Website 101: Improve Your Nonprofit Website for Fundraising Success

Presented By: Meredith Wanner, Achieve

Wednesday, October 13, 2021 | 2:00 – 3:00 p.m.

A little housekeeping…

We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!

Feel free to ask questions!

Use the Questions chat box to ask your questions.
We will have a Q&A session at the end of the presentation.

We will be live-tweeting!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv**!

Qgiv + ACHIEVE

We know the value of relationships and are proud to connect you with Achieve, a member of our partner network.

Powerful Fundraising Technology + Storytelling, Web Technology and Digital Marketing

Qgiv

Raise More, Manage Less

Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions
Integrations & Data

ACHIEVE

Digital Marketing | Social Media
Nonprofit Web Design| Web Support

Today's Speaker

Meredith Wanner | Creative Director, Achieve

Meredith specializes in creating beautiful, usable websites and campaign graphics with an emphasis on user experience and brand messaging. Honing her design skills over 16 years, she approaches her work as a visual problem-solver, employing a unique, agile design process. Meredith has worked closely with national and regional brands such as New Balance, Earthbound Farms, Ancient Harvest, Florida Power & Light, and Funky Buddha Brewery, focusing on user conversion and brand messaging. Meredith has several art certifications and a Graphic Design degree from Milwaukee Area Technical College.

DESIGN MATTERS.

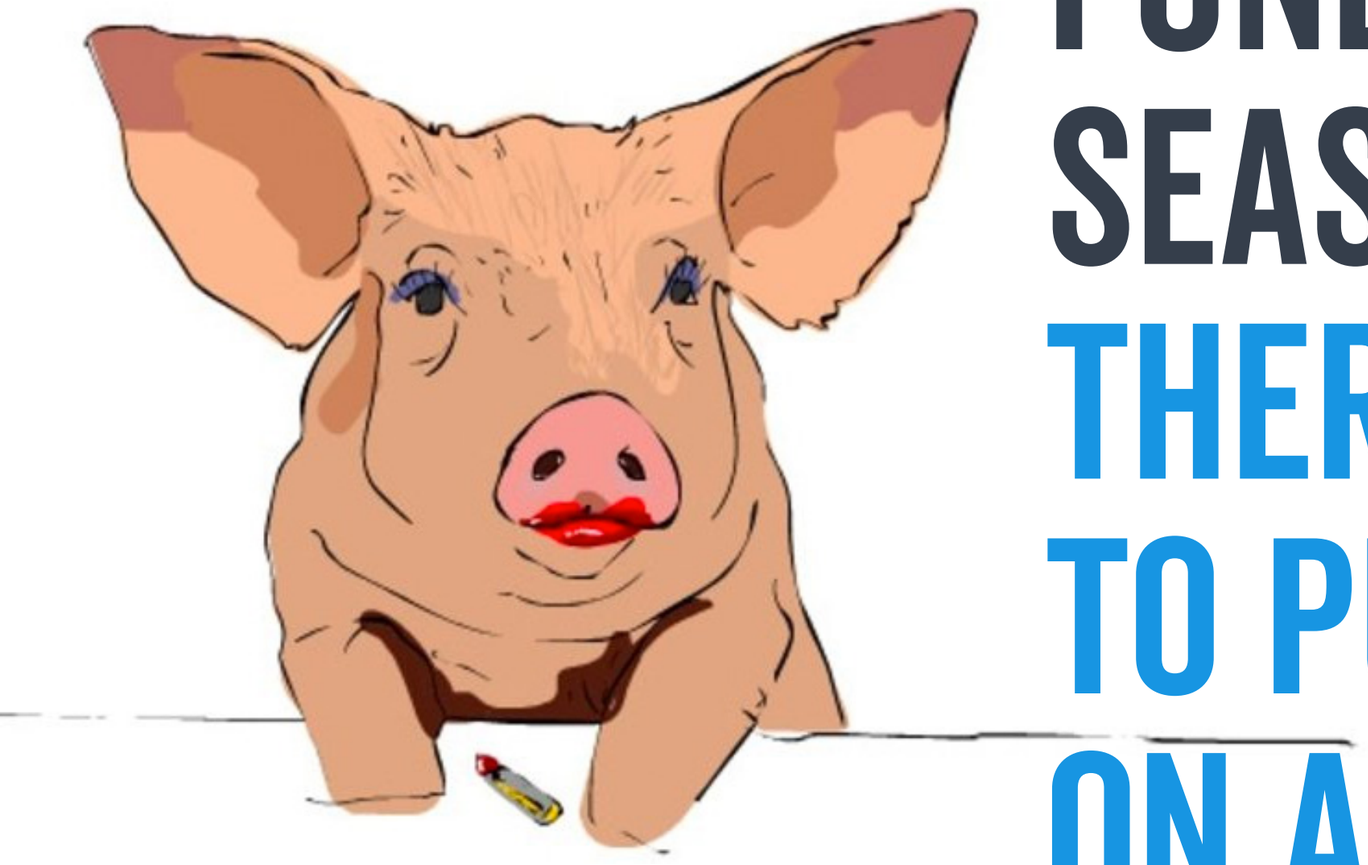
ACHIEVE

WITHOUT GOOD DESIGN WE ARE CONFUSED & DON'T KNOW WHERE TO CLICK.

ACHIEVE

AND IF WE DON'T KNOW WHERE TO CLICK, WE DON'T KNOW WHERE TO DONATE.

ACHIEVE



FUNDRAISING SEASON IS UPON US.

THERE'S STILL TIME TO PUT LIPSTICK ON A PIG.

ACHIEVE

LET'S TALK FREE DIY TIPS & TRICKS YOU CAN APPLY TO YOUR WEBSITE!

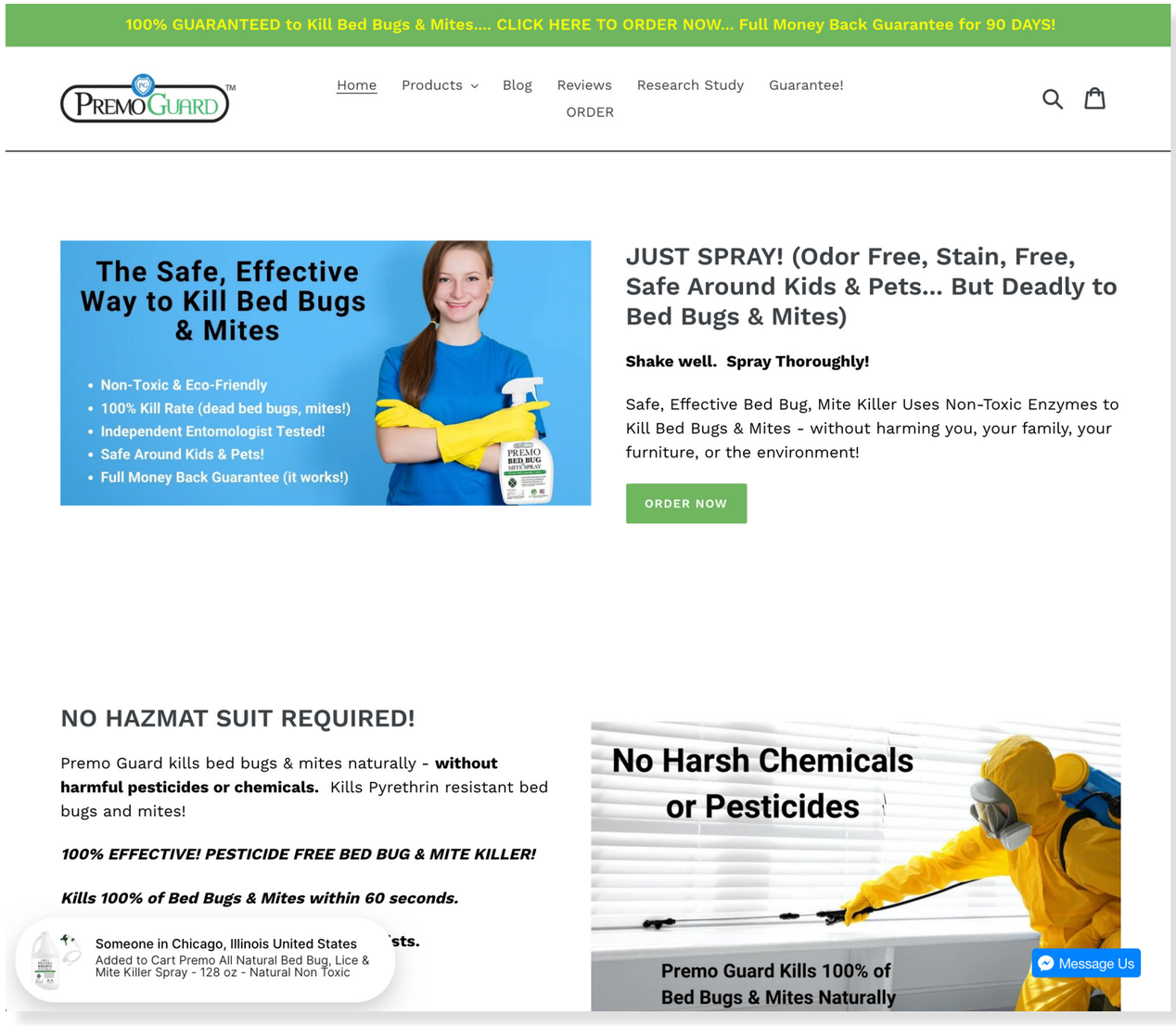
ACHIEVE

10+ COMMON MISTAKES AND HOW TO MAKE QUICK FIXES.

