



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**!



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



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.

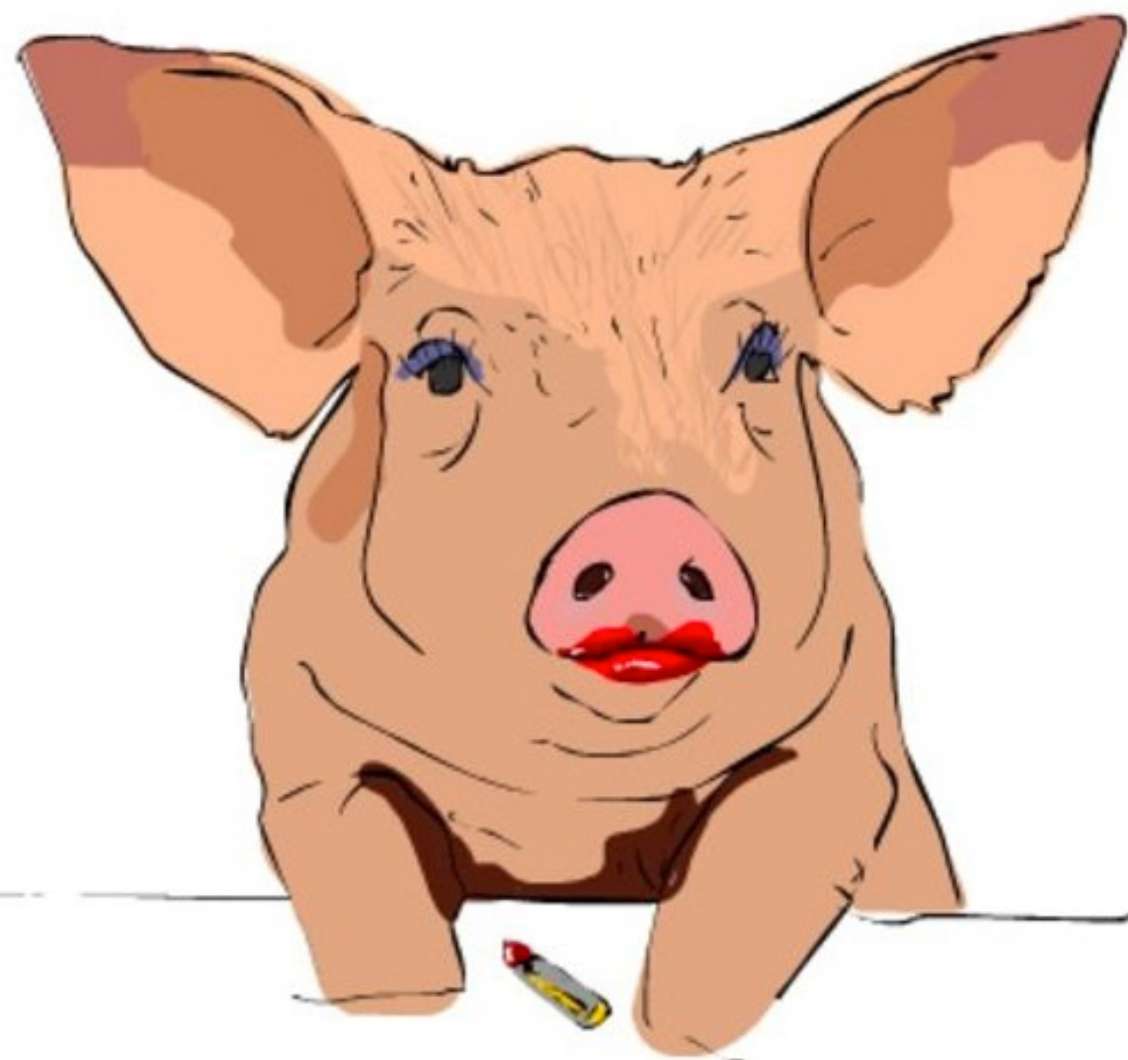


DESIGN MATTERS.



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

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

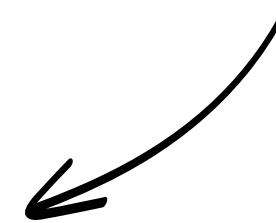


**FUNDRAISING
SEASON IS UPON US.
THERE'S STILL TIME
TO PUT LIPSTICK
ON A PIG.**

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

10+ COMMON MISTAKES AND HOW TO MAKE QUICK FIXES.

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!

100% GUARANTEED to Kill Bed Bugs & Mites.... CLICK HERE TO ORDER NOW... Full Money Back Guarantee for 90 DAYS!

