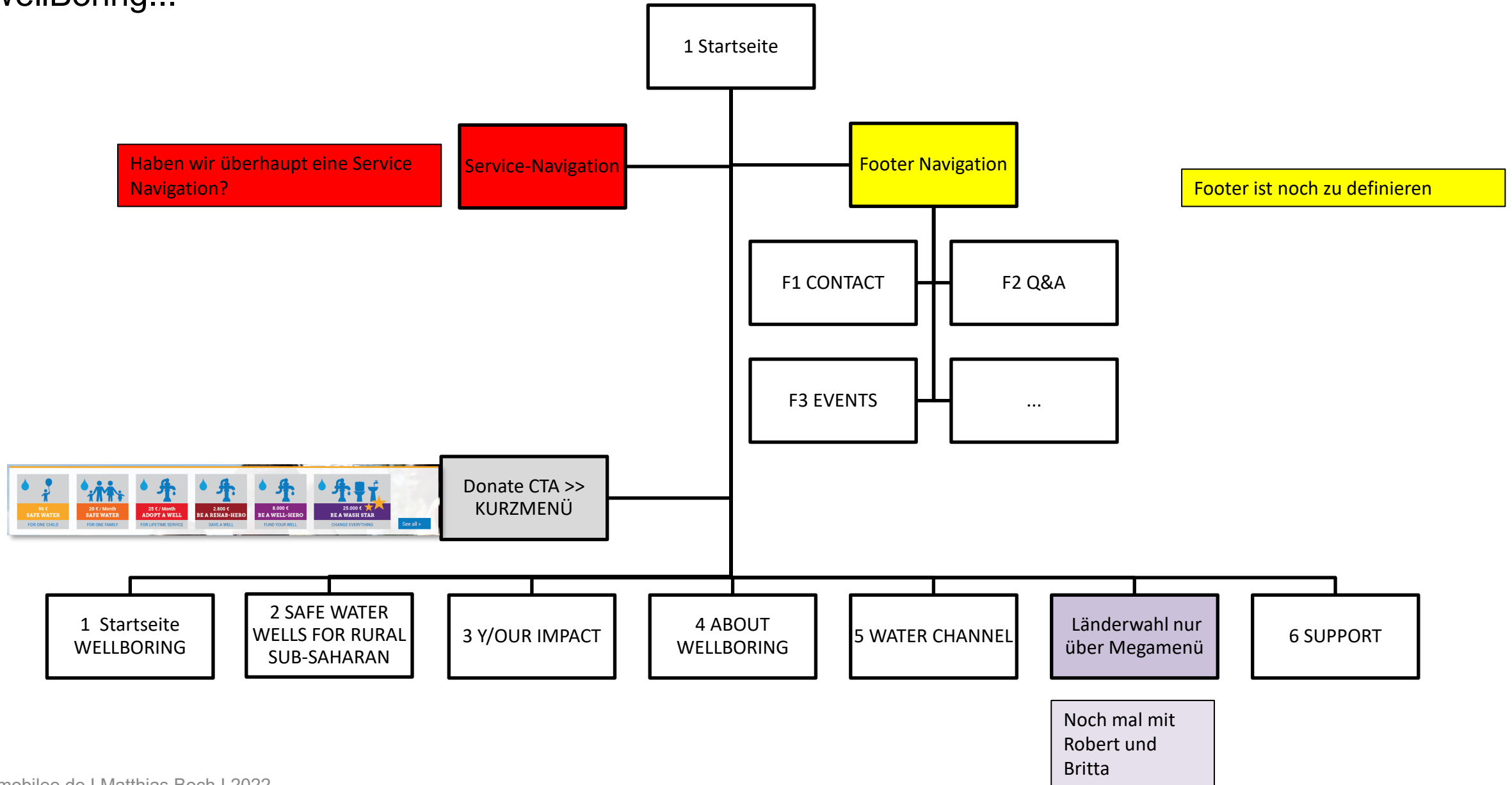


# WellBoring WEB-STRUKTUR / 1 WellBoring...



# WellBoring WEB-STRUKTUR / 2 SAFE WATER WELLS ...

## Aus Konzeptpräsentation; zur Orientierung

The screenshot shows the WellBoring.org website with a navigation bar and three main content columns. The navigation bar includes the logo, a mission statement, and links for 'Y/OUR IMPACT', 'ABOUT WELLBORING', 'WATER CHANNEL', 'SUPPORT', and a 'Donate' button. The content columns are: 'OVERVIEW AND INTRODUCTION' with details on purpose, scope, core, principles, and attitude; 'QUESTIONS AND ANSWERS' with five key questions about the water crisis, effectiveness of safe water, co-development, abandoned wells, and 'd-i-o'; and 'SUPPORT' with links for 'Donate online', 'CSR-programs', 'Membership', '100 % Volunteer', 'Contact', and 'Newsletter'.