ACHIEVE

1. LACKS ENGAGEMENT

blah



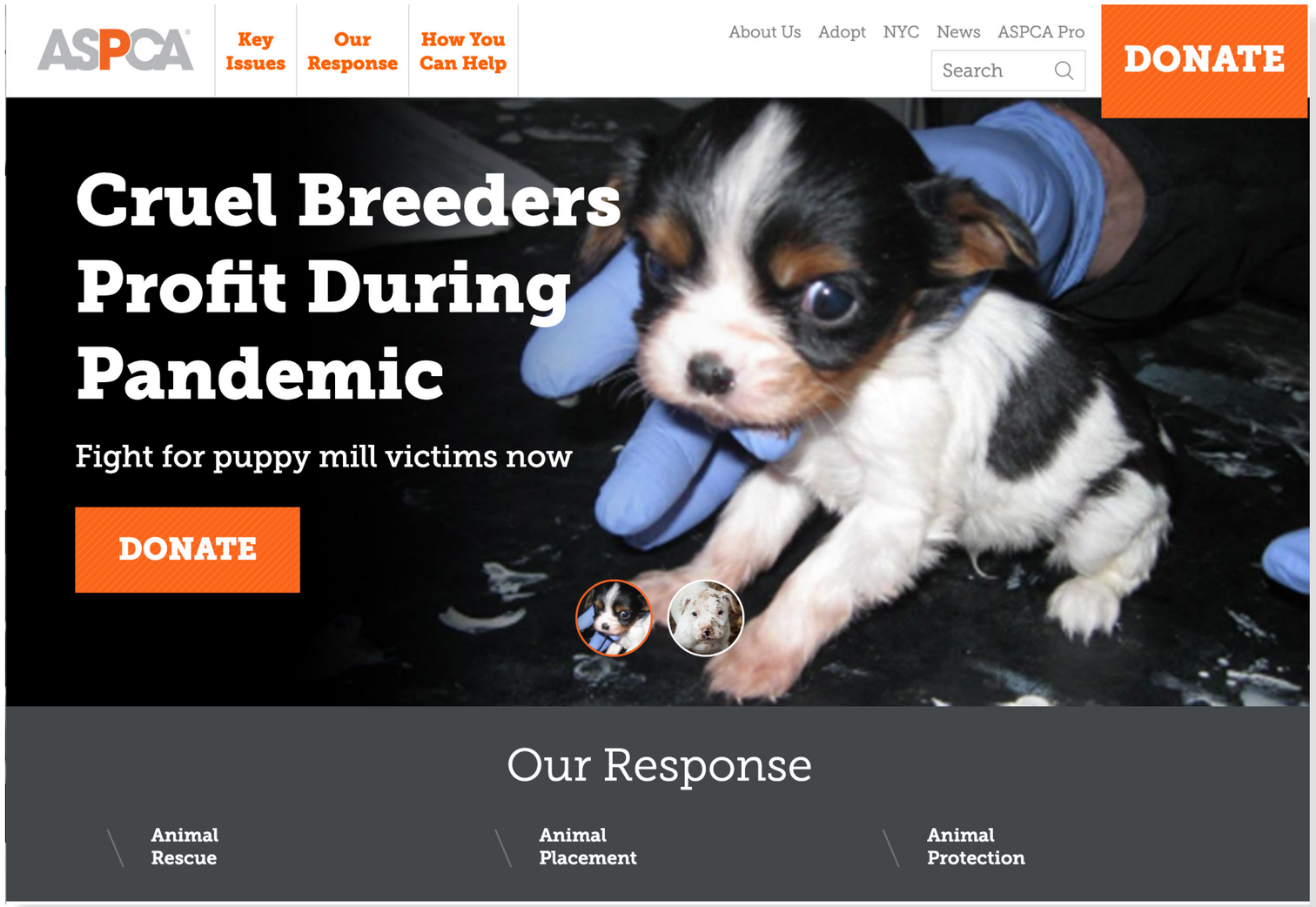
It takes about 50 milliseconds (that's 0.05 seconds) for users to form an opinion about your website that determines whether they like your site or not, whether they'll stay or leave.

The area "above the fold" on your homepage is the first visual element your visitor encounters.

Make it impactful. Make it count!

1. LACKS ENGAGEMENT

THE FIX



Use visually appealing and impactful imagery that tells a story about the most important content on your website.

Be sure text is legible for all users.

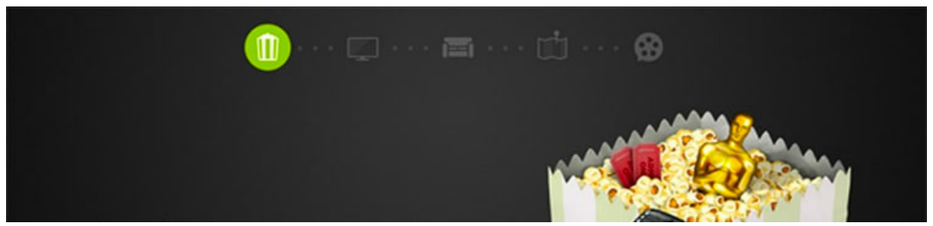
Add interactivity.

Let your users know what they should do next in the form of a call-to-action.

ACHIEVE

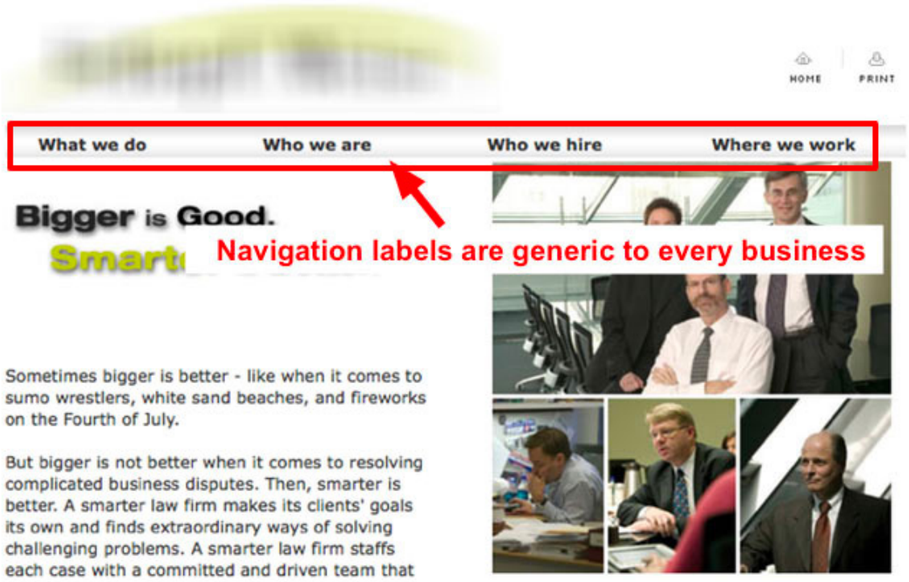
2. AMBIGUOUS NAVIGATION

don't make me think!



Using icons outside of standard, recognizable search icons and hamburger menu icons is confusing for users.

General, generic headings don't communicate what your organization is about. Users rely on navigation items to communicate who the organization is and who they serve.

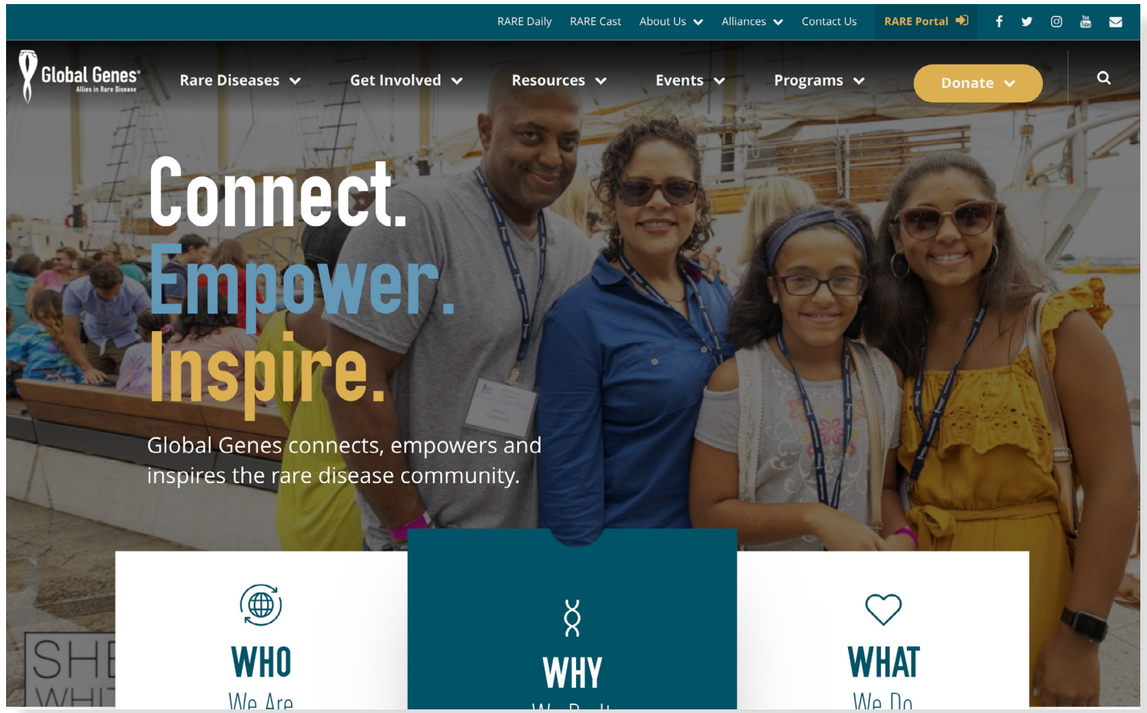


ACHIEVE

2. AMBIGUOUS NAVIGATION

THE FIX

don't make me think!



