News & Announcements: 99 donors helped us EXCEED our crowdfunding goal, raising $38,415. **Click here for more!**

ButterfliesUSA

About   Philosophy   Programs   **DONATE**

Butterflies have short lives.
Street kids have short childhoods.

Together we can help them to TRANSFORM and SOAR!

WITH YOUR HELP THE POSSIBILITIES ARE ENDLESS →

Meet our Butterflies

Rohit

Even as a young boy, Rohit was addicted to cigarettes, a habit he supported by selling scrap metal when he should have been studying in school. Desperate, he joined Butterflies'...

READ FULL STORY

Sagar

Sagar recently represented India at the UN Committee on the Rights of the Child session of September 2021. The confident youth who testified on the importance of government funding mental...

READ FULL STORY

Prachi

Prachi, a smart 15-years old who lives with her mother and two siblings in Sadar Bazar, Old Delhi first joined Butterflies in 2017. What attracted her was the Child Health...

READ FULL STORY

About This Project

Client: Butterflies USA
Date: 2021–Present
Role: Website Development, Digital Strategy, Content Development

Project Overview

For the Butterflies USA project, I developed an interactive website to support the organization's fundraising efforts for street children in India. The organization needed a modernized WordPress design that could handle dynamic content updates, prominently feature children's stories, and embed rich media elements such as videos, donation forms, and photo carousels.

The scope of work included updating an outdated WordPress platform that was several versions behind. I migrated content from a deprecated theme that relied heavily on widgets, implementing a new content production approach using Advanced Custom Fields Pro. This upgrade allowed all page elements to be edited directly on-page, significantly simplifying content management for the organization's Board.

The redesigned website enhances both front-end and back-end usability. My approach centered on creating a responsive, visually engaging site that integrates SwipeJS and custom JavaScript libraries to deliver a seamless, streamlined user experience.

Key objectives included increasing user engagement, simplifying the donation process, and strengthening Butterflies USA's digital presence. In addition to website development, I also managed the following deliverables:

- Supported the migration of Butterflies USA's donor management system from Blackbaud to Little Green Light.

- Built a custom crowdfunding landing page using Advanced Custom Fields Pro.

- Set up and managed the Google Ad Grant account, including developing ad campaigns and a keyword list.

Process and Methodology

Design Process:

- The design process began with researching Butterflies USA's target audience and goals, followed by creating initial wireframes to establish a clear, user-friendly layout.

- After gathering feedback from stakeholders, I refined these wireframes and developed a series of prototypes to test functionality and design coherence.

- The final design iterations focused on optimizing mobile responsiveness and enhancing the visual appeal of key elements, such as featured stories and donation forms.

- Tools like Adobe Photoshop and Lucidchart were instrumental in creating wireframes and user flows, while custom CSS was used to add visual styling to match the brand's identity.

Content Strategy Process:

- The content strategy process started with a thorough content audit, identifying opportunities to streamline and highlight impactful children stories.

- I mapped out the user journey to ensure that key information, like donation options and success stories, was easy to find and navigate.

- Content was then curated and refined to align with Butterflies USA's mission and tone, ensuring a cohesive message across all pages.

- Additionally, Advanced Custom Fields Pro was implemented to simplify future content updates, empowering the team to maintain engaging, relevant content with minimal effort.

Visual Presentation

Front Page (Homepage)

- **News/Announcements Ticker:** A prominent eyebrow ticker at the top of the homepage displays the latest news and announcements, keeping visitors updated on current events and campaigns.

- **Hero Carousel:** The hero section features a carousel with three impactful call-to-action items, inviting users to learn about the program, become a donor, and explore ways to support Butterflies USA's mission.

- **"Meet Our Butterflies" Feature:** This new addition to the website highlights personal stories of the children impacted by donations. Unlike general news articles, these individual stories demonstrate the direct and tangible effects of donations on the lives of the children supported by Butterflies USA.

Secondary Pages

- ○ **Breadcrumb Navigation:** Each secondary page includes breadcrumb navigation to help users easily find their way through nested sections of the site, enhancing overall usability.

- ○ **New Content Elements:** These pages feature interactive elements like accordions for streamlined information display, embedded videos for an engaging visual experience, and call-to-action buttons to guide user actions.

- ○ **Donation Page:** Optimized for fundraising campaigns, the donation page supports campaign videos and iframe-integrated donation forms, allowing for a seamless, visually appealing donation process.

Butterflies' Philosophy at Work

"A butterfly is one of nature's most beautiful creatures; so is a child. Butterflies have very short lives; our children have very short childhoods." – Rita Panicker, Founding Director, Butterflies

Rita Panicker loves to recount the epiphany that she had in the very early days of working with vulnerable children. Her team of five street educators championed the concept of children's right to develop a voice and participate fully in decisions that impacted them, but it took a seminal incident to make them all realize that they were not 'putting their money where their mouths were'. It was a lesson that they have never forgotten.

As the festival of Diwali approached in October 1988 and a celebratory atmosphere enveloped the city, the street educators decided that they would gather the underprivileged kids in Delhi's Central Park for their very own fireworks display capped by a feast of sweets. Imagine the chagrin of these well-intentioned adults when they shared their plans – which they were quite sure would delight. Instead, their sensible charges questioned the decision to waste money on these trifles. With winter coming, the children said that they would rather save these funds to buy sweaters and other warm woolen clothes. And Butterflies listened.

Fast forward 35 years. This humbling experience gave birth to principles at the core of Butterflies' philosophy and approach: Listen closely to children. Amplify their voices. Ensure children's active participation in democratic decision-making. Help them see that their rights entail responsibility.

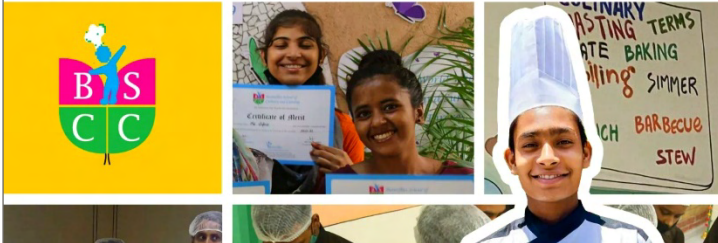These principles inform Butterflies' programming and lead to children's empowerment.

Children's Councils – Bal Sabha / Bal Samiti   ×

Children's participation is a core value of Butterflies. We ensure that there is children's participation in two

Donate

Your one-time or recurring gift will be used where funds are needed most. All donations are tax-deductible to the full extent of the law.

As a 501(c)(3) charity, all donations to Butterflies, USA Inc. are tax-deductible to the full extent of the law. No goods or services are provided for your gift.

Donate to Butterflies USA, Inc.

By giving a one-time or recurring gift to Butterflies USA, you help support services and programs that enrich the lives of children living on the streets of New Delhi.

If you have questions about donations, please contact us at: https://www.butterfliesusa.org/about/contact-us/.

Donation Amount *