**wellboring.org** SAFE WATER WELLS FOR RURAL SUB-SAHARAN Y/OUR IMPACT ABOUT WELLBORING WATER CHANNEL SUPPORT [Donate](#)

**OVERVIEW AND INTRODUCTION**

Our Purpose: Helping to solve the water and sanitary crisis

Our Scope: Funding, drilling, building, rehabilitating safe water wells

Our Core: Safe drinking water! Strengthening health and education

Our Principles: Co-development, anti-drill-&-run, "d-i-o", education

Our Attitude: 100 % Volunteer + 100 % Transparency + 100 % For Africa

**QUESTIONS AND ANSWERS**

What are causes and consequences of the water crisis?

Why safe water at rural primary schools is so effective?

Why Co-development with the communities is key?

Why rehabilitating abandoned wells is a part of our strategy?

Why drill-it-ourselves ("d-i-o") is so important?

More

**SUPPORT**

[Donate online](#)

[CSR-programs](#)

[Membership](#)

[100 % Volunteer](#)

[Contact](#)

[Newsletter](#)

- ✓ Content: Visitor experiences WB-purpose/mission ("what"), the "how" and the difference. "Why" is always embedded in context.
- ✓ Key-Learning: Donor can mainly deepen knowledge of the WellBoring approaches and how and why they go beyond (incl. why).
- ✓ Main addressed pain points : Transparency and Accountability / Trust and credibility / Reliability and professionalism
- ✓ Brand: Nearness and architects of safe water / Go beyond drilling / We do THERE – We are (down) THERE for YOU

# WellBoring WEB-STRUKTUR / 2 SAFE WATER WELLS ...

2 SAFE WATER WELLS  
FOR RURAL SUB-  
SAHARAN

Donate CTA >>  
KURZMENÜ

2 = 2.1 OVERVIEW  
Content mit Links in  
Seiten

2.2 Our Purpose:  
Helping to solve the  
water and sanitary  
crisis

2.3 Our Scope: Funding,  
drilling, building,  
rehabilitating safe  
water wells

2.4 Our Core: Safe  
drinking water!  
Strengthening health  
and education

2.5 Our Principles: Co-  
development, anti-drill-  
&-run, "d-i-o",  
education

2.6 Our Attitude: 100 %  
Volunteer + 100 %  
Transparency + 100 %  
For Africa

2.7 QUESTIONS AND  
ANSWERS

Support  
Link in 6 SUPPORT

CONTACT  
Link in Contact Seite

Newsletter  
Link Newsletter  
Anmeldung

Im Fall von Unterseiten: diese würden aus Überblick Seiten angesteuert. Keine dritte Menü-Eben via Haupt-Mega-Menü

Frage / Exkurs / Gesprächsbedarf zu den Q & A  
Separate Seiten pro Frage versus 1 Q-A-Seite mit Sequenzen zu verschiedenen Menü-Bereichen und mit Fragen in Akkordeon darunter. Je nach Bereich sind die Bereichsbezogenen Fragen oben.  
>> Sinnvoll? Bessere Lösung?

2.7.1 What are causes  
and consequences of  
the water crisis?

Donate online >  
SUPPORT DONATE (= Formular)

Why safe water at rural  
primary schools is so  
effective?

CSR-programs > Link in  
SUPPORT / ESG

Why Co-development  
with the communities is  
key?

Membership < > unklar  
bzw. von Anfang evtl.  
nicht

Why rehabilitating  
abandoned wells is a  
part of our strategy?

