NCCNP: How to Get the Most Out of Your Nonprofit Website

Presented by Molly Coke • August 11, 2022
Firespring provides strategic guidance activated through creative solutions in marketing, printing and technology to help businesses and nonprofits prosper.
WE LEVERAGE OUR PEOPLE, PRODUCTS & PROFIT TO DO MORE GOOD

1% of our profits
(top-line revenue donated to NPOs)

2% of our products
(in-kind products and services)

3% of our people
(volunteer 1 day per month)
How to Get The Most Out of Your Nonprofit Website.

- Website fundamentals
- Websites’ secret sauce
- Email Marketing
- Automation
- Accessibility
- Action Steps | Q&A.

If you’re tweeting today: #poweredbypurpose @firespring
CMOs will spend **$146 billion** by 2023 on search marketing, banner and outstream advertising, instream advertising and email marketing in the United States.

*Forrester*
“81% of nonprofit websites are designed for $1,000 or less.”

Why do nonprofits struggle?

We’re trying to do more with less ...
The “Do It Cheap” Mentality
Sometimes referred to as the “Executive Director’s really smart 14-year-old relative with a computer” syndrome ...
Is your website cheap or effective?

(Why can’t it be both?)

ROI > Cost
Most nonprofits send visitors away to engage instead of keeping them on the website.
82% of donors visit a nonprofit’s website before giving.
(Nonprofit Hub)
5 Elements of a Powerful & Engaging Web Presence

1. Structure
2. Design
3. Functionality
5 Elements of a Powerful & Engaging Web Presence

1. Structure
2. Design
3. Functionality
4. Vitality
5 Elements of a Powerful & Engaging Web Presence

1. Structure
2. Design
3. Functionality
4. Vitality
5. Content
The Key to Fresh Content

1. Click Website Management.
2. Select the content to update.
3. Enter and save.
Measure the Power of Your Online Presence
The secret sauce?
What is a landing page?

"The first page a visitor to your site sees. Typically, causes 1 of 5 actions:

1. Get a visitor to click (go to another page on your site or someone else's).
2. Get a visitor to give (money or time).
3. Get a visitor to give permission for you to follow up (by email, phone, etc.).
4. Get a visitor to tell a friend.
5. Get a visitor to learn something.

Seth Godin"
Site visitors who enter through landing pages increase conversions 10x over visitors who start on a home page.

(Nonprofit Hub)
Only 8% of nonprofits have a consistent landing page execution strategy. (Nonprofit Hub)
The Anatomy of a Landing Page

1. Engaging, contextual headline.
2. Powerful image or video.
3. Limit navigation.
4. Provide a clear call to action.
4 Ways to Make Your Landing Page Crash
4 Ways to Make Your Landing Page Crash

1. Too many options.
4 Ways to Make Your Landing Page Crash

1. Too many options.
2. No image or video.
4 Ways to Make Your Landing Page Crash

1. Too many options.
2. No image or video.
3. Asking for too much info.
4 Ways to Make Your Landing Page Crash

1. Too many options.
2. No image or video.
3. Asking for too much info.
4. Unclear call to action (CTA).
Let’s evaluate a couple landing pages.
1. Engaging, contextual headline.
2. Powerful image or video.
3. Limit navigation.
4. Provide a clear call to action.

In less than a year, over $8,000 was distributed to families to prevent homelessness or help families who found themselves needing immediate assistance. Our funds are almost gone, and the need is great—help us ensure that ALL students come to school ready to learn.

**District-Wide Fund**

Did you know that over 500 families in Lincoln Public Schools are homeless each year? With just over 46% of LPS students living at or below the poverty line, unexpected expenses can be devastating. 

“Filling that flat tire is sometimes a choice between having transportation so a parent can get to work or paying the rent. Many families make hard choices like these about basic needs: housing, clothing, food, warmth. Choices that affect students’ ability to focus and be successful, and carry life-long implications.”

Our Homeless Student Funds are almost gone, and we need generous donors to help. Find out how you can make the difference for a family who is struggling.

Give here or contact us at 402-436-1612.