Embrace predictability.

Be descriptive and make it easy to understand.

Example: If your organization has programs to help kids learn to read, a descriptive navigation heading could be "Reading Programs" vs. "Learning Opportunities". While an organization might have terminology they use internally, that might not translate easily to your users and doesn't improve SEO.

Communicate your services and who you serve .

3. WHAT IS THIS SITE ABOUT?

don't make me read

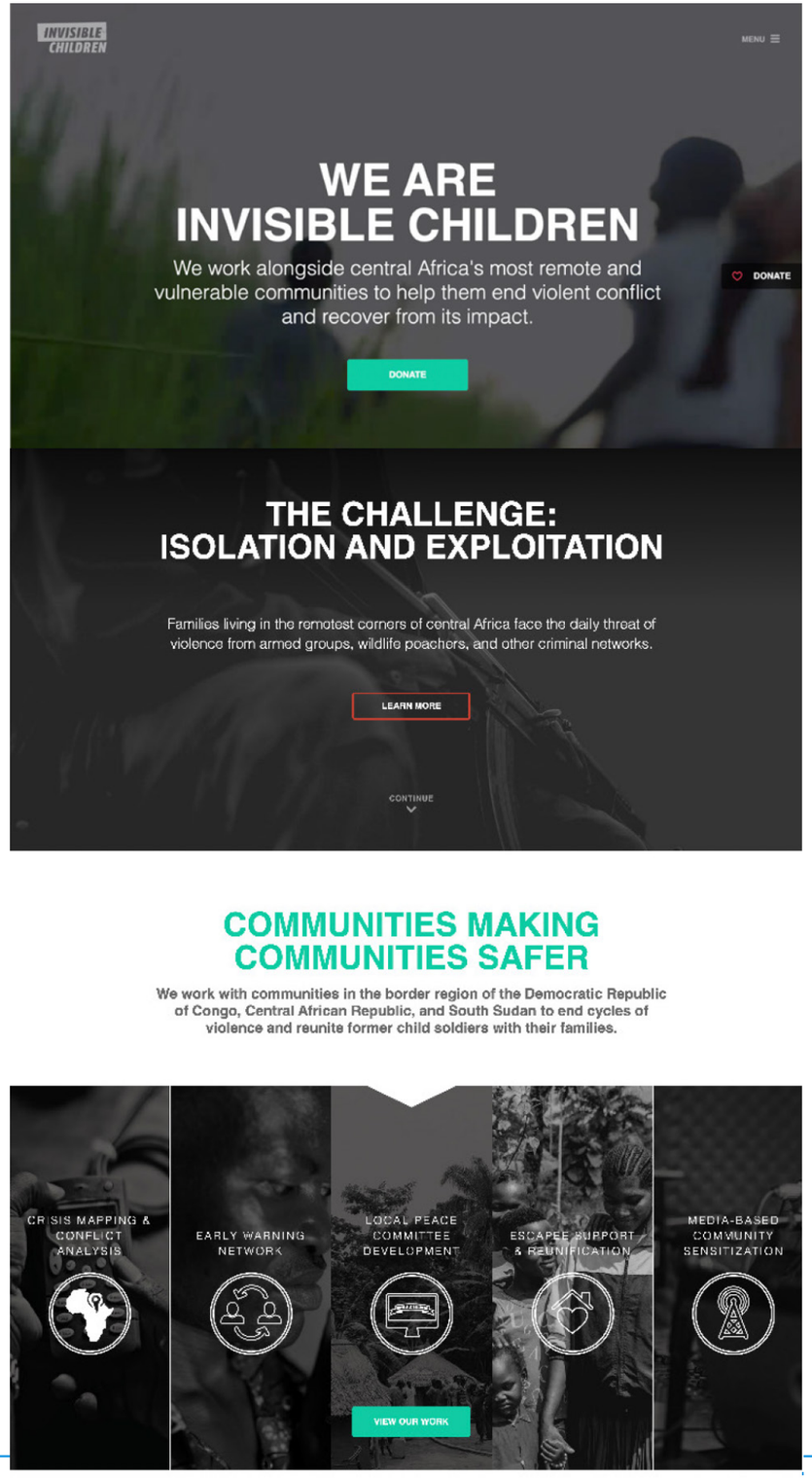
Did you know that 55% of people spend fewer than 15 seconds actively on a page?

Jacob Nielsen of the Nielsen Norman Group: UX Training, Consulting, & Research answered the question "How people read on the Web?" simply: "They don't. People rarely read Web pages word by word; instead, they scan the page, picking out individual words and sentences".

Users quickly look through the content to analyze whether it's what they need.

Users don't want to invest time reading paragraphs of text if they aren't sure if the website corresponds to their needs.

ACHIEVE



3. WHAT IS THIS SITE ABOUT?

THE FIX

don't make me read

Make your website scannable.

Use large, descriptive headings for each section.

Make it short and sweet and link out to other pages for more descriptive information.

Video, photography, and icons can help to quickly communicate information.

ACHIEVE

4. CLUTTER

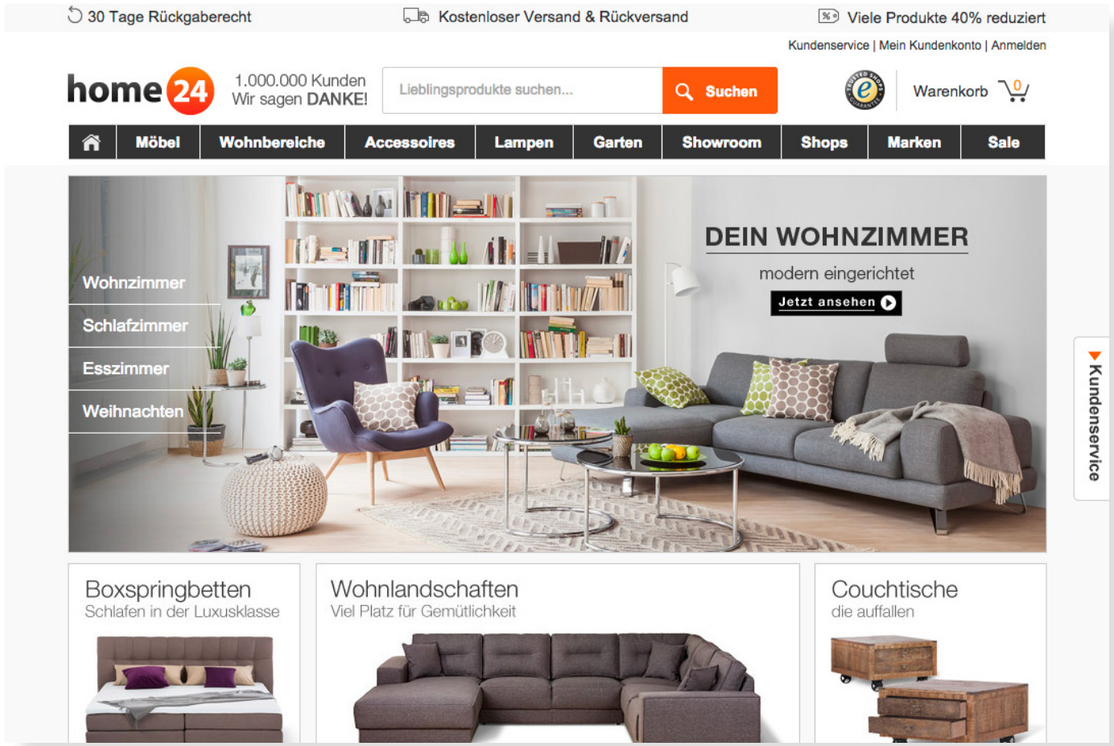
38% of people will stop engaging with a website if the content or layout are unattractive.

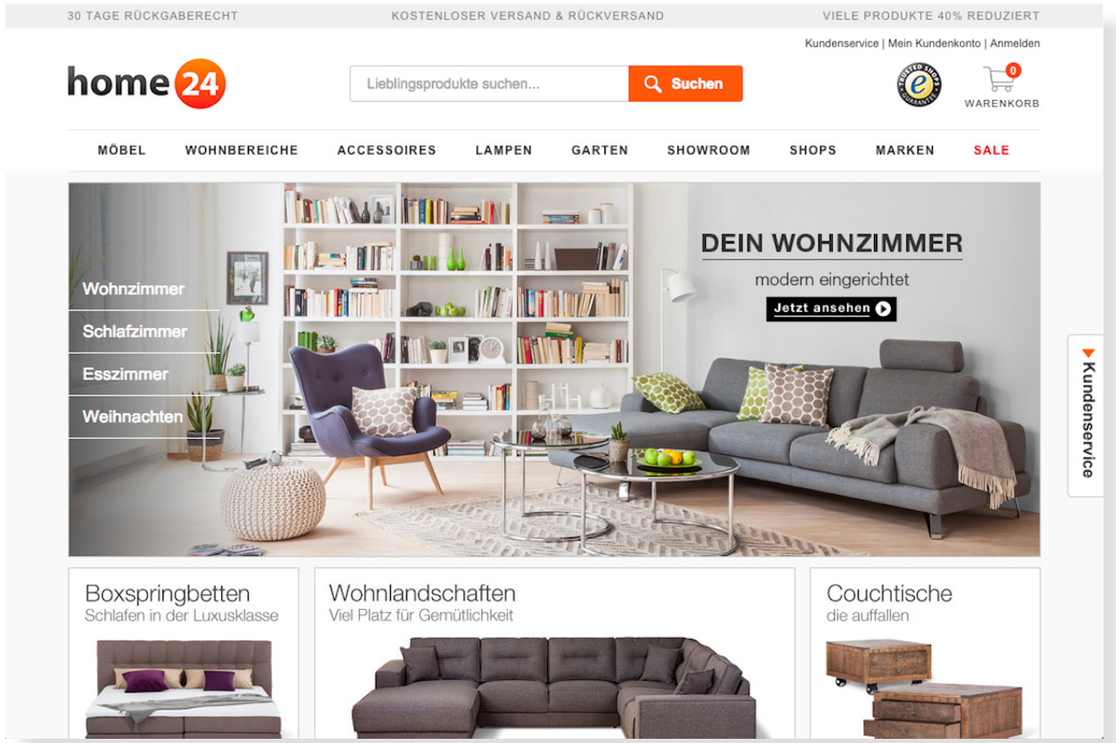
What makes a website looked cluttered?