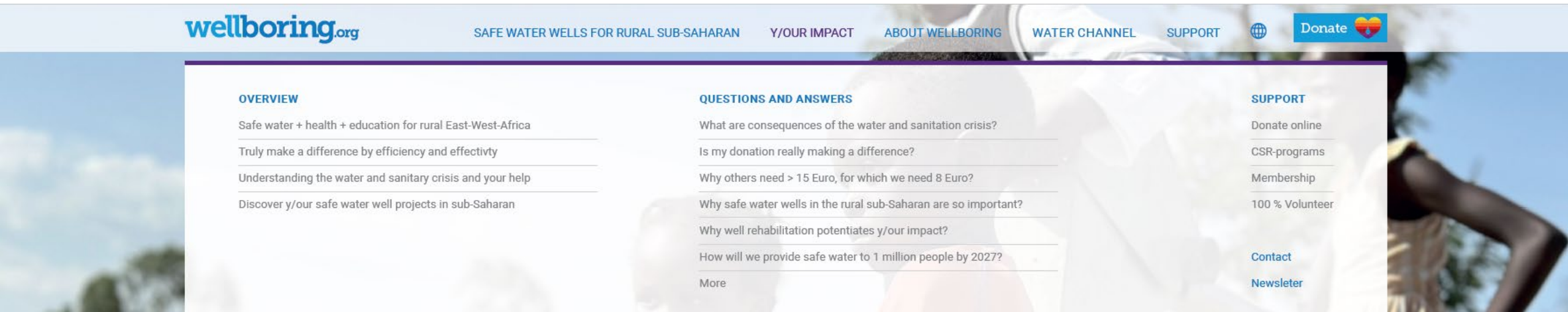
100 % Volunteer >  
SUPPORT /  
VOLUNTEERING

Why drill-it-ourselves  
("d-i-o") is so  
important?

More >> in FAQ gesamt

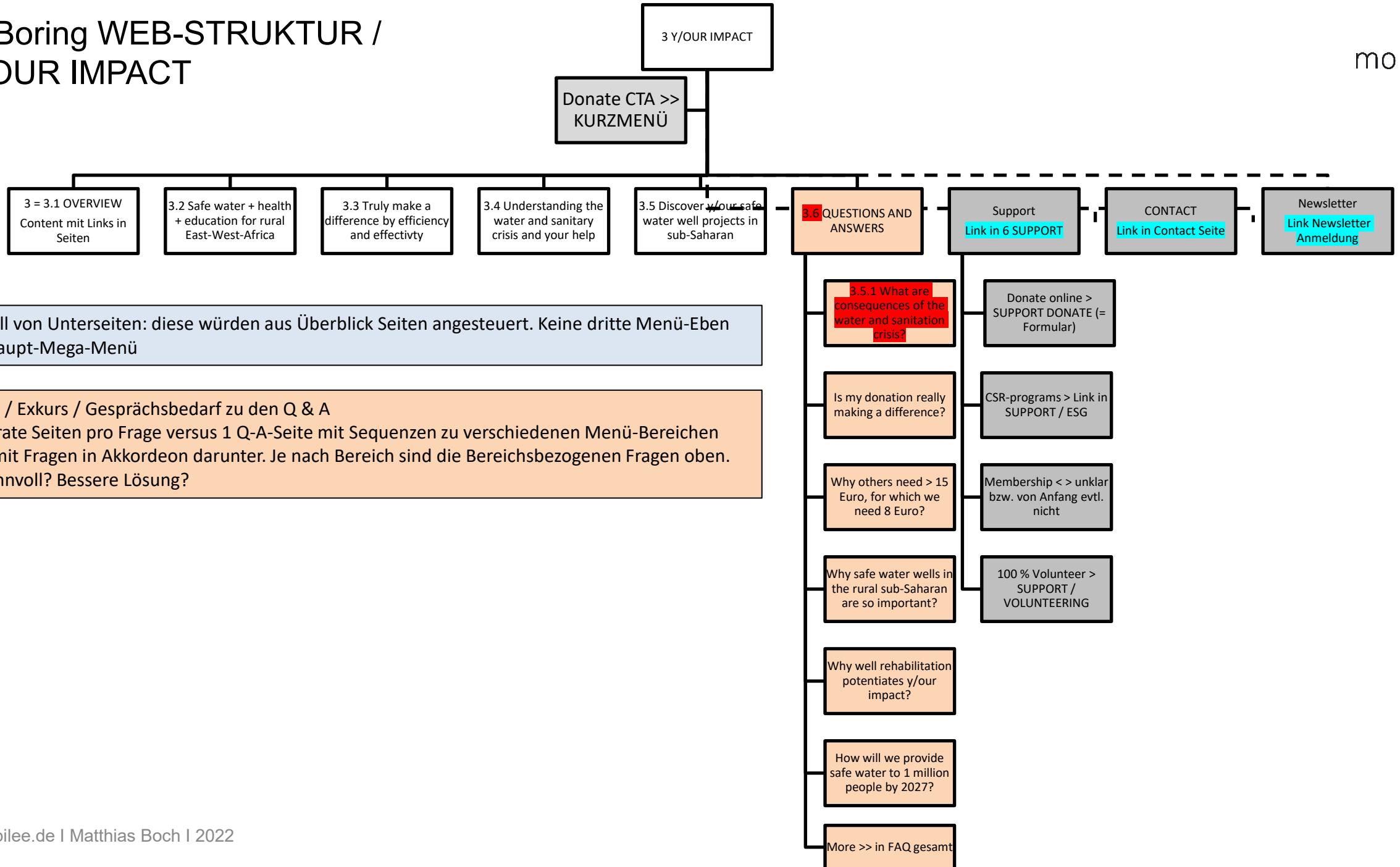
# WellBoring WEB-STRUKTUR / 3 Y/OUR IMPACT

