

Homepage

Tagline

Research-Based Web Design and Development

Hero

Header

Boost the impact of your ethical organization with a stunning site.

Subhead

Get a foxy web presence for your do-good business with us: from research, to design, to development, and beyond.

Process Section

Header

Let us help you speak directly to your audience.

Subhead

We use a holistic approach to build your website from the ground up.

Body

What makes us different from our competition? We're strategy and research experts, which means we dig deeper and make design decisions based on facts.

We conduct user research to make sure your site will fully resonate with your audience, then we design and code sites that are both beautiful and usable.

Graphic

Research > Strategy > Design > Development

CTA Button

Get in touch

Testimonials Section

Header

You'll get way more than just a pretty website.

Testimonial

"Lucid Fox goes beyond that simple consultation. Our users love this mindset shift [from developer-centric to user-centric] and this is reflected in our sales figures." - Nicholas D., Director of Akeeba

Services Section

Headlines and Body

Research: No guessing games here. We make sure your actual clients get what they need on your site by doing in-depth user experience research and testing.

Design: Want a dazzling website that will also be easy-to-use? Done! Our background in UX and passion for stunning visual design will deliver the goods.

Development: We're unique because we build sites from scratch. Your site will be lean and mean: it'll meet our high standards for performance, accessibility, and SEO.

Consulting: Need support with other technical stuff? We have over a decade of experience in the digital realm and can help you with external apps or services.

Maintenance: Once your site is live, it doesn't mean it's finished. We offer subscriptions to keep your website up-to-date, from content changes to backend fixes.

CTA Button

Work with us

About Section

Header

Behind the Fox

Body

I'm Crystal, and I'm the Creative Director at Lucid Fox. My team and I can help your authentic brand stand out by creating a site that will foster a genuine connection with your audience.

I draw on YEARS of experience in marketing agencies as a UX designer and front-end developer (and seriously—I've been building sites from scratch since I was 11). If you're a conscious company or you're in the nonprofit world, you're my ideal client.

I'm a very positive person with a can-do attitude. I am clever and think outside of the box. Oh—and if you share a good dad joke with me? We'll get along quite nicely.

Contact Section

Header

Let's get started

Body

Does your business need a genuine and unique website? Get in touch.

CTA Button

Contact us

Newsletter Section

Body

Get our monthly newsletter to receive blog posts and updates that will help your business.

CTA Button

Subscribe

About Page

SEO

Page title

Website Design for Nonprofits | UX, Design & Development Agency | Lucid Fox

Slug

/about

Meta description

Lucid Fox is a web design and development agency for nonprofit organizations that specializes in building custom websites. We have a people-centric approach with a focus on accessibility, diversity, inclusivity, and sustainability. Our holistic approach is always backed by thorough constituent research.

The About Page Section 1: Above The Fold

Headline

Let Us Help You Be a Force For Good

Copy

Lucid Fox is a dynamic web design and development agency. We can help your nonprofit organization change the world with a compelling website that puts people first.

Section 2: Mission and Introduction

Headline

Our Mission as a Web Design Agency for Nonprofits

Copy

We use a holistic approach to build your website from the ground up. From day one, we will work with you to create an impactful site that is accessible to all, sustainable for the environment, backed by user research, and supports a diverse and inclusive audience.

CTA Button

Get in touch

Section 3: Different from Competition

Headline

What Makes Us Different

Copy

Lucid Fox is a web design and development agency that specializes in building sites for nonprofit organizations. We know how to make sure your site will resonate with your constituents through our experience and by following industry best-practices. Learn more about our process here.

Backed By Research

Every project includes a thorough User Experience research phase where we communicate directly with your supporters. By doing so, we uncover goals and struggles that might otherwise go undiscovered. This informs us how to create your website and make sure it will meet the needs of your audience.

Custom-Built Sites

Your website is built from scratch, every time. We never try to force your nonprofit organization's web needs into a generic template. There are many benefits to this approach, some of which include page speed, usability, SEO, and more. Your Content Management System will be easy to use and we offer ongoing support.

Section 4: Our Values

Headline

Our Values

Copy

Beyond our comprehensive technical approach, we believe that people are the most important piece to any project. Here are our values as a web design and development agency.

