success.

Users visiting your website will include:

- **Prospective Donors:** They are core to the operation and fulfillment of the Chapter's programs and overall mission of RMHC. Navigation and content of the website should provide meaningful ways for them to contribute to families in need. They are high priority users.
- **Families:** They need a simple one-stop site that allows them to seek practical information quickly and easily.
- **Prospective Volunteers:** They seek opportunities to donate time and energy and provide critical support to the Chapters.

The local Chapter templates and guidelines we've framed out were built for people to explore and engage with content in the way they want to engage. The templates were designed to be responsive to any device — mobile, tablet, personal computer — so anyone can connect with the Charity in the way they would like. We are literally putting the power to donate, volunteer, share out content or get involved right in the users hands.

CONTENT STRATEGY

Communication Goals

These key communication goals, based on RMHC.org, will help you stay consistent within the RMHC brand:

- Highlight impact and outcomes of donations across all messaging. This shows transparency and shows exactly how their investment helps.
- Improve donor messaging and acknowledgment. This can be achieved in a variety of ways such as social media call outs, custom thank you videos or even graphic elements that have prominent placement on your site. By doing this, you recognize them, make them feel valued and reinforce the benefit of being involved with RMHC.
- Increase emotion through the informational content. This builds personal connections between users and RMHC families. This also creates a direct correlation between their donation and whom it helps. It also show families they're not alone.
- Create a deeper understanding of what RMHC does by showcasing stories of families within the site.

Content Style

Through the tone and voice of the content, we want users to be inspired as they navigate the site. They should be touched, hopeful and moved to become involved.

To accomplish this, information and stories of families and volunteers should be displayed in a way that is easy to digest with an inspirational voice. Keep in mind the strategy of “less is more.”

- Provide simple content with emotionally strong messages.
- Write short, punchy copy bites rather than long articles to tell stories, deliver news, etc.
- Increase the freshness of content: more personal stories, more frequently.
- Deliver transparency through stories and content that demonstrate impact and drive people to action.

Multimedia

Today, people are absorbing digital information quicker - “a picture is worth a thousand words” has never been more true. Photos help create an emotional connection. When users aren't reading articles, looking at a photo can show the impact RMHC has on children and families.

Videos should also be considered as well to help encourage engagement with your organization. For example, filming a brief family testimonial or unique stories about the different individuals that have been a part of your mission, such as staff and/or volunteers, can help increase understanding of the benefits our services provide.

CONTENT STRATEGY

Best Practices for Blog Content *What is a blog?*

A blog is a publishing tool that allows users to easily create entries or “posts” in chronological order within a set website template. They enable quick postings and facilitate social sharing.

Why is it important?

A blog is important to a local Chapter website because it allows you to share locally relevant content and information quickly and easily with minimal technical knowledge in a very user-friendly format.

The screenshot shows the website header with the logo and navigation links: Home, About Us, What We Do, Get Involved, News & Events (underlined), Our Stories, and a red Donate button. The main content area has a breadcrumb trail 'Home / News & Events' and a large heading 'News & Events' with the subtext 'Celebrating our families to raise money and awareness.' Below this is a paragraph of text about fundraising. Three article cards are displayed: 'RMHC-OKC Newly Elected Officers' with three circular portraits, 'Women for Jesus' with a group photo, and 'Karlee Lathan' with a portrait of a young woman. Each card includes a short text summary and a 'No comment' link.

CONTENT STRATEGY

How should blogs be written?

Blog posts are a great way to give real time, written updates about a Chapter. They should be kept generally short (around 300 words) to help with the flow and engagement of content. Blog posts are another great way to reinforce the impact of RMHC and how we help families deal with the hardship of having a sick child through the services we provide.

What to feature?

The blog is a great place to feature family stories, volunteers, recipes, corporate donors and more information about the impact our services have on families dealing with a sick child. Understanding that every Chapter has its own culture, the blog is also a great place to highlight content unique to your Chapter and local community. This is where you can get more personal with your audience and make that emotional connection.

How often should I be archiving the content on my website?

It is important to keep the content on your website fresh and relevant. In order to ensure your website's content remains relevant, it is recommended to only keep content from the previous year and to archive any content older than one year. By archiving regularly, you also ensure your content stays updated and accurate and you do not feature children who have grown up or whose health situations have changed.

STYLE GUIDELINES

We want to keep the overall aesthetic nice and clean, allowing images, content and calls-to-action to really pop off the page. We have created a new experience that makes it very easy and straightforward for users to understand exactly what RMHC does and also allows them to navigate around the site with ease. We want our imagery and messaging to really stand out — to be as direct as possible in communicating everything RMHC needs to.

STYLE GUIDELINES

A complete “starter” example website is available for reference at [RMHCdemo.com](https://rmhcdemo.com). This site contains several example pages and references to help you build your website. In addition there are references for styles, color usage, elements, and video tutorials.