1. Too much content on the screen.
2. Content is not organized in a logical manner.
3. Too much visual noise.

ACHIEVE

DECLUTTER CASE STUDY



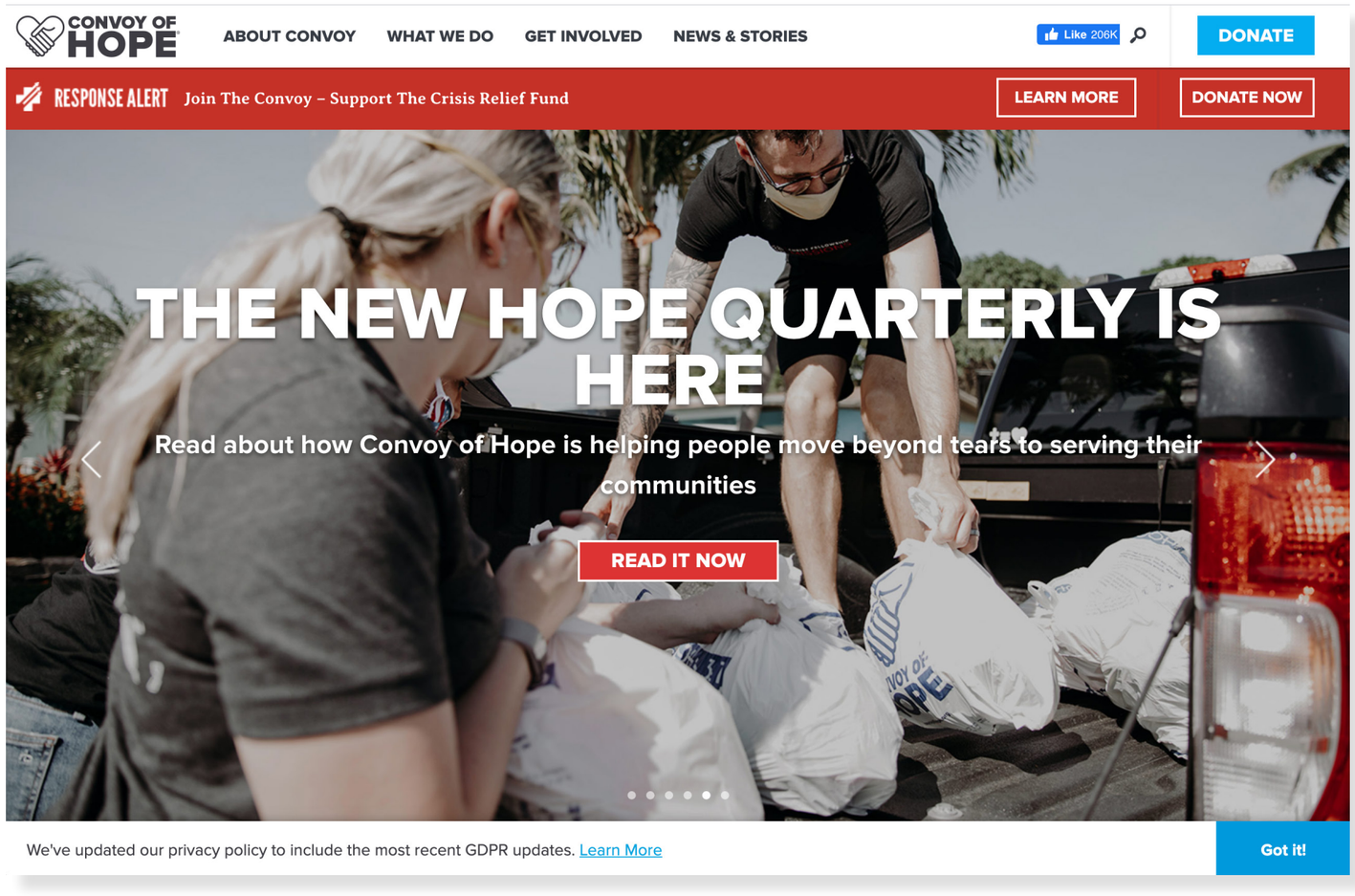


Home24 had a hypothesis that by decluttering their header and navigation they could increase click-throughs and conversions. The changes increased visual clarity by 44% and successfully lead to more user engagement, increased use of the search field, and a boost in final orders (that could translate to more donations!).

ACHIEVE

4. CLUTTER

THE FIX



Make a list of all the content that's necessary to reach your goal.

Prioritize that information to determine the placement of the content.

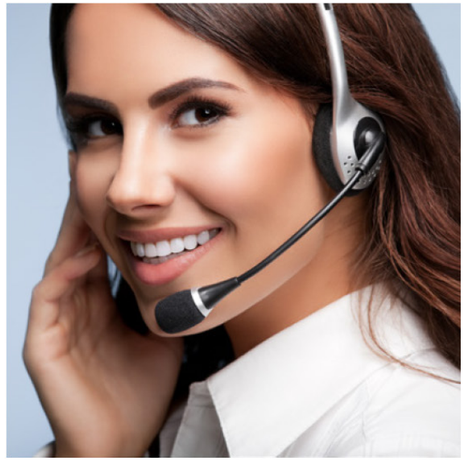
Don't add an element such as an icon just for the sake of adding an icon.

Make white space your friend!

5. STOCK-Y PHOTOS

Images communicate and convey the visual storytelling of an organization.

Authentic photos prompt empathy, prompt action, influence behavior, and communicate the intended message clearly.



5. STOCK PHOTOS

THE FIX

How to choose “good” stock imagery

- Natural lighting
- Candid shots vs. posed
- Models who look like real people with “imperfections”

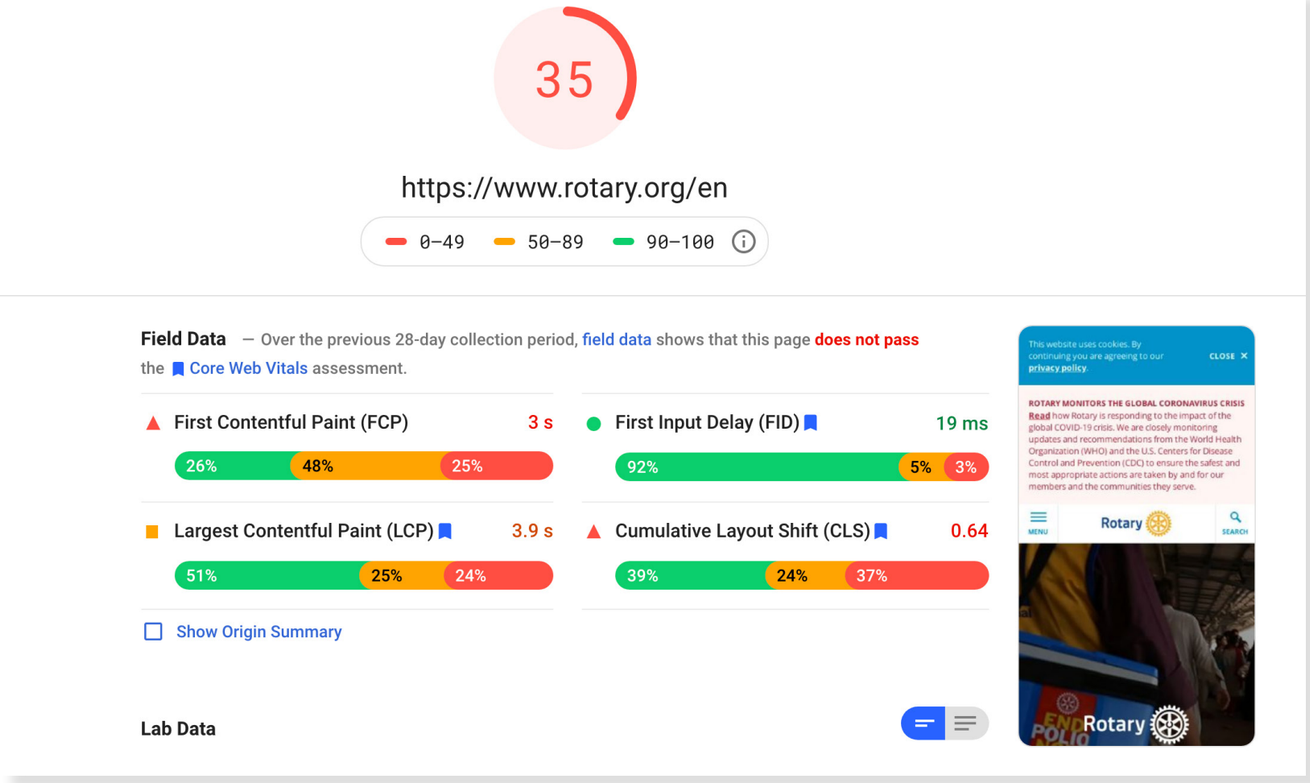
FREE “GOOD” STOCK RESOURCES:

Pexels	Reshot
Unsplash	Burst
Getty Images	Pixabay
Stockio	Kaboompics
Picography	StockSnap

TIP: Preface your search words with “authentic” or “real” (this can sometimes yield high-quality imagery)

ACHIEVE

6. YOUR WEBSITE IS SLOWWW



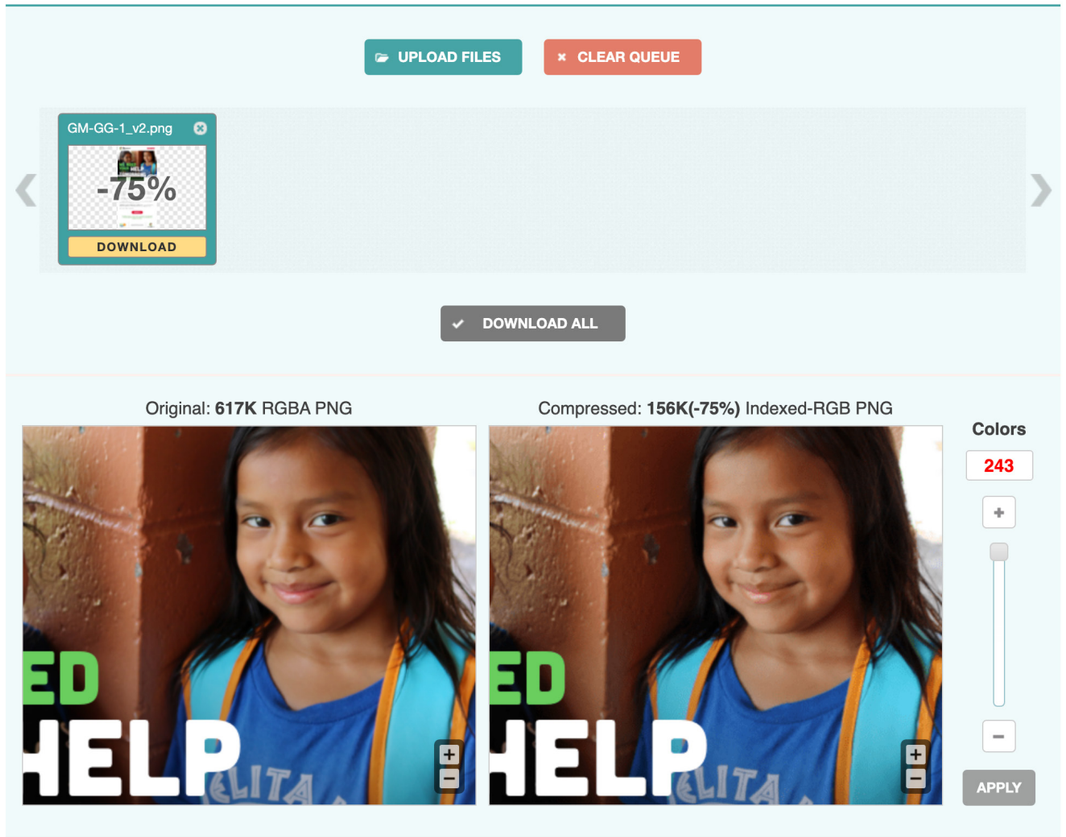
According to Google, 53% of mobile site visits leave a page that takes longer than three seconds to load.

There are many factors that contribute to slow site speed, however, large images can often be the cause.

ACHIEVE

6. YOUR WEBSITE IS SLOWWW

THE FIX



Check your website using a FREE service such as Google's PageSpeed Insights.

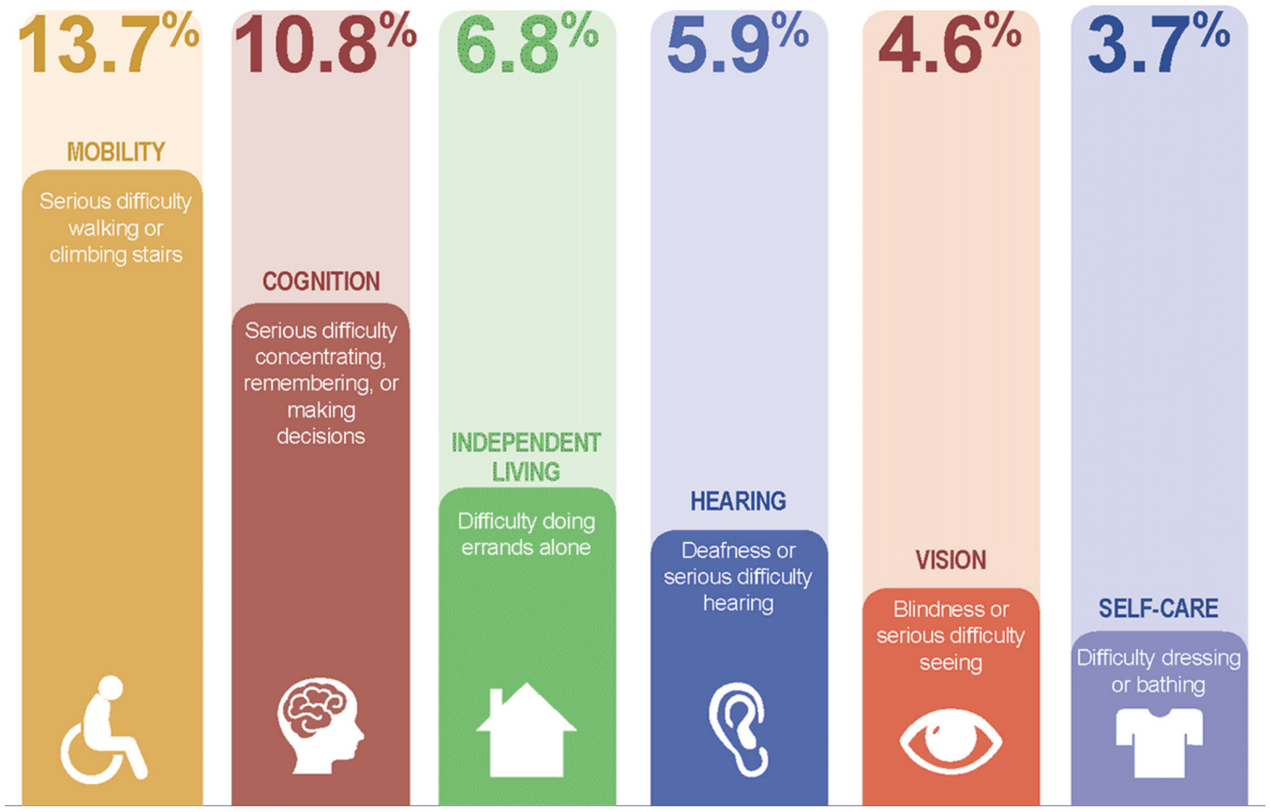
If your images are slowing your site down you can optimize them for FREE using an online, image optimizer such as Optimizilla.

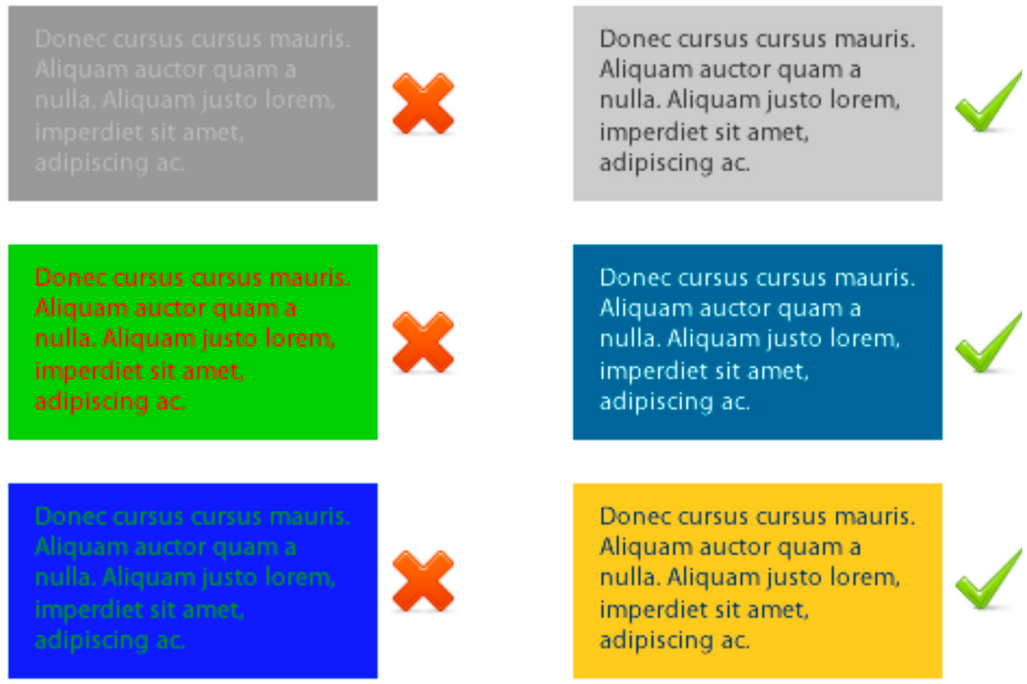
7. LOW CONTRAST

Per the CDC 26% or 1 in 4 adults in the United States have some type of disability.

