
FREE TEMPLATE · 2026

WEBSITE DISCOVERY QUESTIONNAIRE

NGO EDITION

For nonprofits, associations, foundations, community groups, and mission-led organizations.
Align the website with mission, audiences, impact, ethical storytelling, accessibility, and capacity.

BEFORE YOU START

How to use this template

Use the questionnaire before a website strategy workshop, at project kickoff, or as a structured client intake document.

- Answer the questions that are relevant to your project. Not every question will apply.
- Short, honest answers are more useful than polished marketing language.
- Ask several stakeholders to complete the strategic sections independently, then compare answers.
- Separate facts, assumptions, and decisions that still need to be made.
- Use the completed questionnaire as input for website goals, content structure, user journeys, and project scope.

Where possible, include program staff and people who understand the needs of the communities you serve. Strategic decisions should not be based only on fundraising or communications priorities.

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SECTION 01

Organization and mission

Begin with the purpose of the organization and the change it exists to create.

01 What is the organization's full name and legal form?

Type your response here.

02 How would you describe what the organization does in plain language?

Type your response here.

03 What is your mission or reason for existing?

Type your response here.

04 Which social, environmental, cultural, humanitarian, or community issue do you address?

Type your response here.

05 What change do you want to create, and how does your work contribute to it?

Type your response here.

06 What are your main programs, services, campaigns, or areas of work?

Type your response here.

07 Where do you operate?

Local / National / Regional / International / Online / Multiple locations

Type your response here.

08 What are the organization's priorities for the next 12 to 24 months?

Type your response here.

09 Which achievements or milestones best represent your work?

Type your response here.

10 What do you want the organization to be known for?

Type your response here.

SECTION 02

Communities, audiences, and stakeholders

An NGO website often serves several audiences with very different needs.

01 Who are the people or communities your work is intended to support?

Type your response here.

02 Who are the primary audiences for the website?

Program participants / Donors / Funders / Partners / Volunteers / Members / Media /
Policymakers / Researchers / General public / Other

Type your response here.

03 What does each primary audience need to find or accomplish on the website?

Type your response here.

04 Which audience currently has the greatest difficulty accessing your information or services?

Type your response here.

05 What barriers might affect website use?

Language / Disability / Low digital literacy / Low bandwidth / Shared devices / Safety or
privacy concerns / Other

Type your response here.

06 What questions do people most often ask before contacting the organization?

Type your response here.

07 How do people currently discover or reach the organization?

Type your response here.

08 Which partners, institutions, networks, or peer organizations are most relevant?

Type your response here.

09 Do you need different messages or pathways for beneficiaries, donors, partners, and the media?

Type your response here.

10 Which search terms might people use to find your programs, resources, or support?

Type your response here.

SECTION 03

Identity, values, and voice

Define how the organization should sound and feel while representing people with dignity.

01 Which values guide the organization's decisions and behavior?

Type your response here.

02 Describe the organization in five words today.

Type your response here.

03 How should people perceive the organization after visiting the new website?

Type your response here.

04 What should the organization never feel or look like?

Type your response here.

05 What is the most important message a visitor should remember?

Type your response here.

06 How should the tone of voice feel?

Clear / Human / Expert / Hopeful / Urgent / Activist / Institutional / Supportive / Direct / Other

Type your response here.

07 Does the tone need to change for program participants, funders, institutions, or the public?

Type your response here.

08 Which words, labels, stereotypes, or visual clichés should be avoided?

Type your response here.

09 Do you have a slogan, campaign line, or key organizational message?

Type your response here.

10 Which organizations or brands inspire you, and why?

Type your response here.

11 What evidence builds trust in your work?

Impact data / Reports / Independent evaluation / Partner network / Experience / Stories / Accreditations / Transparency / Other

Type your response here.

SECTION 04

Website goals and desired actions

Connect the website to the organization's mission, operational needs, and fundraising goals.