Tips and Guides for Users

This is the perfect place to start for information about building your Chapter website:

<https://rmhcdemo.com/tips-for-users/>

Tips for Developers

Additional information for web developers, <https://rmhcdemo.com/tips-for-developers/>

Styles

Style References for colors, fonts, sizes, etc., <https://rmhcdemo.com/stylesheet/>

Video Training

A complete video training tutorial can be found on the RADAЯ Resource Library. Shorter specific video tutorials can be found at <https://rmhcdemo.com/video-training-for-users/>

Short video subjects Include:

- Edit an existing page
- Starting a New Blank Page
- Editing Menus and Donate Button
- Using Additional Styles
- Using Templates Basic - Part 1
- Using Templates Basic - Part 2
- Change the Large Home Page Image
- Create a Pop Out Text Block
- Create a Full Width Notice
- Create a Button
- Footer Areas Overview

Change Log

A complete change log overview for reference is also available,

<https://rmhcdemo.com/change-log/>

Maintenance

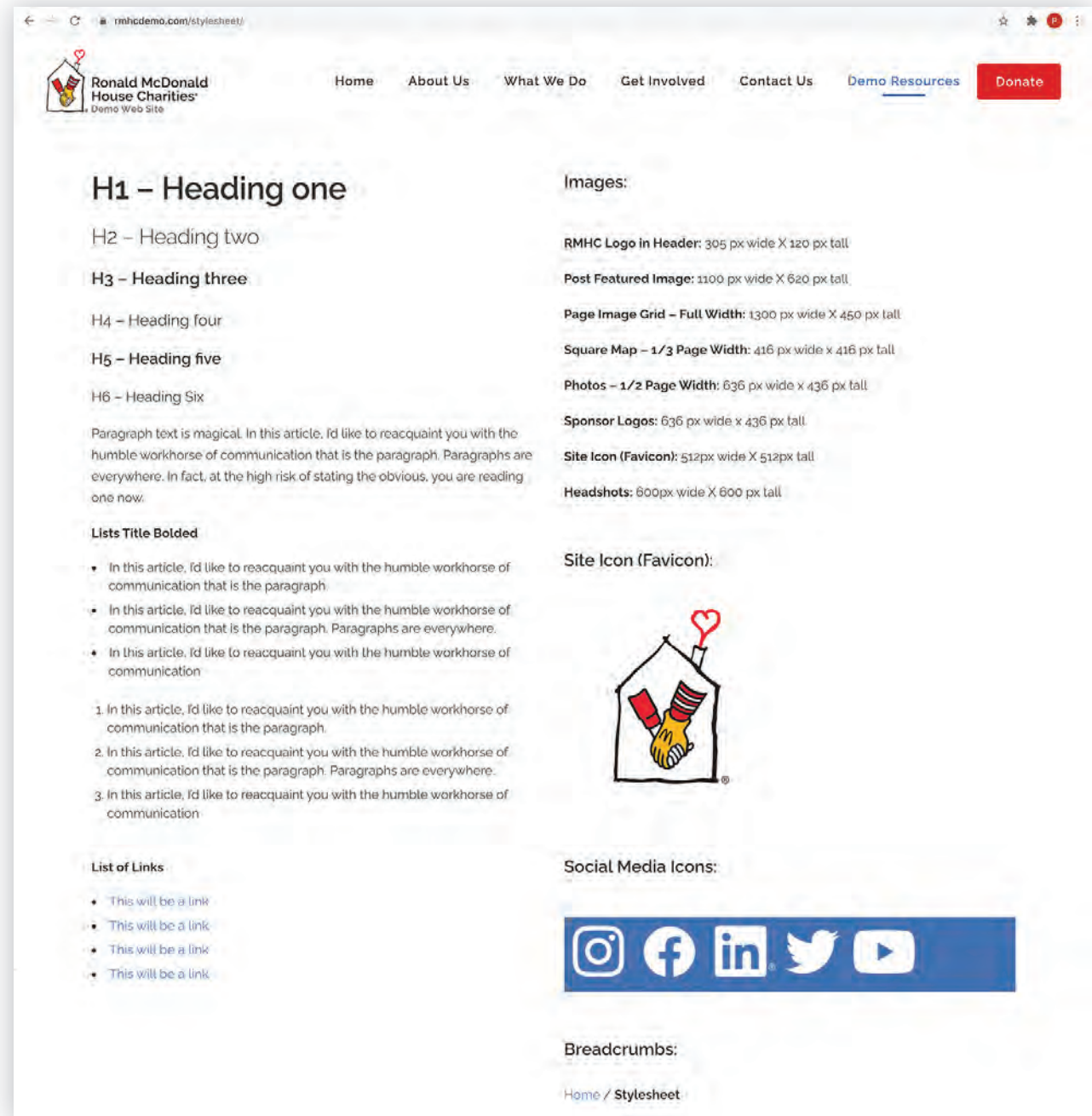
An overview and schedule of web maintenance items has been prepared and is an excellent guide for Chapters, <https://rmhcdemo.com/maintenance/>

STYLE GUIDELINES

Website fonts, colors and styling are all outlined in the Demo Stylesheet, <https://rmhcdemo.com/stylesheet/>.