## Aus Konzeptpräsentation; zur Orientierung



- ✓ Content: From the outside-in perspective we answer “what’s (and how) in it for you as a supporter”; we explain the background (facts, educational, ...) and proof the meaningful impact of WB plus we evidence that it’s all real
- ✓ Key-Learning: Donor understands that the effectiveness of his donation, that they create real impact (and change (“how, why, where”))
- ✓ Main addressed pain points: Impact and effectiveness / Transparency and accountability / Trust and credibility

# WellBoring WEB-STRUKTUR / 3 Y/OUR IMPACT

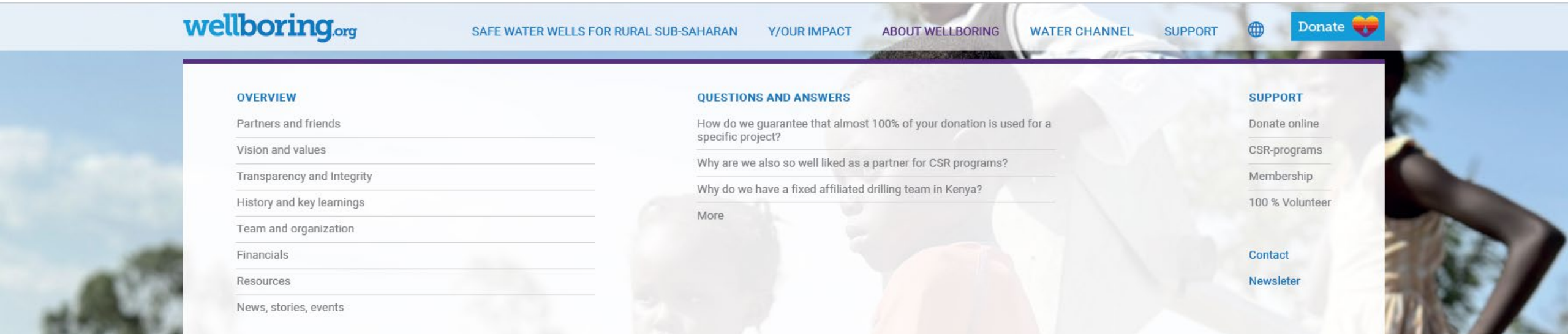


Im Fall von Unterseiten: diese würden aus Überblick Seiten angesteuert. Keine dritte Menü-Eben via Haupt-Mega-Menü

Frage / Exkurs / Gesprächsbedarf zu den Q & A  
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 >> Sinnvoll? Bessere Lösung?