01 What is the primary purpose of the website?

Explain the mission / Provide access to support / Attract donors / Recruit volunteers / Share resources / Support advocacy / Report impact / Build partnerships / Other

Type your response here.

02 What are the three most important actions visitors should take?

Type your response here.

03 Which audience and task should receive the highest priority?

Type your response here.

04 What should a person understand or feel before taking the main action?

Type your response here.

05 Do visitors need to contact the organization privately or safely?

Type your response here.

06 What should happen after someone applies, donates, volunteers, subscribes, or requests help?

Type your response here.

07 What would make the website successful six months after launch?

Type your response here.

08 Which indicators should be measured?

Program enquiries / Applications / Donations / Volunteer sign-ups / Downloads / Newsletter growth / Media enquiries / Partner contacts / Other

Type your response here.

09 Do you need multilingual or country-specific versions of the website?

Type your response here.

SECTION 05

Programs, content, and impact

Plan the information people need and the evidence that shows how the organization creates value.

01 Which programs, services, campaigns, or themes need their own page?

Type your response here.

02 Which information must be easy to find in an urgent or sensitive situation?

Type your response here.

03 What content already exists?

Reports / Publications / Research / Program descriptions / Photos / Video / Stories / Press coverage / Training materials / Other

Type your response here.

04 What content needs to be created, updated, simplified, translated, or archived?

Type your response here.

05 How do you currently describe and measure impact?

Type your response here.

06 Which results, statistics, stories, or case examples can be shared publicly?

Type your response here.

07 Do you need sections for news, events, campaigns, publications, resources, or calls for applications?

Type your response here.

08 Do you need a document library with search or filters?

Type your response here.

09 Which transparency information should be available?

Annual reports / Financial reports / Governance / Policies / Funders / Partners / Procurement / Other

Type your response here.

10 Who will write, review, approve, translate, and update the content?

Type your response here.

SECTION 06

Ethical storytelling, consent, and safeguarding

Protect the dignity, privacy, and safety of the people represented on the website.

- 01** Are children, vulnerable people, survivors, or at-risk communities represented in your content?

Type your response here.

- 02** What consent process is required for photos, video, names, quotations, and personal stories?

Type your response here.

- 03** When should identities, locations, or details be anonymized?

Type your response here.

- 04** Are there safeguarding policies that affect forms, contact options, comments, or content publishing?

Type your response here.

- 05** What images or storytelling approaches should never be used?

Type your response here.

- 06** Can people withdraw consent after content is published, and who manages that process?

Type your response here.

- 07** What personal or sensitive information may be collected through the website?

Type your response here.

- 08** Who may access submitted information, and how long should it be retained?

Type your response here.

- 09** Are there legal, donor, accessibility, or data-protection requirements to follow?

Type your response here.

SECTION 07

Functions and integrations

Choose functions that make participation, support, and administration easier.

01 Which functions are required at launch?

Contact forms / Program applications / Donations / Volunteer applications / Newsletter / Events / Resource downloads / Maps / Member area / Other

Type your response here.

02 Do any forms require conditional questions, document upload, or automated confirmation?

Type your response here.

03 Should people be able to contact the organization anonymously or discreetly?

Type your response here.

04 Which systems must the website connect to?

CRM / Donor database / Email marketing / Payment provider / Event platform / Case-management system / Analytics / Other

Type your response here.

05 Do you need recurring donations, multiple currencies, or donor receipts?

Type your response here.

06 Do you need searchable projects, locations, resources, publications, or opportunities?

Type your response here.

07 What accessibility standard or target should the website meet?

Type your response here.

08 Does the website need to work particularly well on mobile devices or slow connections?

Type your response here.

09 Who needs editing access, and what permissions should different teams have?

Type your response here.

SECTION 08

Visual direction

The visual system should support credibility while remaining appropriate to the communities and issues represented.

01 Do you have a current logo and brand guidelines?

Type your response here.