Raleway is the font used for the entire site.

Raleway is a free font and is available for download at <https://www.fontsquirrel.com/fonts/raleway>. The download includes 18 styles of the font.



STYLE GUIDE/ COLOR

Some of our brand colors have been enhanced to ensure better visibility and create better contrast online.

The updated colors ensure people with a color vision deficiency will have the adequate contrast between the text and the background.

Any color combinations used must meet the color aspect ratio of 5.0:1 (e.g., yellow text on a white background cannot be used).

To check if the color combinations you are using meet color aspect ratios visit: <https://webaim.org/resources/contrastchecker/>

Colors:

#333333 Dark Grey	#cccccc Light Grey	#ffffff White	#DA1A00 Red	#4B72AE Blue	#FFC829 Yellow
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Dark Grey #333333, Light Grey #CCCCCC, White #FFFFFF, Red #DA1A00, Blue #4B72AE, Yellow #FFC829

Accessible color combinations

Please don't use these color combinations: they do not meet a color contrast ratio of 4.5:1, so they do not conform with the standards of Section 508 for body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

	Dark Grey text #333333 Aa	Light Grey text #CCCCCC Aa	White text #FFFFFF Aa	Red text #DA1A00 Aa	Blue text #4B72AE Aa	Yellow text #FFC829 Aa
Yellow background #FFC829						
Blue background #4B72AE						
Red background #DA1A00						
White background #FFFFFF						
Light Grey background #CCCCCC						
Dark Grey background #333333						

LEGAL REQUIREMENTS

LEGAL REQUIREMENTS

Copyright:

As of 2015, RMHC (Global not your specific Chapter) should be on the copyright line. So ©RMHC.

Trademark:

Language must be used on all sites as follows:

The following trademarks used herein are owned by McDonald's Corporation and its affiliates; McDonald's, Ronald McDonald House Charities, Ronald McDonald House Charities logo, RMHC, Ronald McDonald House, Ronald McDonald Family Room, Ronald McDonald Care Mobile, and Keeping families close.

Trademark language in Spanish:

Las siguientes marcas comerciales utilizadas aquí son propiedad de la Corporación McDonald's y sus filiales; McDonald's, Ronald McDonald House Charities, el logo de Ronald McDonald House Charities, el término RMHC, Casa Ronald McDonald, Sala Familiar Ronald McDonald, Unidad o Clínica Móvil Ronald McDonald y el eslogan "manteniendo a las familias cerca.

Non-profit Status Language:

While each country has specific language required in regards to your non-profit / tax status, this is what U.S. Chapters need to follow:

RMHC is recognized as a public charity under Internal Revenue Code section 509(a) and has 501(c)(3) status. Donations to RMHC are deductible. Donors should consult their tax advisor for questions regarding deductibility. The RMHC EIN is XXX. A copy of the RMHC determination letter is available upon request.

© RMHC. The following trademarks used herein are owned by McDonald's Corporation and its affiliates; McDonald's, Ronald McDonald House Charities, Ronald McDonald House Charities Logo, RMHC, Ronald McDonald House, Ronald McDonald Family Room, Ronald McDonald Care Mobile, and Keeping families close.

RMHC is recognized as a public charity under Internal Revenue Code section 509(a) and has 501(c)(3) status. Donations to RMHC are deductible. Donors should consult their tax advisor for questions regarding deductibility. The RMHC EIN is 36-2934689. A copy of the RMHC determination letter is available upon request.

EXAMPLE OF LEGAL LANGUAGE ON RMHC.ORG

LEGAL REQUIREMENTS

Privacy Policy:

We would ask that all Chapters have a Privacy Policy that you have posted on your website. A Privacy Policy is a statement that will let your donors and supports know how you gather, use, disclose and manage their data. This could cover, but is not limited to, website analytics, advertising, donor information and donor solicitation. The Privacy Policy is available on the Resource Library at <http://communities.rmhcradar.org/p/do/sd/sid=1744>.

Financial Documents:

In order to provide transparency of your Chapter's good financial standing and where donor dollars are being spent as well as ensure trust, Chapters should post the last two years of your audited financial statements on your website and IRS statements (where applicable).

CONCLUSION AND CONTACTS

As you can see, a great deal of thought has been put into flow of information, ease of use and ways to increase traffic on local Chapter websites. We encourage local Chapters to take these suggestions to create a unified look for the RMHC brand, making users feel they are part of something huge. Local Chapters should use these templates and suggestions as a way to galvanize users to become more involved with RMHC and spread stories.

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Troubleshooting

For any questions regarding website maintenance, please contact marketing@rmhc.org with the subject line “Local Template Help.” Your email will be automatically forwarded to the technical teams who will then address your inquiries.



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THANK YOU