# WellBoring WEB-STRUKTUR / 4 ABOUT WELLBORING

## Aus Konzeptpräsentation; zur Orientierung



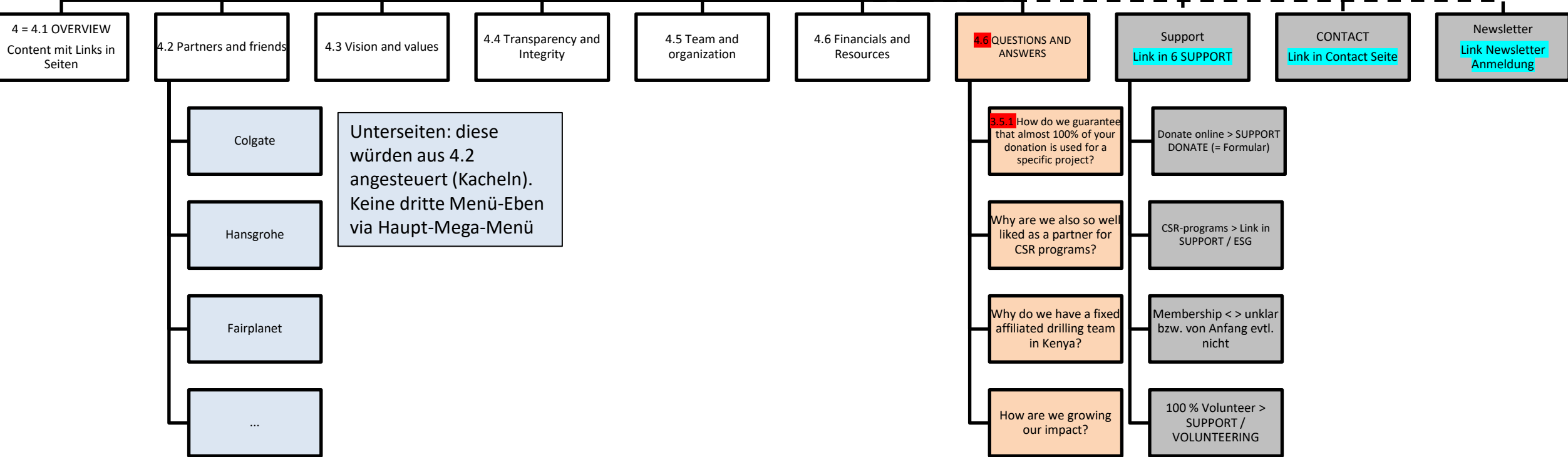
- ✓ Content: Coops with reputable partners (+ trusted individuals), absolute openness with figures (+ concerns), an approachable team, leadership plus ongoing improvement give a strong feeling of confidence and that the investment/donation has lasting impact
- ✓ Key-Learning: Donor understands that they are dealing with a solid business/charity model; long-term sustainable, impactful party
- ✓ Main addressed pain points: Financial stability and sustainability / Trust and credibility / Transparency and accountability

# WellBoring WEB-STRUKTUR / 4 ABOUT WELLBORING

Abweichungen zu Ur-Planung: Ursprünglich geplante separate Menüpunkte History and key learnings sowie eventuell Transparency and Integrity nur oder vorerst nur als Inhaltselemente auf 4.1 spielen  
dito für Events (Event-Kalender) /News/Stories (blog-Teaser)  
Financial und Resources würde ich zusammenfassen

4 ABOUT WELLBORING

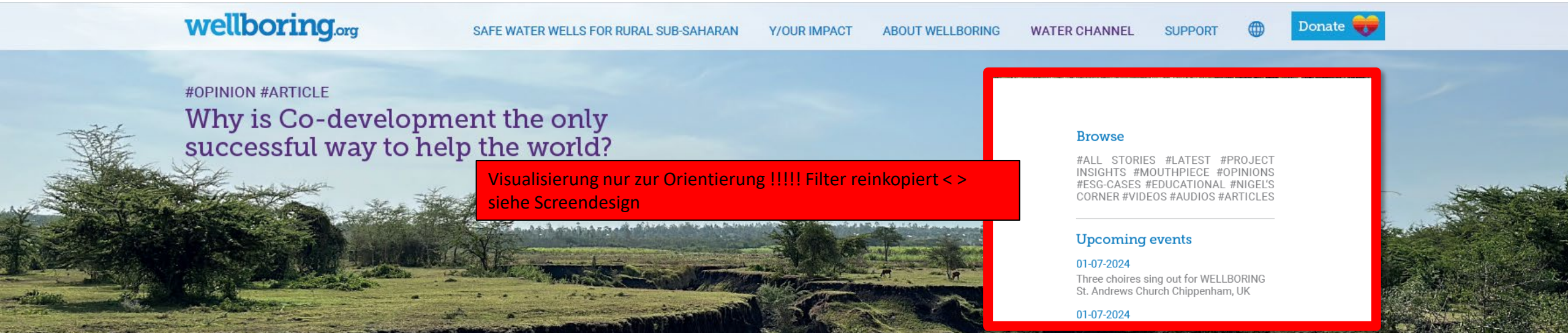
Donate CTA >>  
KURZMENÜ



Unterseiten: diese würden aus 4.2 angesteuert (Kacheln). Keine dritte Menü-Eben via Haupt-Mega-Menü