 [Home](#) [Products](#) [Blog](#) [Reviews](#) [Research Study](#) [Guarantee!](#) [ORDER](#)  

The Safe, Effective Way to Kill Bed Bugs & Mites

- Non-Toxic & Eco-Friendly
- 100% Kill Rate (dead bed bugs, mites!)
- Independent Entomologist Tested!
- Safe Around Kids & Pets!
- Full Money Back Guarantee (it works!)



JUST SPRAY! (Odor Free, Stain, Free, Safe Around Kids & Pets... But Deadly to Bed Bugs & Mites)

Shake well. Spray Thoroughly!

Safe, Effective Bed Bug, Mite Killer Uses Non-Toxic Enzymes to Kill Bed Bugs & Mites - without harming you, your family, your furniture, or the environment!


[ORDER NOW](#)

NO HAZMAT SUIT REQUIRED!

Premo Guard kills bed bugs & mites naturally - **without harmful pesticides or chemicals.** Kills Pyrethrin resistant bed bugs and mites!


100% EFFECTIVE! PESTICIDE FREE BED BUG & MITE KILLER!

Kills 100% of Bed Bugs & Mites within 60 seconds.



Someone in Chicago, Illinois United States Added to Cart Premo All Natural Bed Bug, Lice & Mite Killer Spray - 128 oz - Natural Non Toxic

No Harsh Chemicals or Pesticides



Premo Guard Kills 100% of Bed Bugs & Mites Naturally

[Message Us](#)

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.

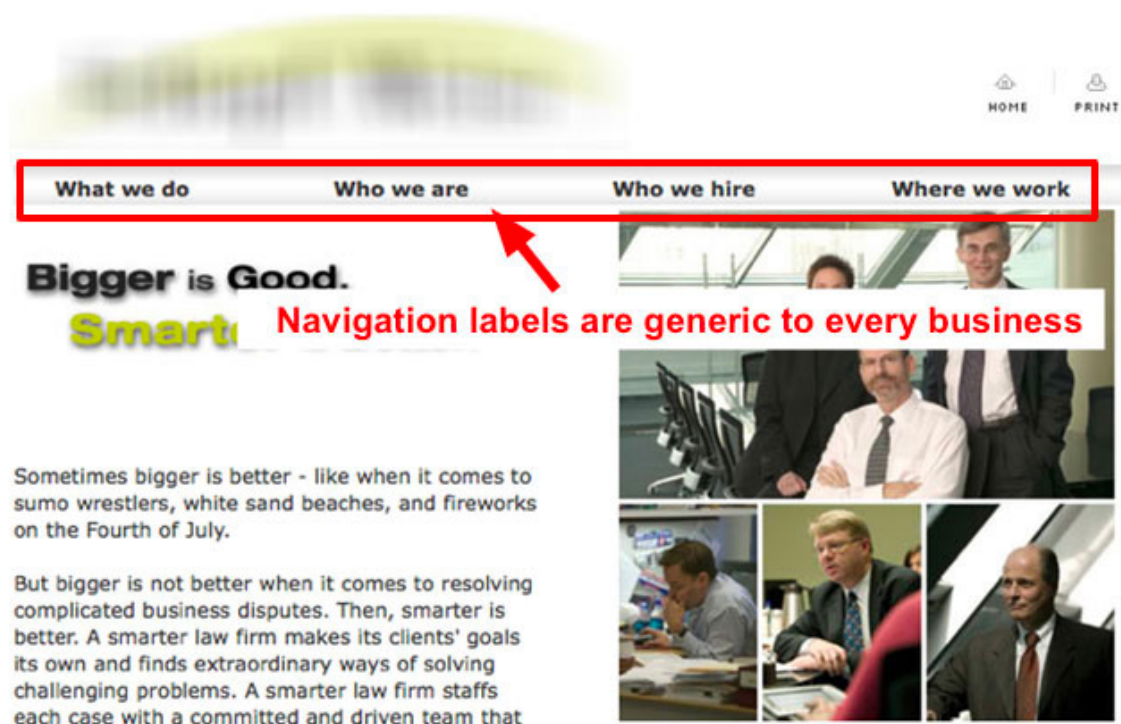
2. AMBIGUOUS NAVIGATION

don't make me think!



