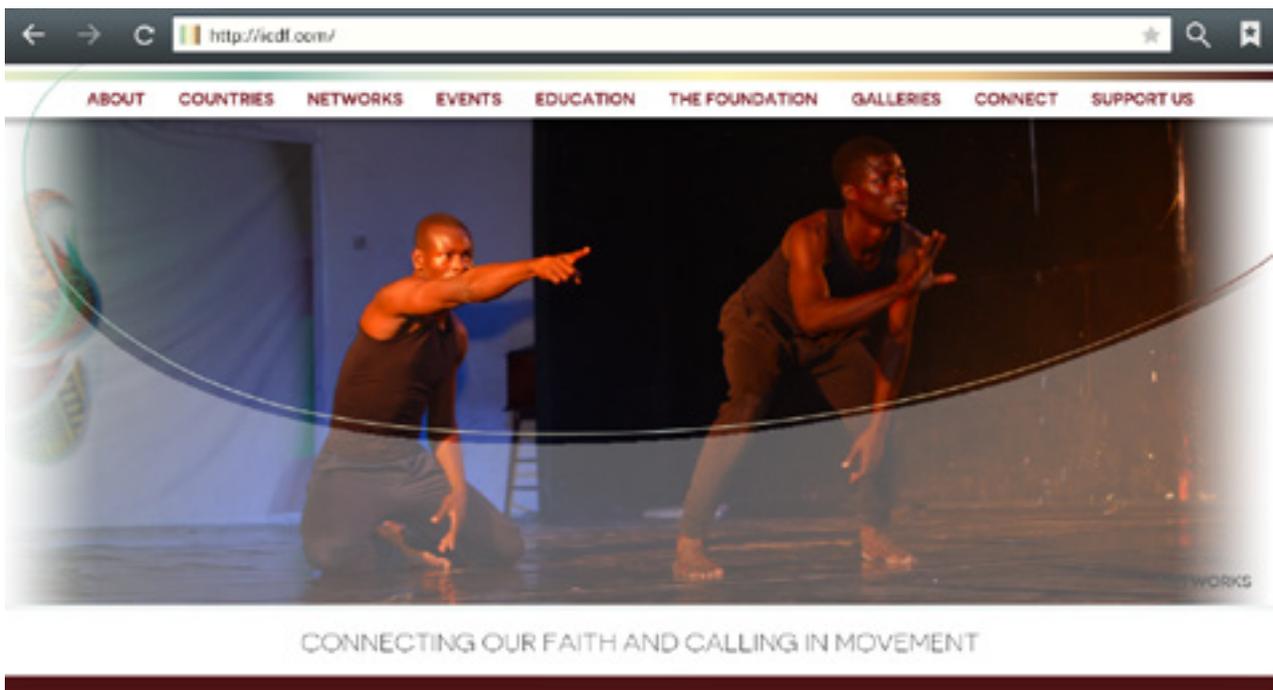




ICDF Newsflash

March 2017

Website Development - Project Launch



At ICDF, we are continually working on our website to make it a hub for networking, resources, events, and information about Christian dance. At the moment, our website is designed to work primarily with desktop computers and laptops — but not mobile devices.

With this Newsflash we are launching a project to make the ICDF website ‘mobile friendly.’

What?

What is a ‘mobile friendly’ website?

It means that it would work much better with mobile devices (such as phones and tablets) and help ICDF continue to be visible, available, relevant. To make sure that our website can be viewed easily on these devices:

- The text will be sized for your screen - so that you can read it without zooming in
- The menus, images, and content will be adapted to your device
- The links will be simpler to find and easier to follow
- We will be avoiding Flash and other software not usually installed on your mobile devices

Why?

Visible - Available - Relevant

Why make the ICDF website 'mobile friendly'?

Visible

For ICDF to connect with people, we need to be visible. A 'mobile friendly' website will help people see who we are, and what we do, at a glance. It will be easier to find information about countries, networks, and events. We want our resources to be at your fingertips, wherever you are.

Available

We think our website should be accessible to supporters and enquirers of all ages and abilities. 'Mobile friendly' websites are more comfortable to read and easier to navigate, meaning the ICDF website will be available to more people who would like to connect with us.

Relevant

If you own a mobile device, you are increasingly likely to use it to connect to the internet. Worldwide figures* suggest that **56% of mobile phone users** connected to the world wide web using their phones in 2016.

- Young people (16-30 year olds) are the **most likely** group to use their mobile devices to browse the web. In 2014, figures suggested that **around 74%** of young people with mobile phones used them to connect to the internet.
- Over 30s are also 'switched on' to mobile internet, with **almost 40%** using their phones to access the internet in 2014.

With a 'mobile friendly' website, ICDF will be able to communicate more effectively with mobile users — especially young people — reaching more people each day.

Can you help ICDF to reach our fundraising target to make this possible?

How?

How much do we need?

£ 1000 will give us the amount we need to cover the cost of making our website 'mobile friendly.' This money will go towards paying our expert web developers as they make the changes we need. This means it would work much better with mobile devices (such as phones and tablets) and help ICDF continue to be **visible, available, relevant.**

To do this, we are asking each one of you to contribute whatever you can afford to our fundraising site on ... <https://www.youcaring.com/internationalchristiandancefellowshipicdf-773214>

Thank you!

Please check out our fundraising site on www.youcaring.com, see link above

Can you show your friends and family and ask them to contribute too?

To visit our website go to ... www.icdf.com

* More info here: <https://www.statista.com/statistics/284202/mobile-phone-internet-user-penetration-world-wide/>