[DONATE]
Absolute Worst Action Word for a Call to Action
13 Ideas for Nonprofit Landing Pages

1. Become a member.
2. Donate to our general fund.
3. Sponsor an exhibit.
4. Donate a good or service.
5. Support an artist.
6. Sign our petition.
7. Take the pledge.
8. Sign up for our “insider only” email list.
9. Sign up to volunteer.
10. Register for our event.
12. Connect with us on Facebook / LinkedIn / Twitter.
13. Apply to join our team (come work for us).
I would rather have 1 email subscriber than 100 Twitter “followers” or 50 Facebook “likes.”
5 Emails Every Nonprofit Should Consider Sending

1. Dedicated Email
2. Email Newsletter
3. Digest Email
4. Automated Response Email
5. Automated Drip Campaigns
119% **Automated** emails get better click throughs than broadcast emails.
Automated emails help marketers repurpose content.
Triggers

An action taken by a subscriber (like a link click in one of your emails) or an update to a subscriber's contact record (like an important date) that causes something to happen.
18x Relevant emails drive more revenue than broadcast emails.
Types of Triggers

- Signup
- Date-based
- Field change
- Link click
Setting it Up

AUTOMATED EMAILS

Choose a trigger type
- Email signup
- Date-based
- Field change
- Link click on a specific mailing
- Link click on any mailing
- Custom API event

Workflow name
Name your workflow

Audience
Choose your audience

Trigger event
Choose your trigger event

Workflow
AND ACTION

Workflow execution
- Wait 1 days
- Send mailing Responsive Followup

Next
Cancel

SAVE WORKFLOW
<table>
<thead>
<tr>
<th></th>
<th><strong>Welcome new subscribers.</strong></th>
<th>Reach new subscribers right when they’re most excited and ready to hear from your nonprofit. The average open rate for welcome emails is 50% (Marketing Sherpa).</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td><strong>Automate a whole welcome series.</strong></td>
<td>One email may not do the trick, so try automating an entire welcome series. Subscribers who receive welcome notes show 33% more long-term engagement with that brand (Chief Marketer).</td>
</tr>
<tr>
<td>3</td>
<td><strong>Say thanks (for donating, volunteering, etc.)</strong></td>
<td>Automate a simple, straightforward “thank you” email when subscribers take action. Few major gifts are made on the 1st, 2nd or 3rd gift, and it takes 4-5 years and 18-24 personalized touch points to successfully ask for a major gift (Bloomerang).</td>
</tr>
<tr>
<td>4</td>
<td><strong>Re-engage inactive subscribers.</strong></td>
<td>Drop a quick, friendly note to remind them what they’re missing out on. 45% of recipients who receive win-back emails read subsequent messages (Return Path).</td>
</tr>
<tr>
<td>5</td>
<td><strong>Wish them a happy birthday or anniversary.</strong></td>
<td>Use subscriber data to create an automated email send. Your supporters want to feel wanted, so date-based messages like these are a nice personal touch that show you care.</td>
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<td>6</td>
<td><strong>Create a retention series for lapsed donors.</strong></td>
<td>Use words like “miss you” or “come back” for a higher open rate. Thank them for their past support, let them know what you’ve been up to, share your vision for the future and make an ask (can be a donation, but offer other ways to engage).</td>
</tr>
<tr>
<td>7</td>
<td><strong>Event invitations and follow-up.</strong></td>
<td>Send a series of invitations trying new subject lines and sharing highlights from last year for those who don’t open the first or second invitation and automatically suppress those who are already registered.</td>
</tr>
<tr>
<td>8</td>
<td><strong>Provide helpful content.</strong></td>
<td>Deliver relevant, useful content to keep subscribers engaged and your brand top of mind the next time they’re ready to make a donation or get involved with an organization.</td>
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72% of the most successful companies utilize marketing automation.

SOURCE
HubSpot
A QUICK LESSON

APIs and Webhooks
A QUICK LESSON

APIs and Webhooks

API

From Wikipedia, the free encyclopedia. An Application Programming Interface (API) is a set of functions, procedures, methods or classes used by computer programs to request services from the operating system, software libraries or any other service provider running on the computer.