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

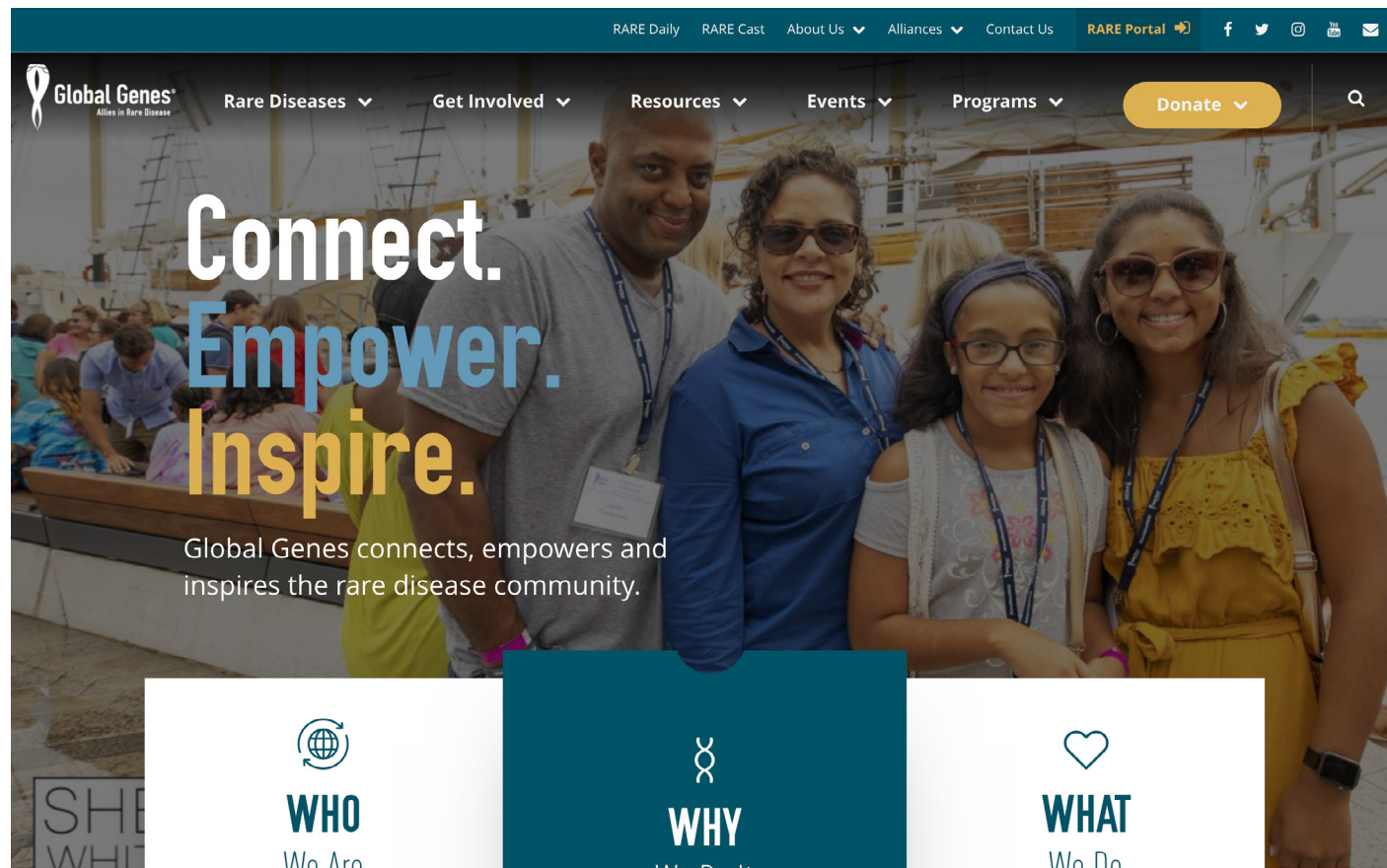
General, generic headings don't communicate what your organization is about. Users rely on navigation items to communicate who the organization is and who they serve.



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.



ANTIQUE BOTTLE COLLECTORS RESOURCE

Can you say WHAT'S UP?!! Well, you, what... The size of the roots Wisconsin antique bottle collectors. New items added all the time. Yesterday was an incredible day for bringing great things into the Wisconsin antique bottle collecting community. I made arrangements to meet a lady coming from Florida to her childhood home in Wisconsin off the Madison Junction. These weeks ago. These three weeks went fast except when I thought about seeing these treasures. The two bottles are a LIGHT-ONCE-YELLOW-WANDER QUART Peter Durr Wholesale Liquors Milwaukee and a deep red amber pint Peter Durr Wholesale Square Milwaukee clear-sided glass. Both are minty. Both were found by the lady I bought them from in a central Wisconsin rock pile in the early 1970s. Cindy found them treasure hunting when she was twelve years old. One in 1974 or 1975 a collector offered her \$100 apiece for them. THAT was a lot of money back then. Anyone know who that was? She has moved around the entire country and finally settled in Florida with them in tow. Cindy decided they were better off in the hands of someone who appreciated them. She tried to sell them in Florida but there was no interest. The Quart is for certain a previously unknown mold variety and the pint is the same mold as the honey amber one Jon Steiner and I have with the kind of keystone mark in the slug glassing. Or the 1st back home in the Jernville area where I picked up a two-gallon Wisconsin Territory stoneware jug by Cunningham and some other odds and ends. All three will be up as soon as the Wisconsin Antique & Advertising Club website goes. Jon Steiner has written an article about Cunningham for the club's August newsletter. What are you waiting for... follow the link below and on that note.