# WellBoring WEB-STRUKTUR / 5 WATERCHANNEL (Blog)

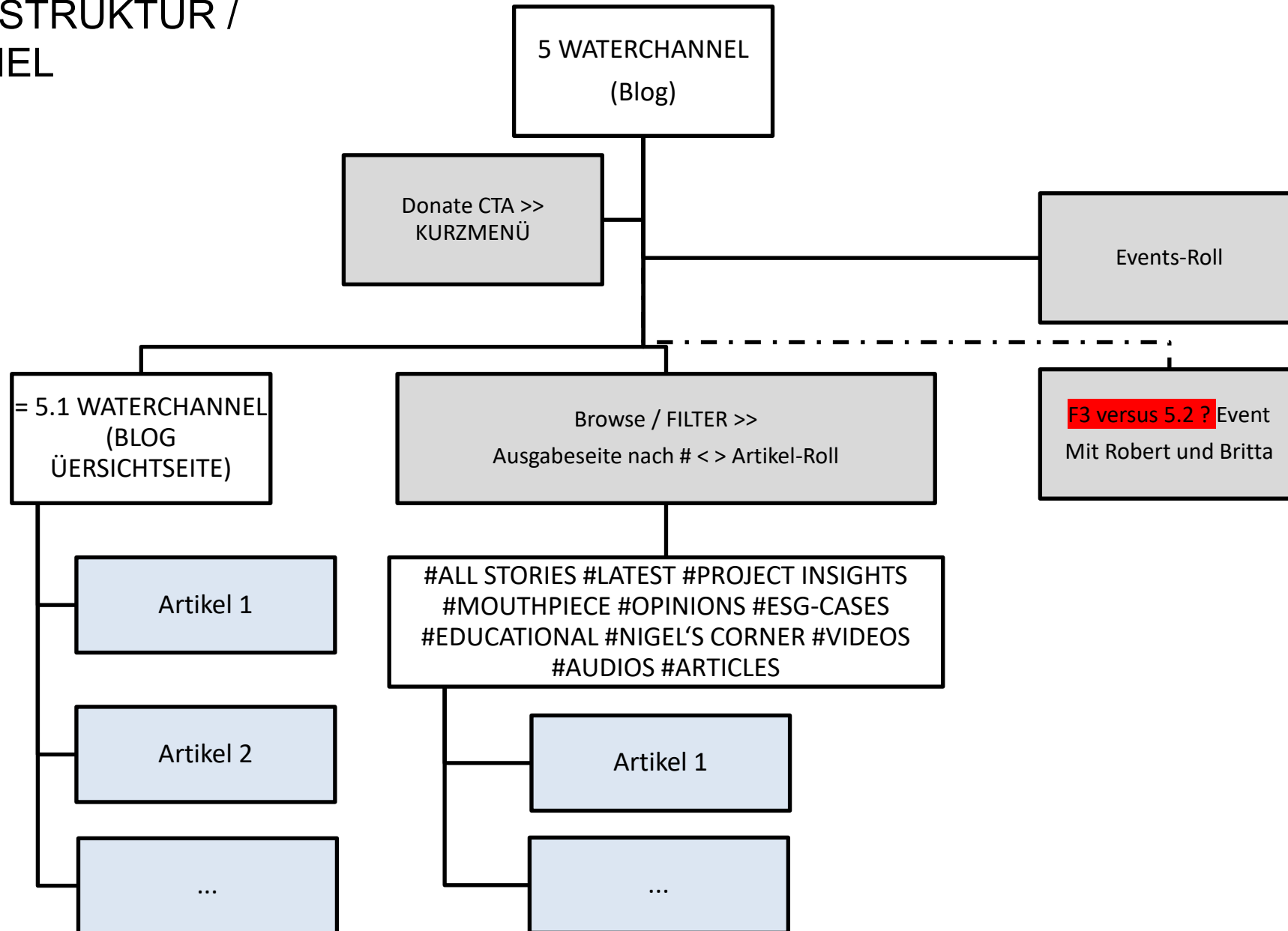
Aus Konzeptpräsentation; zur  
Orientierung