People Come First

We place a strong focus on building ethical, human-centered sites. We have a responsibility to your consumers to provide an accessible experience so that it's ADA compliant and provides an equivalent experience to all people. Your supporters' privacy will also be protected because we limit tracking and tools to what is absolutely necessary, and we make sure your site is GDPR- and CCPA-compliant.

Diversity and Inclusion

Diversity fuels our spirit. Our mission is to help you show commitment to community stability, mobility, and inclusiveness within the diverse constituents you serve. We help you close the diversity gap by

positioning your organization to be inclusive. This helps you connect authentically with your community, and appeals to potential donors and partners.

Sustainability

The sites we make are created with a low carbon footprint to help with sustainability, which helps shape a better world for future generations. Furthermore, we make sure to plant trees for every website we build to help offset the carbon footprint of the project.

Prioritize Open-Source

Whenever possible, we use and recommend open-source software. These open-source tools are free, maintained by good-hearted volunteers, and will help your nonprofit organization operate at the high standards that are expected of companies today.

Section 5: About Lucid Fox

Headline

About Lucid Fox

Copy

Lucid Fox was founded in 2014 with the intention of providing digital consulting, but in time has pivoted to focus on building highly-custom websites for nonprofits. We help organizations be a force for good with stunning websites. By improving your web presence, we know you'll have more time to focus on your programs and serving your communities.

Two times per year, we donate a fully custom website to nonprofit organizations who don't have the funds for a project. Interested? Apply for our website project scholarship.

Creative Director

I'm Crystal Dionysopoulou, Creative Director of Lucid Fox. I have years of experience as a UX designer and front-end developer. I always take a people-first approach and am a very positive person with a can-do attitude.

Section 6: CTA

Headline

Ready to Create an Impact with Your Nonprofit Website?

Copy

Get in touch so we can learn more about your organization's website design and development needs.

Button CTA

Contact us today

Section 7: Testimonials

Headline

Kind Words from Previous Clients

Copy

“Crystal nailed my design perfectly! She took my idea and ran with it! She was easy to work with and great with communication. She even asked about the history of my nonprofit foundation. Hope to do some more business with her in the future!”

- Lizy, Cofounder of LOLA (Lake Oconee Latino Association)

“Lucid Fox goes beyond simple consultation. Our company made a significant mindset shift, from developer-centric to people-centric. We noticed a major difference in the feedback we are receiving; we now receive congratulations for the improvements we made (thanks to Lucid Fox).” - Nicholas, Director of Akeeba Ltd.

Section 8: Final CTA

Headline

Let Us Help You Share Your Nonprofit's Mission

Body

We'll help you connect with your supporters with a beautiful, functional, and people-centric website.

CTA Button

Work with us

Process Page

Subheader

Want to get started on your site?

CTA Button

Get in touch

Process Section

Header

Our Process

Body

We provide a sure-fire service that is mapped out from start to finish. Our streamlined process will allow us to make progress together without overwhelm. Here's what to expect when working with us.

Subhead

Step 1: Onboarding

Body

Yes! We're so ready to start working on your nonprofit's website. There are just a few housekeeping tasks we need to complete to make sure we're in sync.

Onboarding: You will fill out a comprehensive onboarding form so we can learn more about your organization, your goals, your must-have features, and more.

Brand Preparation: Do you have an existing brand and logo, or do you need a new design? In this step we will also gather your brand guide and elements.

Website Audit: In this examination phase, we thoroughly explore your existing site. This includes taking inventory of your existing content, as well as performing a usability and technical audit.

Subhead

Step 2: Research

Body

Here's where we get to know more about your donors, volunteers, and website visitors. This step helps us make informed decisions throughout the rest of the project.

Analysis and Metrics: We research parallel organizations to see how they're similar, what we can be inspired by, what we can learn from them, and how we can improve upon their ideas. In this step, we also look at the metrics of your existing site to find out how long people are spending on your site and if they're taking the desired action on the right pages.

Personas and User Flows: We'll interview your actual donors and volunteers and then compile profiles—or personas—designed to represent your website visitors. From there, we create scenarios that outline why the various personas may visit your site, and map out a predicted path they may take to complete their desired task.