Looking for the elusive Blossoms Badger Ale bottle?

Mr. Dittles finally found his Holy Grail bottle and has devoted an entire website to showcase the history of this most of the rare bottle. Visit the Blossoms Badger Ale bottle website to read all about it.

03/05/2014 Additions to the galleries are made every day. Click on this stoneware stamp to see the whole Milwaukee antique bottle collection in the museum.

03/04/2014 Help Milwaukee and Wisconsin antique bottle, antique stoneware and antique advertising collectors! We have added the date.

JOIN Wisconsin's BEST Antique Advertising, Antique Bottle, & Antique Stoneware Club!

WISCONSIN Antique Advertising & Advertising CLUB



1/11/14 of images of stoneware and bottles over the last few months and more are being added every day. Check out the galleries and keep checking them out. Want to see the most AMAZING antique bottle, stoneware and advertising gallery ANYWHERE? Check out the Spivak's at the University of Wisconsin-Madison and while you are there visit our joining the most amazing antique bottle, antique stoneware and antique advertising club website.

I spent so much energy working to save the Milwaukee antique bottle and advertising club over the last couple of years. It really must have all of the antique bottle, stoneware and advertising club and owners of other antique bottle, stoneware and advertising club. It is the Milwaukee Antique & Advertising Club. It is all of the antique bottle, stoneware and advertising club. If you love the objects of Wisconsin's past and crave the information that makes them important. If you're serious about this club. If you simply want to be part of a growing passion community of collectors you will love this club. If you join I guarantee you will be glad you did.

01/06/2013 Nate continues to add Wisconsin antique bottle images. I am adding them regularly too. Even a new Fall Of Famer. I look forward to seeing many more antique bottle and advertising club members.

12/14/2012 An Antique Wisconsin Oakton Mineral Spring Water Jug. A nicely decorated Milwaukee butter drum and a Homestead bottle. Found, made just turned up. These very fine people I recently met went to buy an old painting. As they walked around the home of the owner they noticed there was a lot of old things. Knowing the guy was moving out of the house and had no interest in the antique paintings they asked to see the water drum and the butter drum. He said everything for sale. The water drum was for \$100. The butter drum was \$50. As usual, I paid more. A LOT more. All I know is that in the galleries soon. New images are getting up all the time. Nate continues to plug away and I am getting up all the time. There are lots of good things happening in the collecting world. Including the Milwaukee Antique Bottle Club taking a proactive role in promoting antique bottle collecting for 2013.