02 Which visual elements are fixed, and which can be refreshed?

Logo / Colors / Typography / Photography / Illustration / Icons / Layout system / None yet

Type your response here.

03 What should the website feel like at first glance?

Type your response here.

04 Which visual approach fits the organization?

Human and warm / Editorial / Institutional / Activist / Minimal / Youthful / Research-led / Bold / Other

Type your response here.

05 Do you prefer documentary photography, portraits, illustration, data visualization, or a combination?

Type your response here.

06 Do you have a consented, high-quality image and video library?

Type your response here.

07 Are there colors, symbols, image types, or visual clichés to avoid?

Type your response here.

08 List three websites or digital projects you like and explain why.

Type your response here.

09 List one or two examples you dislike and explain what does not work for you.

Type your response here.

SECTION 09

Current website and technical setup

Skip the questions that do not apply if this is the organization's first website.

01 Is this a new website, redesign, migration, or partial improvement?

Type your response here.

02 If a website exists, what works well and what prevents people from completing important tasks?

Type your response here.

03 Which platform or CMS is currently used?

Type your response here.

04 Where are the domain and hosting managed, and who has access?

Type your response here.

05 Are analytics and search performance tools already configured?

Google Analytics / Google Search Console / Tag Manager / Other / None

Type your response here.

06 Are there old URLs, publications, integrations, or data that must be preserved?

Type your response here.

07 Who will maintain the website after launch?

Type your response here.

SECTION 10

Governance, scope, and decision-making

Clarify ownership and approvals, especially when programs, funders, and partner organizations are involved.

01 Who is the project owner and main contact?

Type your response here.

02 Who are the key stakeholders and final decision-makers?

Type your response here.

03 Which program teams, board members, partners, or community representatives should be consulted?

Type your response here.

04 Are donor or partner approvals required for any content or visual materials?

Type your response here.

05 What is the desired launch date, and what is driving it?

Type your response here.

06 What budget range is available for strategy, content, design, development, translation, and maintenance?

Type your response here.

07 Which materials, access, and internal resources can the organization provide?

Type your response here.

08 What risks, dependencies, or internal constraints could affect the project?

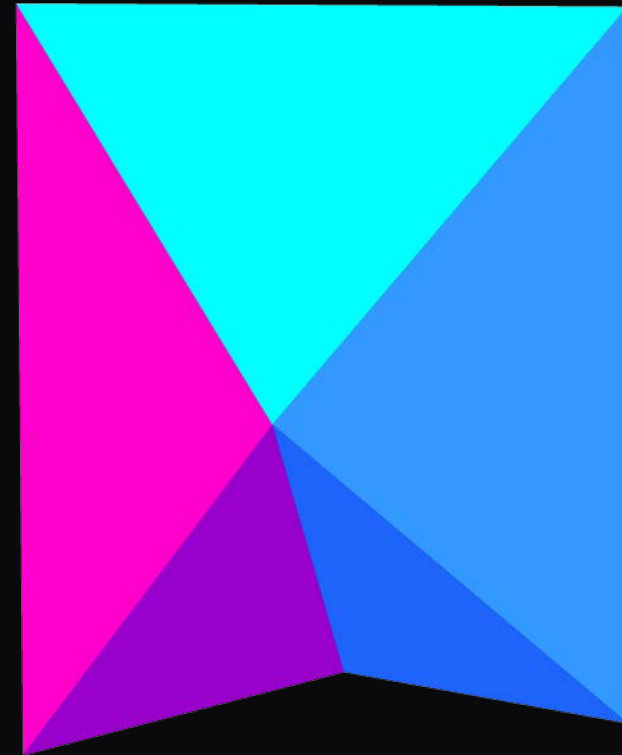
Type your response here.

09 Is there anything important that this questionnaire has not covered?

Type your response here.

FROM ANSWERS TO STRATEGY

The completed questionnaire can become the foundation for a mission-aligned website brief, audience journeys, content architecture, ethical storytelling guidelines, and a realistic implementation plan.



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