Webhook

A Webhook is an HTTP callback: an HTTP POST that occurs when something happens; a simple event-notification via HTTP POST. A web application that implements WebHooks will POST a message to a URL when certain things happen.

Web Hooks / FrontPage

https://webhooks.pbworks.com/w/page/13383124/FrontPage
Welcome to Firespring's API documentation. You'll find a comprehensive list of all of our available APIs, as well as sample request and response data.

**API Documentation**

All of our APIs are exhaustively documented with parameter and error code information, as well as sample request code and expected response data.

**Webhook Documentation**

Everything you need to know to access and work with our webhook system.
JARGON
Hey, we can help remove obstacles if you don’t already have a developer or technical person on staff.
Web Accessibility

Making websites with content, features and functionality that people of all abilities can access and use (NTEN).
1 in 5 Americans have a disability and over 22 million have vision loss. (Accessibility.Works)

The aging population is predicted to triple to 1.5 billion by 2050. (Siteimprove)

Mobile screen reader usage increased by 76% from 2009 to 2017. (WebAIM)

23% of web accessibility-related litigation and settlements since 2000 happened in the past three years. (Siteimprove)

Why Accessibility Matters (besides being the right thing to do)
Web Content Accessibility Guidelines

A  Allows browser readers to effectively navigate a site and provides users with appropriate prompts for data entry.

AA  Middle ground, happy medium. Builds on Level A and mostly deals with colors and fonts.

AAA  100% 508 compliance. Required of government agencies. Very restrictive and can significantly impact the website style and design.
1 Perceivable

Users must be able to interact with information and user interface components in ways they can perceive (e.g., use alt tags and captions that say what the item actually does like ‘Register form button.’)
2 Operable

User interface components and navigation must be operable (e.g., you must be able to navigate the site using a keyboard and a mouse).
4 Keys to AA Compliance

3 Understandable

Information and the operation of user interface must be understandable (e.g., error message on a form should make sense; instead of “Invalid field,” use “The Email field must be in a valid format”).

Please enter your email.

Please enter your first name.

Please enter your last name.

Please enter your organization name.

Please enter your phone number.

This field is required.
4 Keys to AA Compliance

4. Robust

Content must be robust enough so it can be interpreted reliably by a wide variety of user agents, including assistive technologies (i.e., don’t use tags or code that only certain browsers understand).
<table>
<thead>
<tr>
<th>Number</th>
<th>Accessibility Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Text Alternatives</td>
<td>Provide alternatives for non-text content (e.g., images, PDFs, video, audio) so individuals of all abilities can access it.</td>
</tr>
<tr>
<td>2</td>
<td>Adaptable</td>
<td>Present content in different ways without losing information or structure.</td>
</tr>
<tr>
<td>3</td>
<td>Distinguishable</td>
<td>Make it easy for users to see and hear content (e.g., separating foreground and background, using readable fonts, larger font sizes and highlighted link styling). Varies based on font and format, but 14pt. is a minimum for body copy.</td>
</tr>
<tr>
<td>4</td>
<td>Keyboard accessible</td>
<td>Make all functionality available from a keyboard without requiring specific timing.</td>
</tr>
<tr>
<td>5</td>
<td>Timing</td>
<td>Provide enough time for users to read and use content.</td>
</tr>
<tr>
<td>6</td>
<td>Seizures</td>
<td>Do not include design elements that are known to cause seizures (e.g., rapid flashing).</td>
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<td>7</td>
<td>Navigable</td>
<td>Provide multiple ways to navigate content including obvious/prominent links and other techniques.</td>
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<tr>
<td>8</td>
<td>Readable</td>
<td>Make text content readable and operate in predictable ways.</td>
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<tr>
<td><strong>9</strong></td>
<td><strong>Input assistance</strong></td>
<td>Assist users with web experience, correct mistakes and describe errors in text.</td>
</tr>
<tr>
<td><strong>10</strong></td>
<td><strong>Compatible</strong></td>
<td>Maximize compatibility with current and future user agents, including assistive technologies.</td>
</tr>
<tr>
<td><strong>11</strong></td>
<td><strong>Simplify layout and site map</strong></td>
<td>Don’t make users dig more than necessary. Keep navigational schemes as consistent as possible.</td>
</tr>
<tr>
<td><strong>12</strong></td>
<td><strong>Make sure links make sense out of context</strong></td>
<td>Avoid “click here” and/or “learn more,” as they give no context.</td>
</tr>
<tr>
<td><strong>13</strong></td>
<td><strong>Color usage and contrast</strong></td>
<td>Don’t use color to convey meaning. Include elements such as strokes, patterns, texture or text to describe actions and content. Minimum contrast ratio of 4.5:1 for normal text, 3:1 for large text.</td>
</tr>
<tr>
<td><strong>14</strong></td>
<td><strong>Underline links within the flow of content</strong></td>
<td>Standalone links can be styled according to context.</td>
</tr>
<tr>
<td><strong>15</strong></td>
<td><strong>Limit number of characters per line</strong></td>
<td>Anything from 45-75 characters is satisfactory. 66-character line (counting letters &amp; spaces) is ideal.</td>
</tr>
<tr>
<td><strong>16</strong></td>
<td><strong>Limit use of ALL CAPS</strong></td>
<td>Okay in limited, contextual use, but too much is difficult to read.</td>
</tr>
</tbody>
</table>
Tools to Help You Optimize for ADA Accessibility