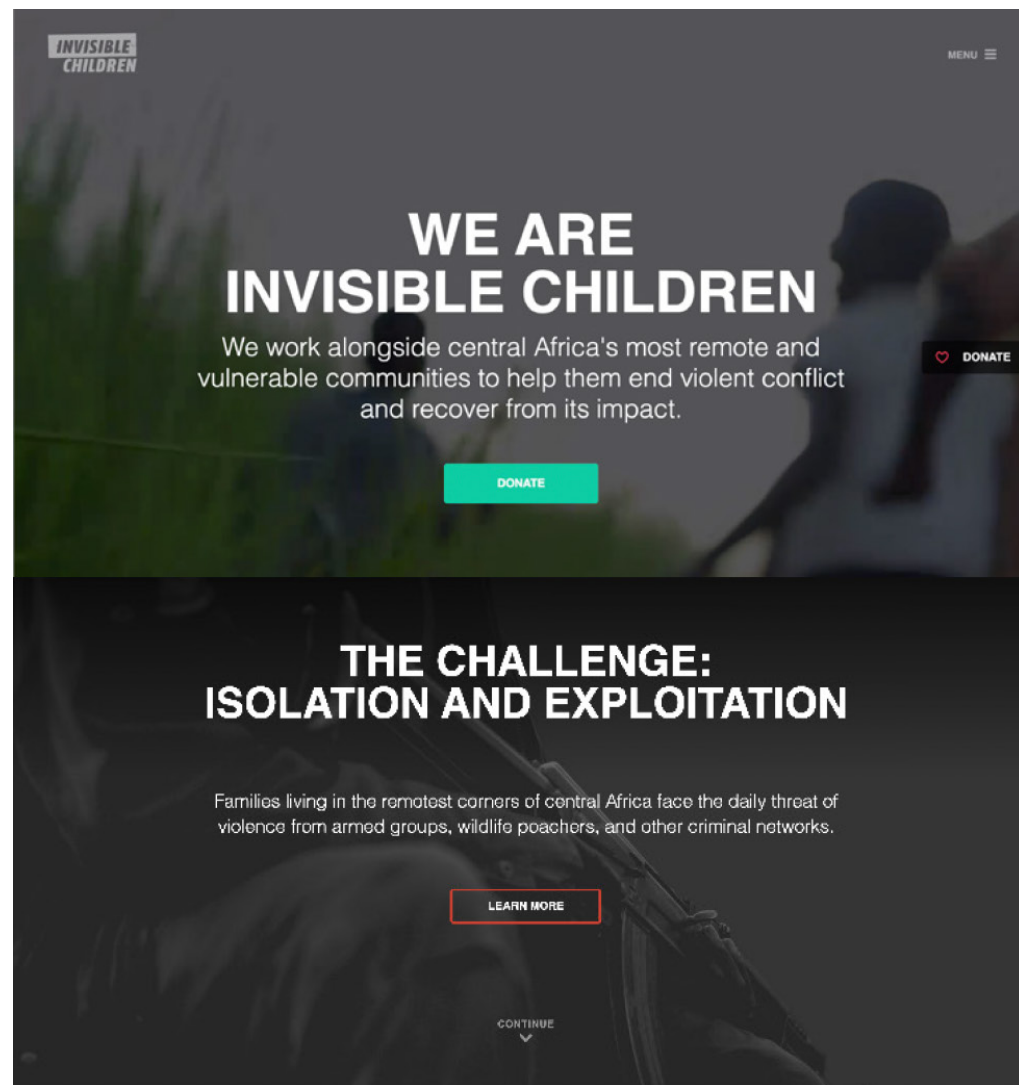
12/14/2012 It is actually hard to believe some of the great antique bottles and stoneware that show up. Look at this painted Dr. Durr's Forest Utensils from Madison. Found in an antique shop for \$20 with an 18% discount offered. It's mine now... paid a lot more.



12/06/2012 Hard to believe another year almost over. Great Wisconsin antique bottle and advertising news to report. The Milwaukee Bottle Club will be putting on a second fall show at the Dorr's Home Center. This club is taking the promotion of the antique bottle collecting a lot more serious going forward. A big new Milwaukee Club website is in the works. More content is being added all the time. There's a special 18th Christmas story for Wisconsin collectors.

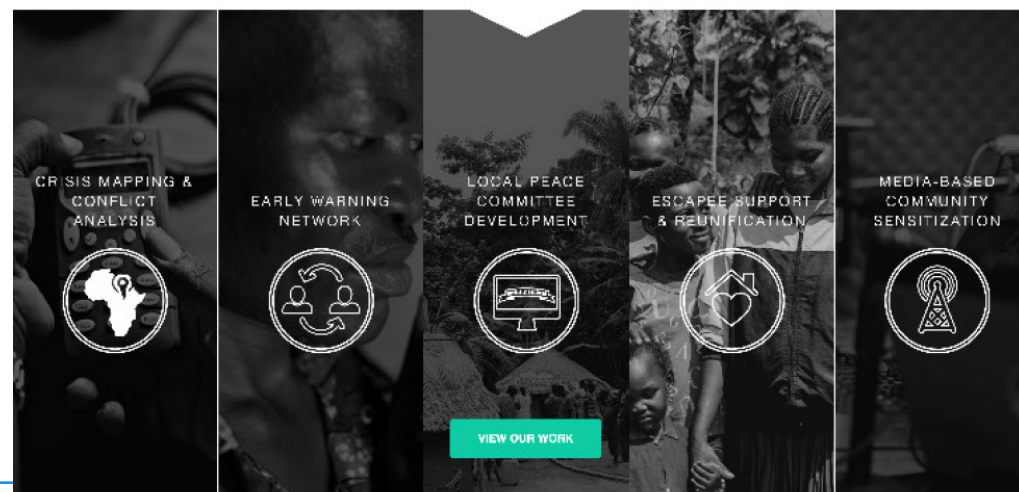
Twice the night before Christmas, when all through the house
Not a creature was stirring, not even a mouse.
The stockings were hung by the chimney with care,
In hopes that St. Nicholas soon would join them there; Click here for the rest of the story.

04/23/2012 Nate has been hard at work all year adding images. I am about to start adding a lot of content. Mostly of it. Look for the two bottle listings. Mark Nelson's Candian Hunch and Peter Mason's Amber blob soda just to start. Articles and information going in fast. Thanks to the Madison Four Lakes Drive Club for a gorgeous event last week and I'm looking forward to a big bottle hunt with you all. I have two unusual discoveries to report... One a paper label medicine from Jernville and another Hermann Pig. Same mold but no embossing.



