



# Why Web Accessibility Matters for Your Organization

## ? What is Web Accessibility?

Creating websites, tools, tech, and content that people of all abilities can use.

Web accessibility encompasses all disabilities that affect access to the web, including:

- auditory
- cognitive
- neurological
- physical
- speech
- visual

Web accessibility also benefits people without disabilities, for example:

- people using mobile phones, smart watches, other devices with small screens, etc.
- older people with changing abilities due to ageing
- people using a slow Internet connection, or who have limited or expensive bandwidth
- and more!

## The Business Case for Web Accessibility

Investing in web accessibility:

- ✓ Improves overall user experience, comprehension, satisfaction, and access
- ✓ Enhances your brand and extends your reach
- ✓ Minimizes legal risk and protects organizational reputation

*Accessibility is a journey, not a destination.  
Read more at [campfire.org/blog](http://campfire.org/blog)*



## Important Factors

- Up to 1 in 4 adults in the US have some type of disability.
- In the US, legal actions continue to rise and the courts are deciding in favor of equal access, citing the American Disabilities Act (ADA).
- Accessibility is also tied to sustainability; it helps reduce your digital carbon footprint.

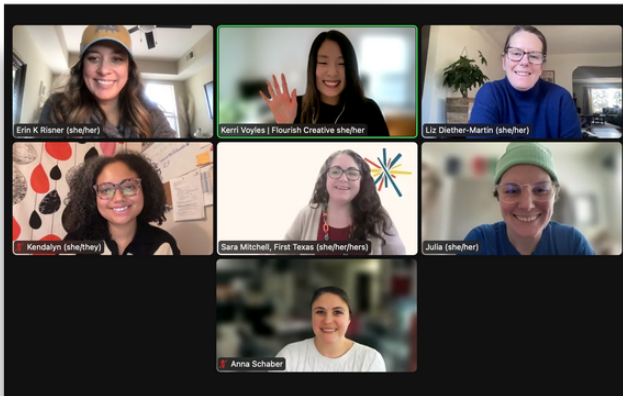


**Organizations who invest in accessibility mitigate risk, protect their reputation, and demonstrate a commitment to inclusion.**





# Refreshed Camp Fire Web Theme



## The Strategy

Released in 2017, our previous theme was due for an upgrade in areas of accessibility, design, and front and back-end user experience. Through our **Web Strategy Collective** with 8+ affiliate representatives, we gathered feedback, insights, and adapted our approach to best serve the network. We are grateful for our collective participants!

## The Opportunity

Camp Fire NHQ has **created a custom WordPress theme built with accessibility in mind**. In addition to refreshing the design and content, the theme is built for the latest WordPress backend.

## The Investment

Camp Fire Affiliates can purchase the refreshed theme for a **\$200 investment**, with NHQ contributing an additional \$200. Video training and resources will be provided to help aid your upgrade.

## The Outcome

A unified Camp Fire digital brand presence **strengthens our network, brand, awareness & impact** for children and families of all abilities. Through web accessibility, we can continue to live out our values in the digital space and beyond.



Stay tuned for theme purchase information coming soon ...