Web Accessibility Evaluation Tool (Wave)
Enter a URL and receive accessibility errors and warnings, plus tips on how to correct issues.
wave.webaim.org

Color Checkers
Determine if the color contrast on your site will be sufficient.
checkmycoulours.com contrast-ratio.com
Nonprofit website designs that meet higher levels of ADA accessibility, making it easier for visitors of all abilities to engage with you online.
Action Steps

1. Focus on ROI instead of COST.
2. Build a logical site STRUCTURE with 3+ navigation options.
3. Use a clean, professional DESIGN that tells your story.
4. Provide accessible, relevant CONTENT for all end users.
5. Build in key FUNCTIONALITY for your constituents.
6. Post dated content weekly for a strong VITALITY.
7. Use a CMS (Content Management System).
8. Create 5+ LANDING PAGES to increase conversion.
9. Leverage AUTOMATION to make your life easier.
Feeling buried?
Let your website do the heavy lifting and dig you out.
Your mission management system

THE TOOLS YOU NEED IN ONE CENTRAL PLACE

- Legendary support & training
- Content management system
- Mobile friendly web designs
- Fundraising campaigns (with recurring donations)
- Blog tools & newsfeeds
- Turnkey landing pages
- Stock photography library
- Search engine optimization
- Email marketing automation
- Event registration
- Ecommerce
- Communication portals (for your staff, board, members, donors)
Get an additional 20% off these awesome tools and services when you partner with Firespring!

- Websites
- Printing & Mailing
- Marketing
- Strategic Guidance

Yep, all under one roof.
Yep, all under one roof.
Keep Learning with Us

Free webinar calendar • firespring.com/webinars

- How to Captivate & Engage Constituents with Your Website
- Convert Supporters with Powerful Landing Pages
- Events in a Digital Age: How to Maximize Offline Events in an Online World
- Overcoming the Overhead Myth: Making a Website Within Your Budget
- Be Found: The Secrets of SEO for Nonprofits

- 5 Secrets of Email Marketing Geniuses
- Online Fundraising Best Practices For Nonprofits
- The Power of Blogging & Thought Leadership
- Social Media 101 & Social Media 102
- It's a New World: How to Cultivate Your Community Online

- Storytelling for Impact on Your Website
- Mobile Marketing Tips for Each Generation
- How to Get the Most Out of Your Nonprofit Website
- An Inside Look at Firespring Nonprofit Websites
- Get Your Board to Help You Fundraise, Even if They Don't Wanna!

- How to Avoid Fundraising's Quiet Killer: Donor Attrition
- Guest Webinars Featuring Consultants, Influencers, and Fundraising Coaches in the Nonprofit Field
- Online Tools Every Nonprofit Needs to Simplify Their Life

Molly Coke
Thank you!

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