The highest percentage of people living with disabilities is in the South (including Florida).

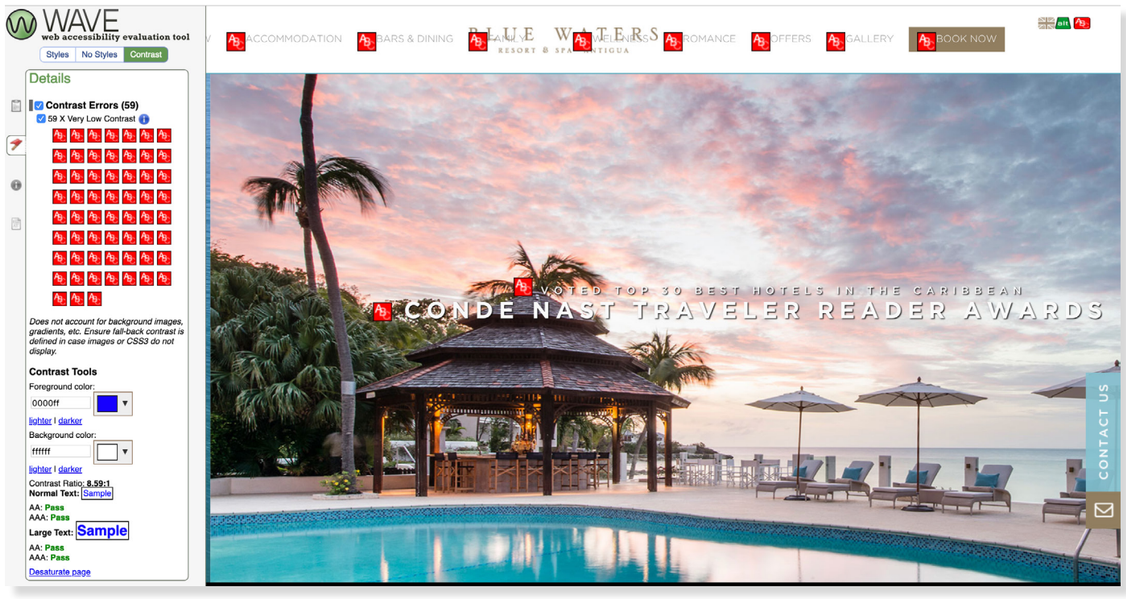
Disabilities are especially common in adults 65 years and older (2 in 5), women (1 in 4), and Non-Hispanic American Indians/Alaska Natives (2 in 5).



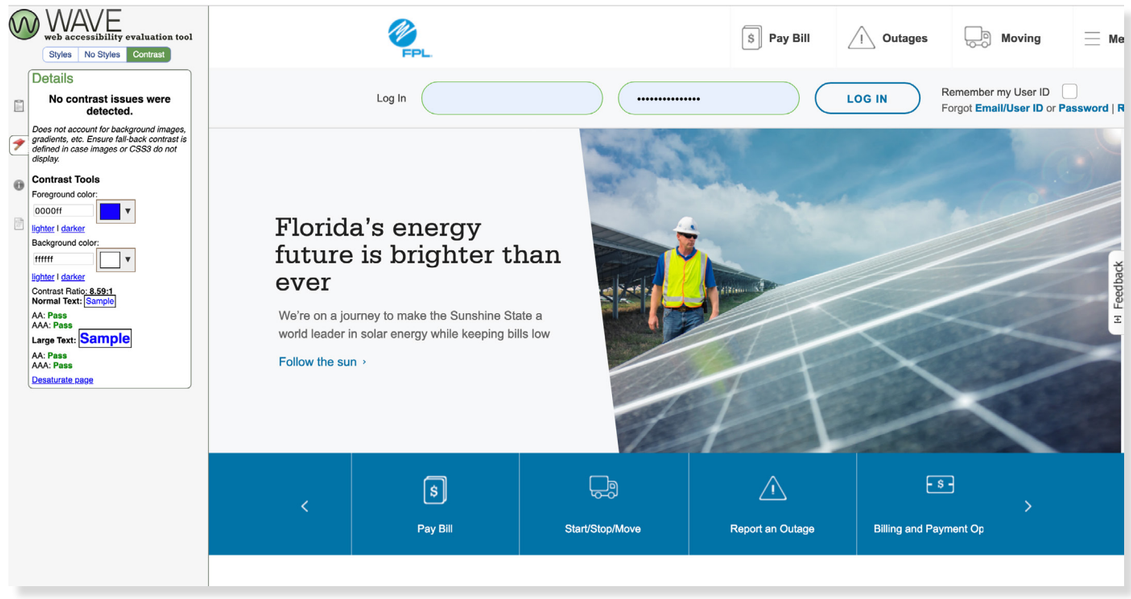


7. LOW CONTRAST

THE FIX



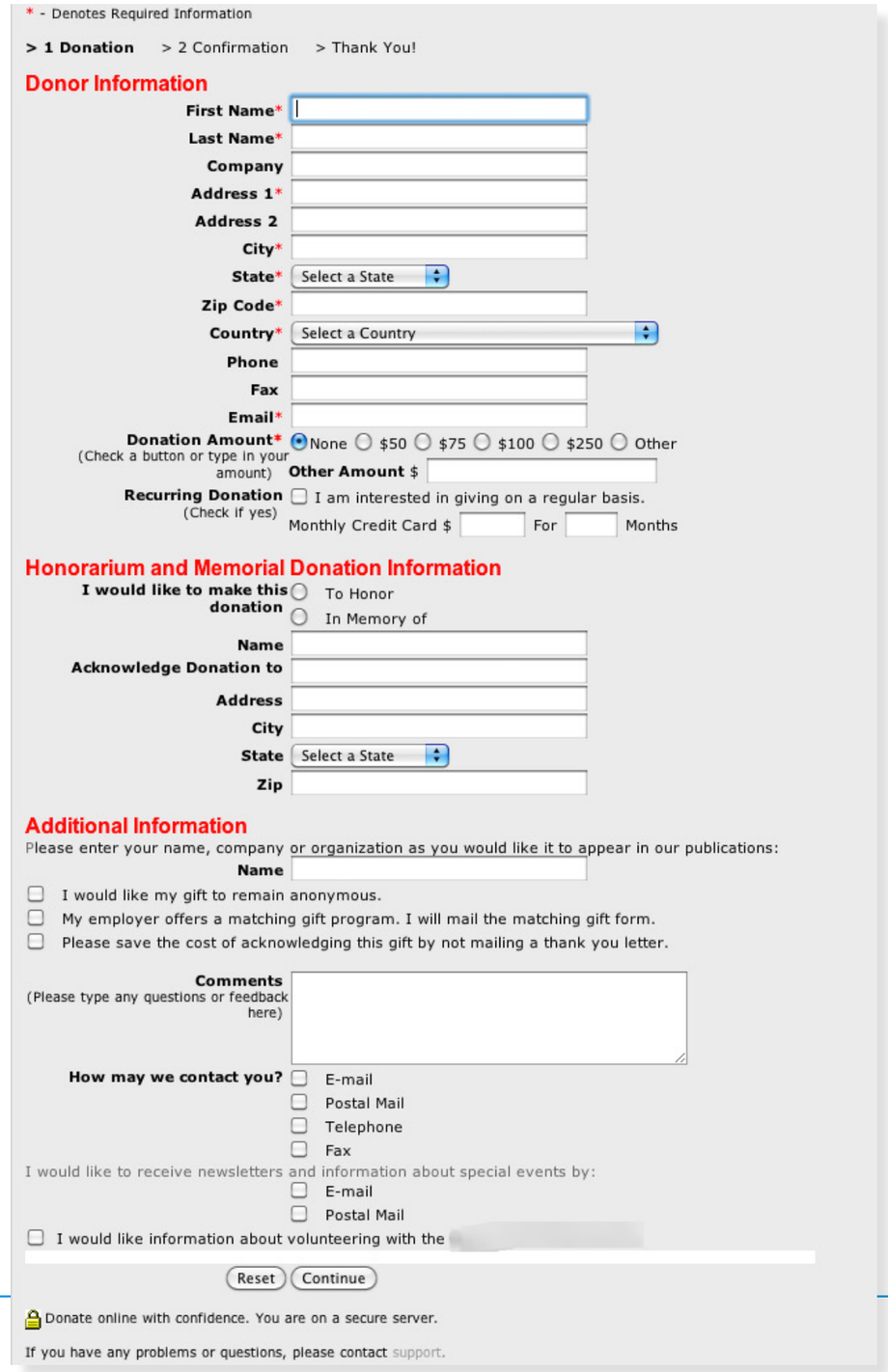
Submit



Submit

Check your website's contrast with the FREE Wave Evaluation Tool.

ACHIEVE



* - Denotes Required Information

> 1 Donation > 2 Confirmation > Thank You!