COMMUNITIES MAKING COMMUNITIES SAFER

We work with communities in the border region of the Democratic Republic of Congo, Central African Republic, and South Sudan to end cycles of violence and reunite former child soldiers with their families.



3. WHAT IS THIS THE FIX SHIT ABOUT?

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.

4. CLUTTER

Contact | Media | Site Map | Mastery Membership & Login | FREE Newsletter Sign Up | Current News & Videos | SPECIALS, FaceBook, Twitter & YouTube

Try FREE:

1. Sharing Transformations Make-Money Affiliation
2. Chakra/ColorAlchemy
3. Feng Shui SOULutions Consistent RESULTS
4. http://bit.ly/JamiLin_Radio1
5. http://bit.ly/NEWS_opt-in

Inner Balance - Outer Beauty
60 yrs young do what I do!
ageless-skin-care.com

Jami's Cool Stuff | Feng Shui | Chakra & ColorAlchemy | Turkey NeckLESS | YOUTHduo Reverse Aging | House Astrology | Interior Design | Galactic Spirit

Jami Lin's Musings | Jami LIVE! | Exclusive Products | FREE Secrets | About & Services

May my passions also become yours...

I love, Love, LOVE helping you evolve and raise you consciousness with...

New!	Sharing Transformations: MAKE MONEY Affiliate Program and YOUR Personal Web Site!
1.	
2.	"Jami EVENTS" Calendar & My Sharing Social Media site
3.	

Jami Lin's opening ceremony at Earth Dance inspires personal and global transformation.

Jami Lin's EarthDance 2013 keyn...

Free!
Anti-Aging Secrets
Free Secrets Reveal
3 Ingredients to Look 10 Years Younger
Hint: 2 of them are in your kitchen!
Download the Secrets
Your once a week Bliss and Results
out of your Kitchen

59 years young!
My age is my testimonial!
please check out your **ageless-skin-care**

Master Feng Shui
Only \$18 a lesson /week!