Information Architecture: Information Architecture, or more simply a “site map,” helps us to see how content is structured on your site. We consider where things are and how they relate to one another. This is the outline that will help us determine what content goes where, and how a person may travel through your site.

Subhead

Step 3: Content and Design

Body

Now that we have a strong base of research, we can begin to analyze your content and create your website design.

Content and Copy: We take inventory to make sure we have all your web-friendly content in place as informed by the site map we created in the previous step. New copy is created if necessary.

Wireframes: We start with simple outlines of your website design to focus on structure and functionality. We'll test and refine your wireframes to make sure they're usable.

Design: This is the icing on the cake. We apply your design aesthetics to your wireframes so you can see what your final site will look like. Thorough testing is also key in this step.

Subhead

Step 4: Development and Launch

Body

It's time to build your website! From the technical setup to testing and launching, we code from scratch to ensure your site will load quickly and run efficiently.

Technical Setup: Here's where your site is built and developed. There's a lot happening in the background, but basically, we work some SEO magic, add your content, and also ensure that you will be able to manage your site easily in the future.

Testing: Let's make sure your site will work for everyone, everywhere. We test for accessibility, browser-compatibility, device-compatibility, performance, and more. You'll also have a hand in this step to ensure we haven't missed anything.

Launch and Training: Your site is ready to be viewed by the public, woo hoo! After launch, we will also teach you how to manage your new site moving forward. After training, you'll be able to add content as well as check for software updates.

When your website project is complete, you will also have the opportunity to sign on with us for ongoing maintenance. We can help with general updates, bug fixes, and further enhancements.

Main CTA

Header

Let's start your web design project!

CTA Button

Contact us

FAQ Section

Header

Frequently Asked Questions

Body

Every site we build is fully-equipped. Your nonprofit website will be integrated with your CRM or donation platform, accessible, secure, designed and built just for you, responsive, SEO-ready, and backed by research. Below we address more questions you may have.

Do you offer payment plans? Absolutely. First, you'll send us a deposit to begin work. Then, our fees are structured so you pay a portion of the total cost as we complete each project phase. We know you may have unique circumstances, so if needed, we can also work with you to offer payment plans for up to one year.

How long does a website design take? It depends! A lot contributes to a timeline estimate: your project scope, your communication style and availability, and your existing branding and content. Generally, it

could take anywhere from 3 to 6 months, but we'll be able to give you a more solid answer after you have your initial free consultation with us.

Can I skip the research phase? There are multiple packages available for your organization, ranging from a light project to a more robust one. Keep in mind, though, that the research phase is necessary to provide a delightful user experience. With research, you will see results that far surpass simply having a beautiful website. The research for your project can be light and simplified or can be all-inclusive, but either way, it is required. Read [Why is UX Design Crucial for Your Organization?](#)

I'm not 100% sure about all of this. Should I have my website redesigned by an expert? We're biased, but since you asked: A website redesign is a big undertaking, but the benefits of choosing professionals to complete the project far outweigh the costs. Not only will you have a new visual look, but your site will be more secure, perform better, and will provide a better user experience. Need more info? Read [6 Reasons To Update Your Nonprofit Website](#).

I need something very specific added to my site, like a private portal or something else. Can you do this for me? Since we build your site from scratch, the sky's the limit. Whether you need a private portal for your board members or a volunteer dashboard or something else, we will provide a solution. During your initial free consultation, we can discuss the scope of your project.

Will my website be optimized for SEO? Absolutely! We build your site to be Search Engine Optimization (SEO) friendly. While optimizing for SEO is an ongoing task, you can rest assured knowing the backend structure of your site fully supports your SEO efforts.

Will you design my website to be accessible and ADA compliant? Yes. Creating [accessible websites](#) is very important to us as web experts. Throughout the entire project journey, we will audit your existing site to see how it can be improved for accessibility. We will also build and design your site so it will meet A, AA, or AAA levels of accessibility standards.

How do I communicate with you during the project? All of our projects are managed through our private client portal, which we use to keep track of everything. This is an optimal way to communicate, so everything is in one place. We can still communicate by email, and everything will be documented through the portal.