- ✓ Content: Success stories, mouthpiece, opinions, educational, Nigel's corner, .... A space for captivating storytelling and openness adding depth, emotion, interactivity in a compelling, memorable, and shareable way (one major tools during interest and consideration).
- ✓ Key learning: Donors will intensely understand the impact, engagement and credibility of WellBoring (immersive multimedia experience) and because of deep, comprehensive experience, they will be better able to remember, reflect, share our messages.
- ✓ Main addressed pain points: Transparency and accountability / Impact and effectiveness / Trust and credibility / / Engagement and communication / ...!

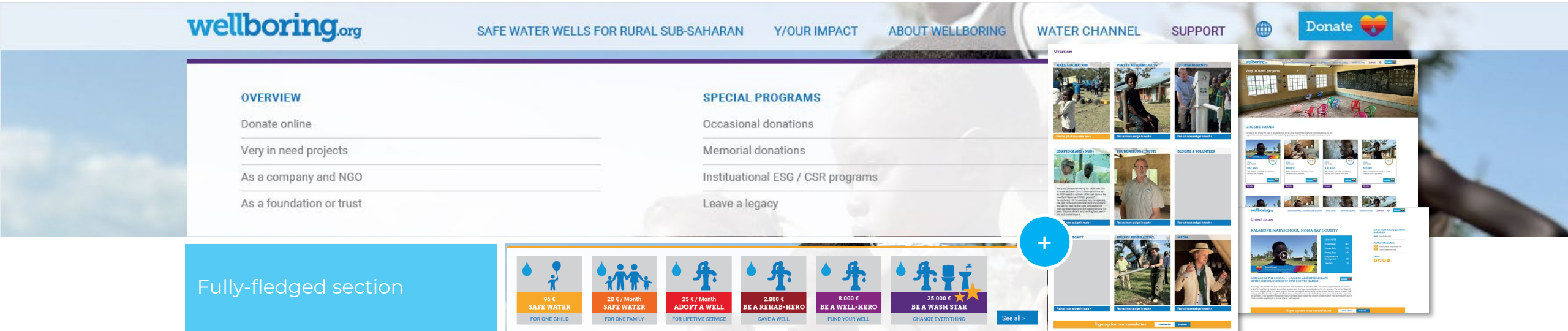


# WellBoring WEB-STRUKTUR / 5 WATERCHANNEL (Blog)



# WellBoring WEB-STRUKTUR / 6 SUPPORT

## Aus Konzeptpräsentation; zur Orientierung

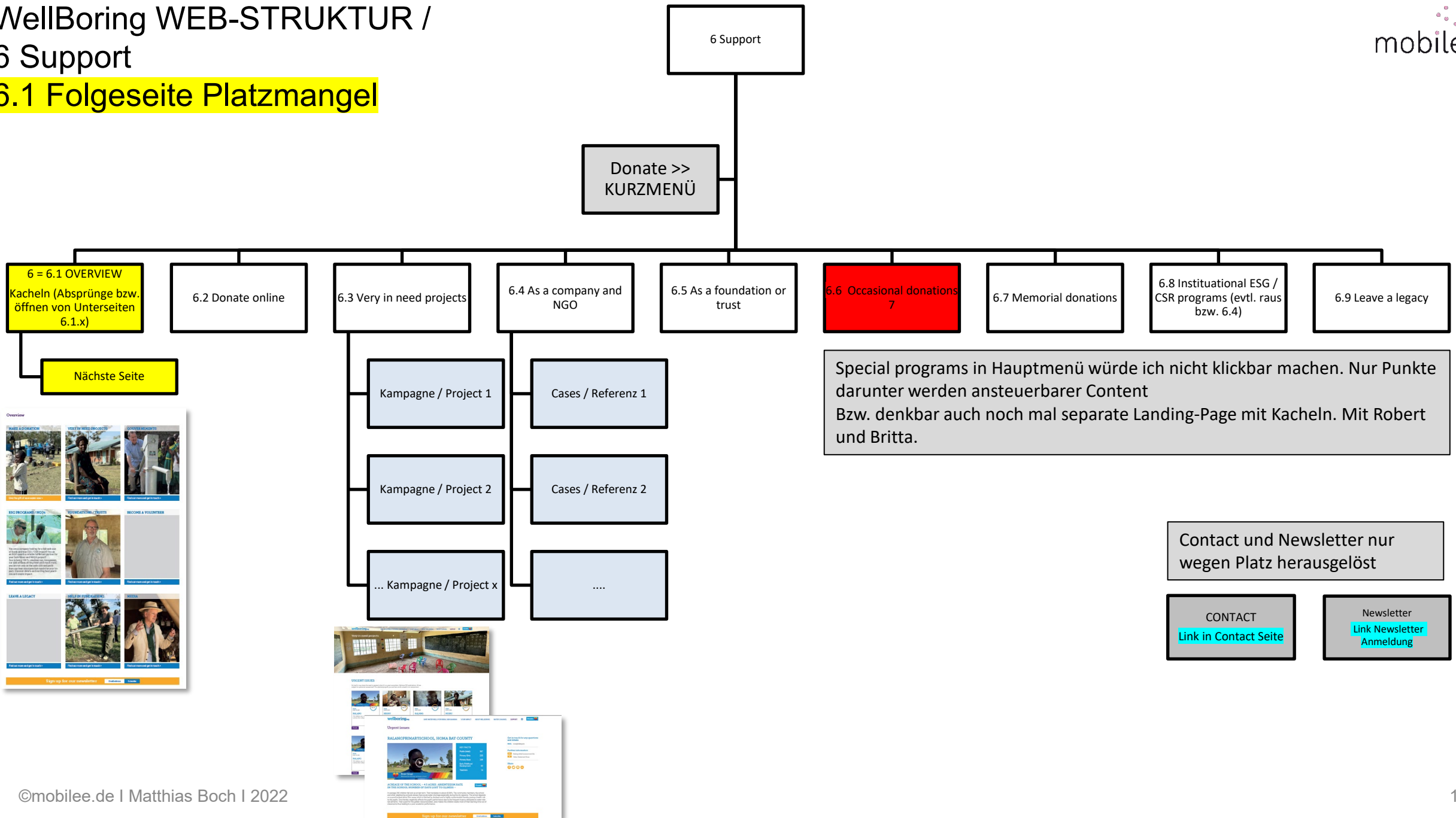