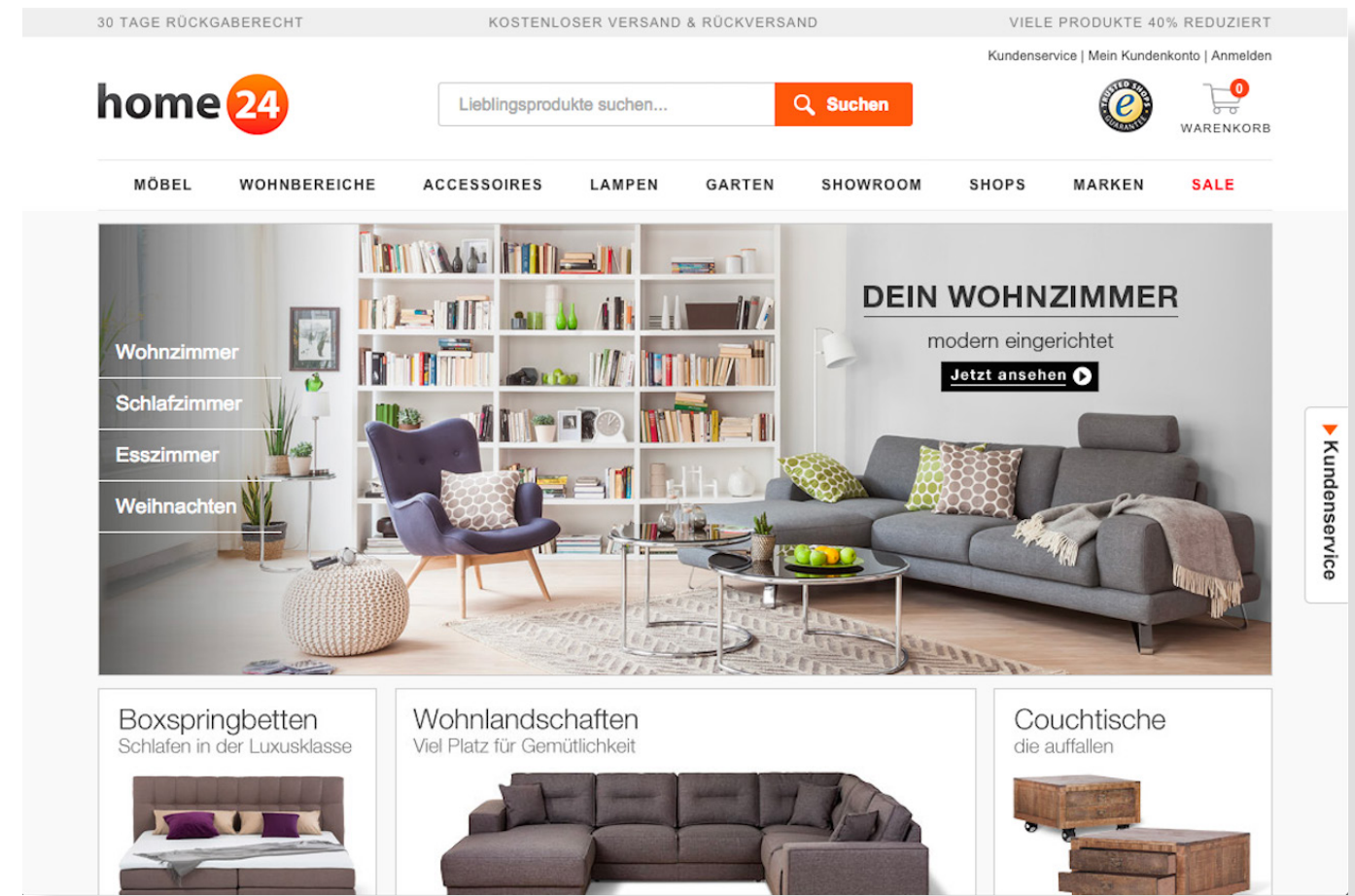
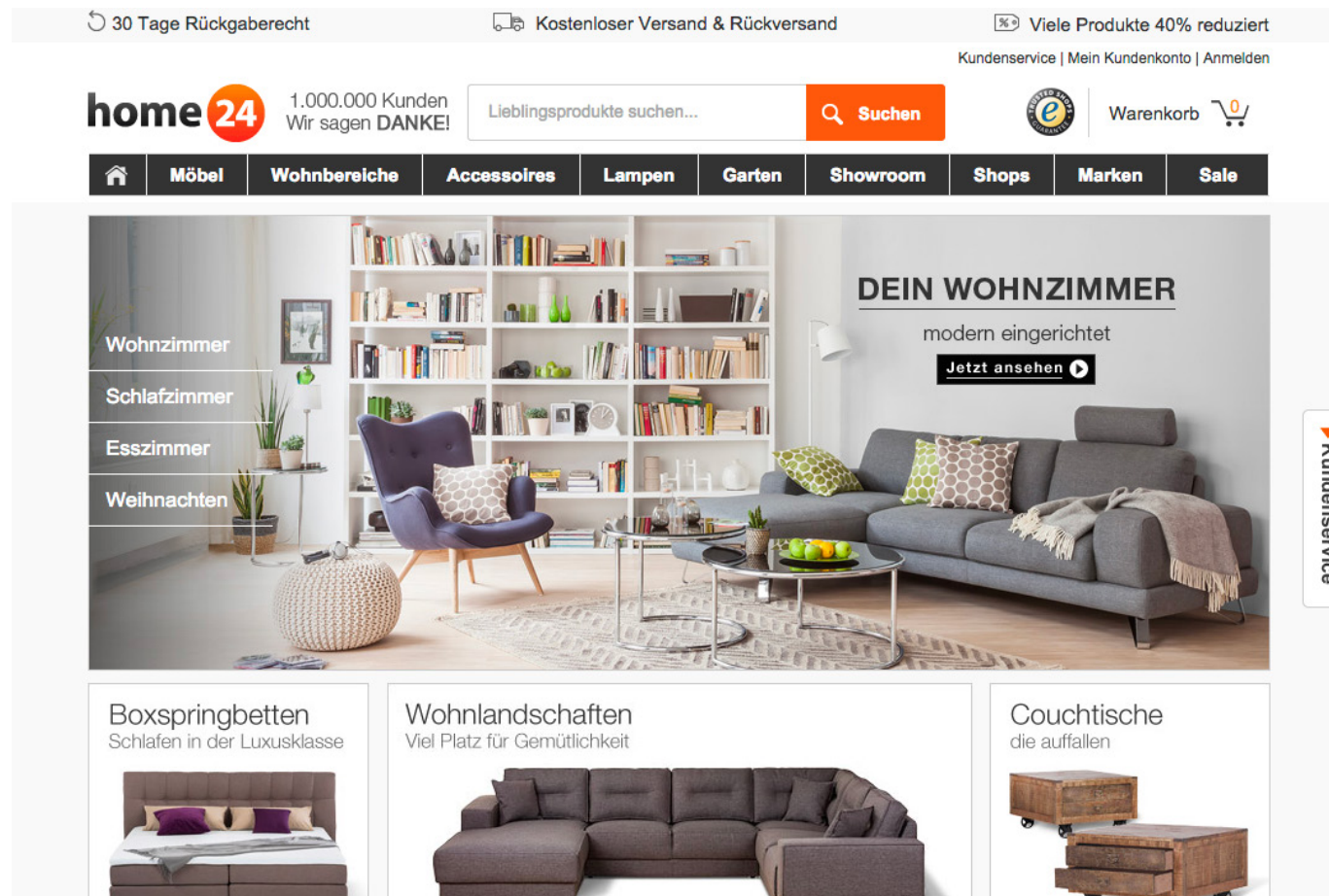
Feng Shui Mastery tips:
follow the links for...