Donor Information

First Name*
Last Name*
Company
Address 1*
Address 2
City*
State* Select a State
Zip Code*
Country* Select a Country
Phone
Fax
Email*
Donation Amount* (Check a button or type in your amount) None $50 $75 $100 $250 Other
Other Amount $
Recurring Donation (Check if yes) I am interested in giving on a regular basis.
Monthly Credit Card $ For Months

Honorarium and Memorial Donation Information

I would like to make this donation To Honor / In Memory of
Name
Acknowledge Donation to
Address
City
State Select a State
Zip

Additional Information

Please enter your name, company or organization as you would like it to appear in our publications:
Name

I would like my gift to remain anonymous.
My employer offers a matching gift program. I will mail the matching gift form.
Please save the cost of acknowledging this gift by not mailing a thank you letter.

Comments (Please type any questions or feedback here)

How may we contact you? E-mail / Postal Mail / Telephone / Fax

I would like to receive newsletters and information about special events by: E-mail / Postal Mail

I would like information about volunteering with the

Reset Continue

Donate online with confidence. You are on a secure server.

If you have any problems or questions, please contact support.

8. DONATION FORM IS TOO LONG

please just take my money

Long forms increase the perceived complexity of your form which can have a negative impact on conversions/donations. A multi-step form layout can help by breaking up a seemingly complex process (form) into bite-sized chunks.

So what is Perceived Complexity, basically it's how difficult something appears.

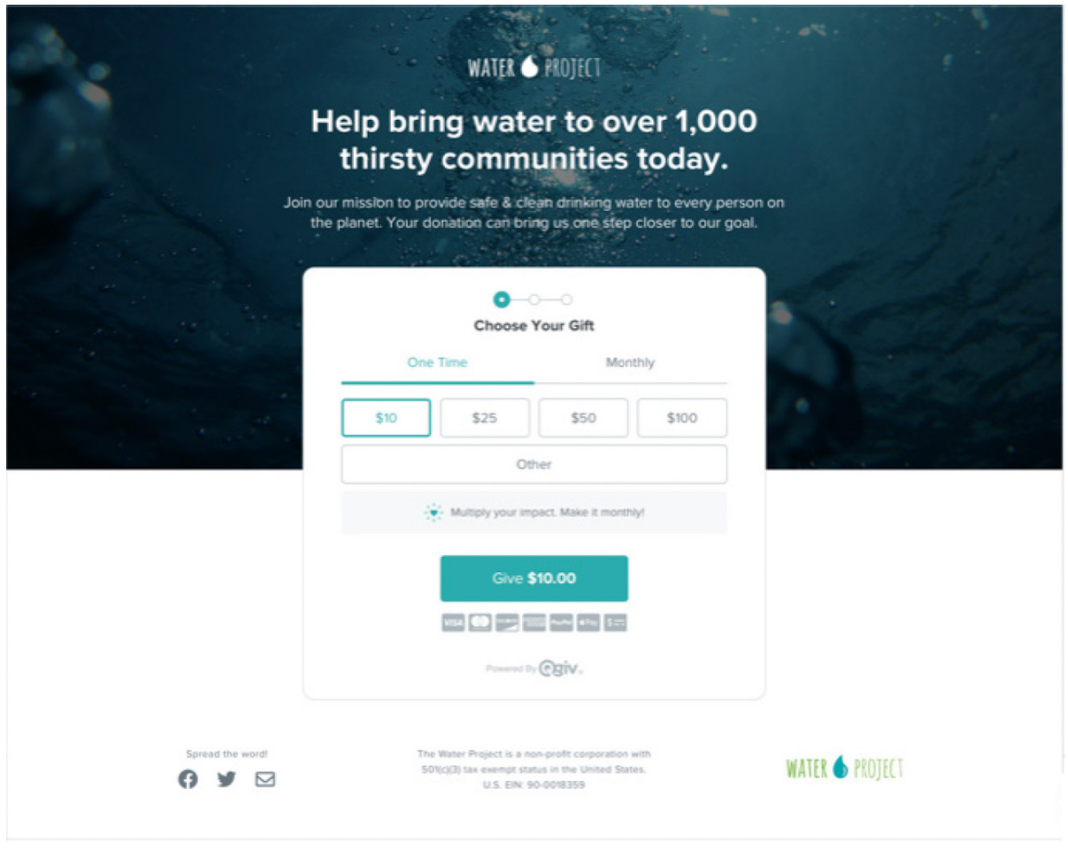
Smashing Magazine describes it best: ***"First thing users do when they see a new form is estimate how much time is required to complete it.*** *Users do this by scanning the form. Perception plays a crucial role in the process of estimation.* ***The more complex a form looks, the more likely users will abandon the process."***

A related term is Cognitive Load, which is basically the mental energy it takes a user to process an interface.

ACHIEVE

8. DONATION FORM IS TOO LONG

THE FIX

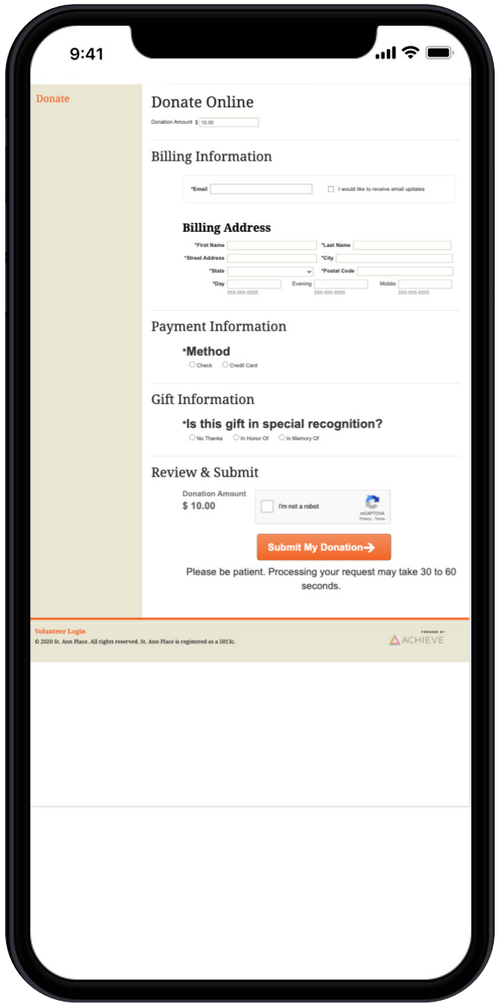


Our partners at Qgiv are launching redesigned donation forms at the end of the month, *and they've sent over a few sneak preview images and some research that went into the thoughtful redesign. In our follow-up email, you'll find a sign-up form you can fill out if you're interested in learning more about using Qgiv's donation forms.*

As a means to reduce Perceived Complexity and the Cognitive Load, **donors are presented with the first step in the donation process, which just asked them to select an amount and if they'd like their gift to be one-time or recurring.**

(Note: Multiply your impact. Make it monthly!) Many donors don't even KNOW that organizations offer recurring donations, so adding a friendly nudge to upgrade a one-time donation to a recurring donation is a great way to boost revenue.

9. DONATION FORM IS NOT MOBILE FRIENDLY



You're probably tired of hearing it, but you have to optimize your donation form for mobile!

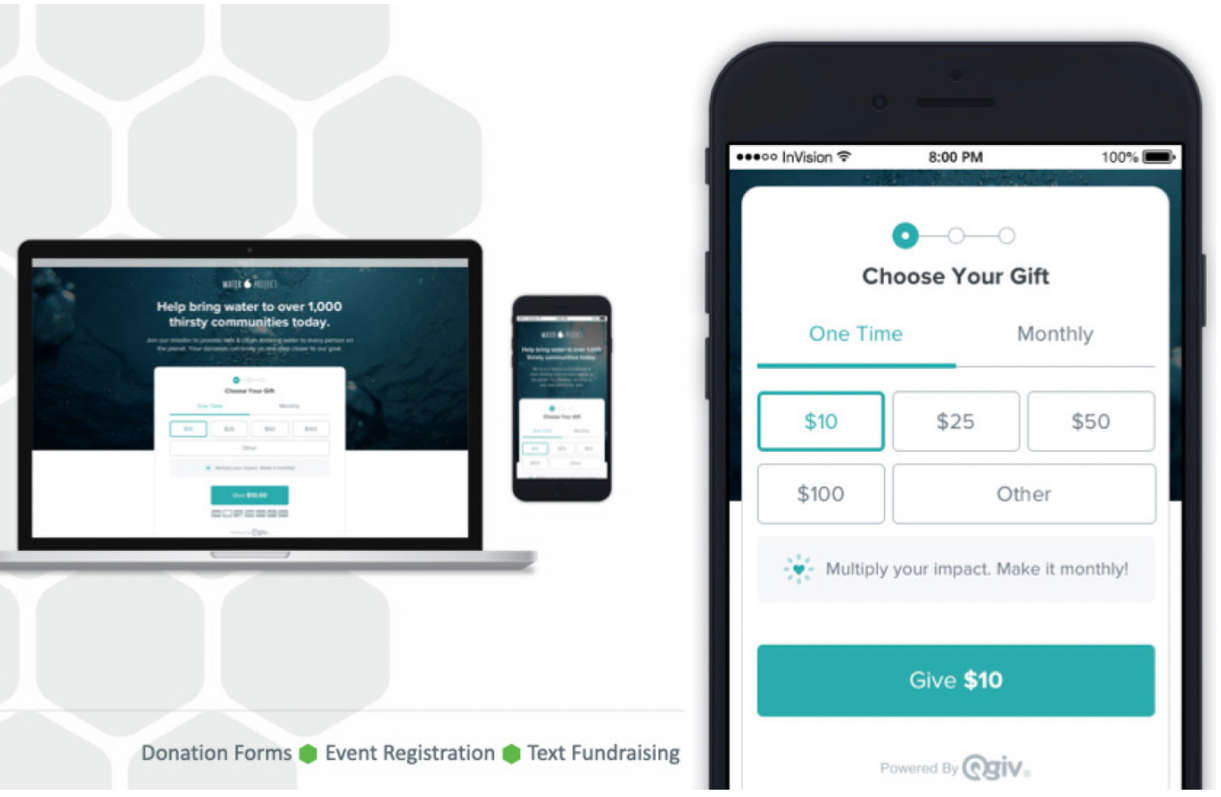
According to the M + R Benchmarks report:

- Mobile traffic and revenue continues to grow year after year
- Half of all nonprofit website visits came from users on mobile devices (up 11% from 2018)!
- Between mobile + tablet, that's almost 60% of traffic!
- Mobile users generated 33% of transactions (up by 17% from 2018) and 25% of revenue (up by 21% from 2018)

ACHIEVE

9. DONATION FORM IS NOT MOBILE FRIENDLY

THE FIX



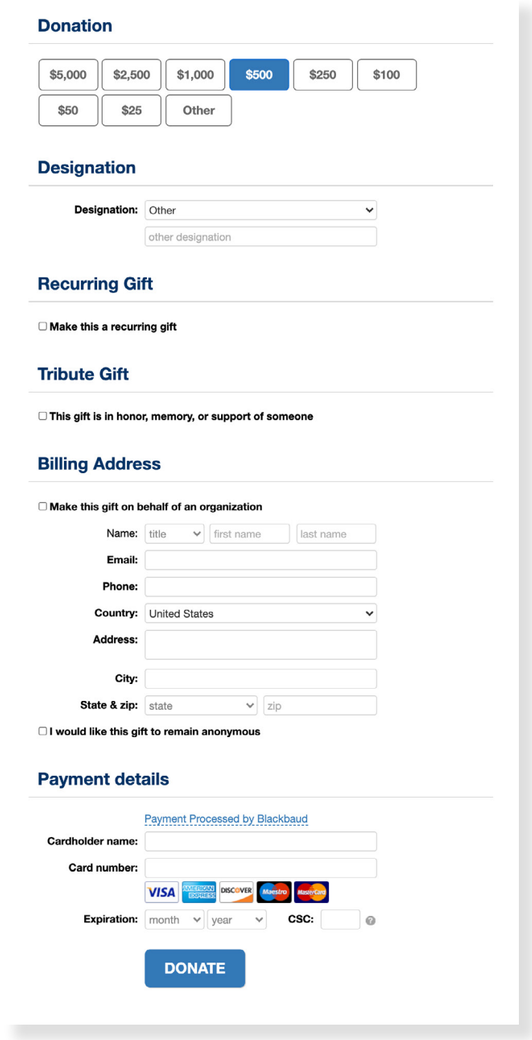
Optimizing forms for mobile includes reducing device friction. Examples of designing with mobile in mind:

- Interfaces are simpler, to-the-point, streamlined, and forgiving
- Finger-friendly touch targets (i.e. look bigger and clickable area is expanded and optimized for fingers)
- Bigger, clearer, more legible text and headings
- Using native features (i.e. drop-down menus, etc, that are specific to each phone and browser and thus familiar to that phone's user)
- Using appropriate keyboards (i.e. showing a number keyboard instead of the full alpha keyboard when entering phone number or other number field)

10. DONATION FORM LACKS VISUAL IMPACT

Our brains are wired to respond to visuals and donors want to know how their gifts will make an impact.

This form does not elicit empathy or drives action, it looks like a . . . form.



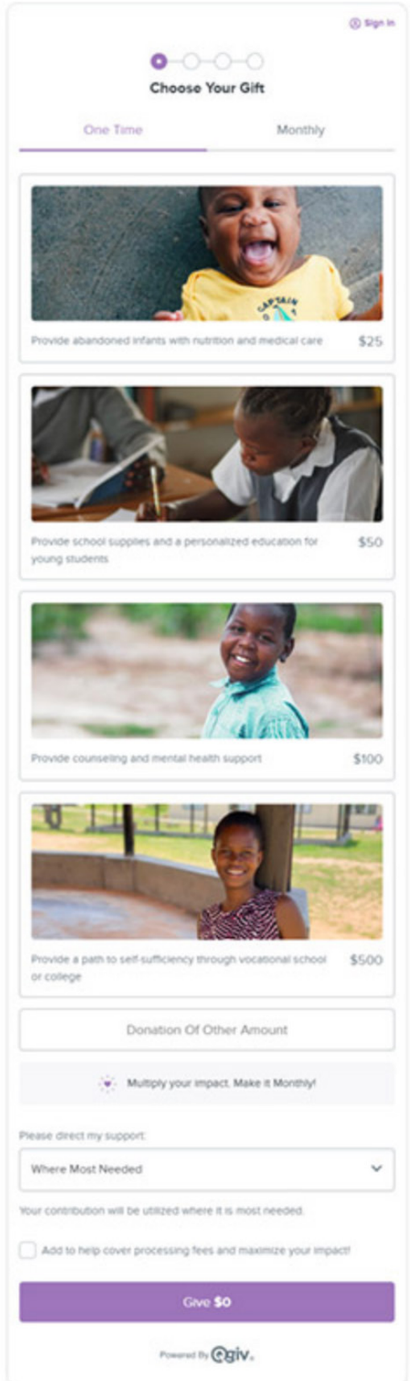
ACHIEVE

10. DONATION FORM LACKS VISUAL IMPACT

THE FIX

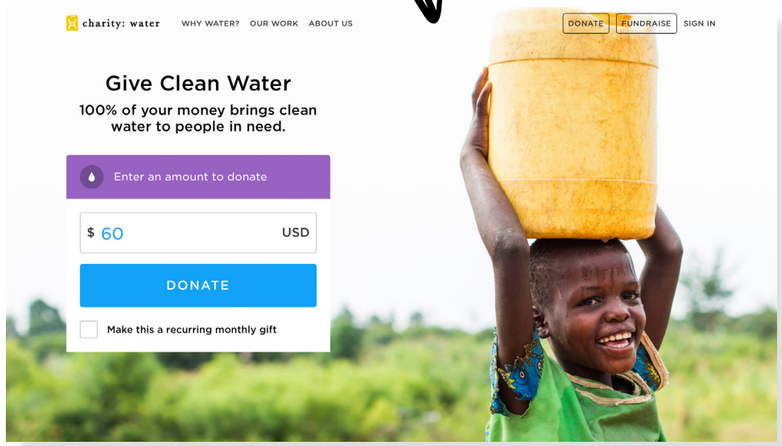
Enter donation amount images...

If your giving platform provides an option to add images with your donation amounts, you can SHOW donors exactly what their donations will accomplish. If you choose not to add images, consider adding a text impact statement next to each amount.

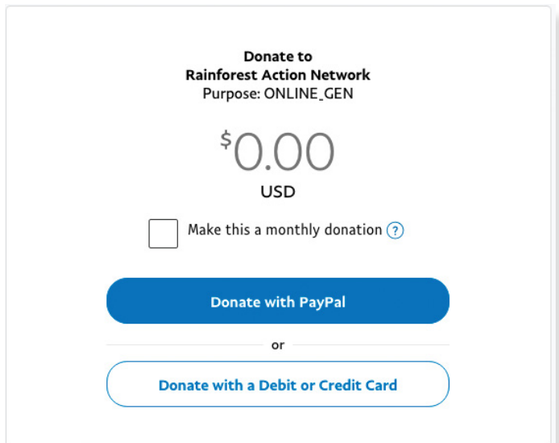


ACHIEVE

10+. DONATION FORMS: EMBEDDED VS. PAYPAL LINK



Embedded donation forms **have the advantage of incorporating imagery and communicating to your donors how their donation impacts your cause.** (PLUS some third party services, such as QGIV, offer FREE options.)



An unbranded, PayPal only option, **can be perceived as less secure since the user is redirected off your website.**

RECAP.

LESS IS MORE +
MAKE IT CLEAR +
TELL YOUR STORY =
GAIN SUPPORTERS & INCREASE DONATIONS

ACHIEVE

Almost forgot...

DOES BUTTON COLOR MATTER?

ACHIEVE

NO

NO SINGLE COLOR IS BETTER THAN ANOTHER. ULTIMATELY, WHAT MATTERS IS HOW MUCH A BUTTON COLOR CONTRASTS WITH THE AREA AROUND IT.

Hey there...

IF YOU NEED MORE THAN SOME TWEAKS AND UPDATES NOW MIGHT BE THE TIME FOR A NEW WEBSITE REDESIGN!

ACHIEVE + Qgiv

To help your nonprofit get the most out of your website, Achieve is offering an exclusive 35% website discount to Qgiv clients. The 35% discount* can be applied directly to the development cost of a new website with a maximum discount amount of $3,500.

To learn more and talk with Achieve about your website or digital marketing needs, please visit:

→ AchieveCauses.com/QGIV

UP TO

$3,500

Achieve is offering an exclusive 35% website discount* to Qgiv clients.

ACHIEVE

*Discount available for a limited time. Achieve may terminate or alter this offer at any time. Please visit achievecauses.com/QGIV for more information on current available offers and promotions.

Questions?

This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Thank you for joining!

For more information on Qgiv's fundraising platform, contact:

contactus@qgiv.com | 888-855-9595

For more information on Achieve, contact:

mwanner@achievecauses.com | 561-412-3000