- ✓ Content: Visitors experience multiple options on how they can get **easily** and **well** engaged (multiple options). Real contactable people provide inspiration. Ongoing Coms contra disconnecting; easy donation with gratification.
- ✓ Key-Learning: Donor discover how good it is to be engaged (volunteer, events, ...). They are worshiped and feel / become / are part of us.
- ✓ Main addressed pain points: Engagement and Communication / Impact and Effectiveness / Trust and credibility

# WellBoring WEB-STRUKTUR /

## 6 Support

### 6.1 Folgeseite Platzmangel



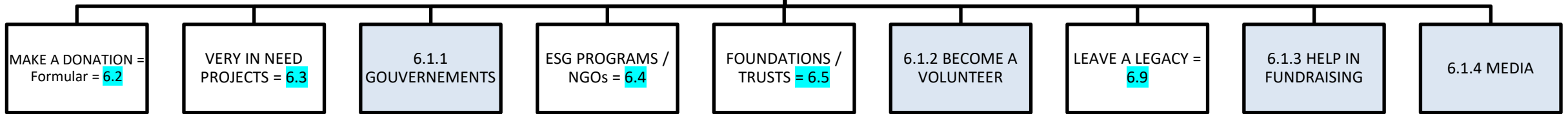
# WellBoring WEB-STRUKTUR /

## 6 = 6.1 OVERVIEW

Kacheln (Absprünge bzw. öffnen von Unterseiten 6.1.x)



6 = 6.1 OVERVIEW  
Kacheln (Absprünge  
bzw. öffnen von  
Unterseiten 6.1.x)



Unterseiten: diese würden aus 6.1 angesteuert (Kacheln). Keine dritte Menü-Eben via Haupt-Mega-Menü