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

What makes a website looked cluttered?

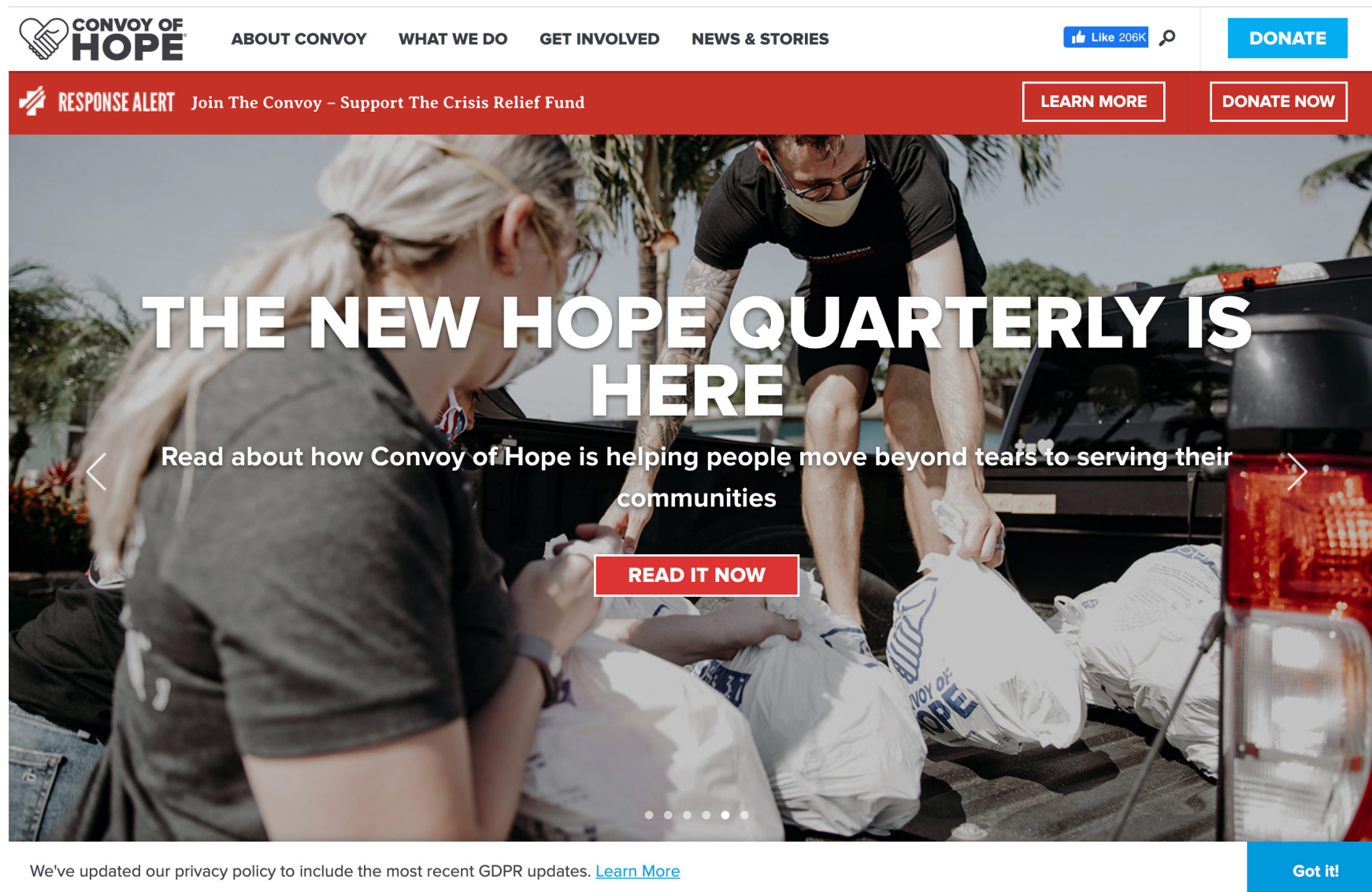
1. Too much content on the screen.
2. Content is not organized in a logical manner.
3. Too much visual noise.

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!).

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.

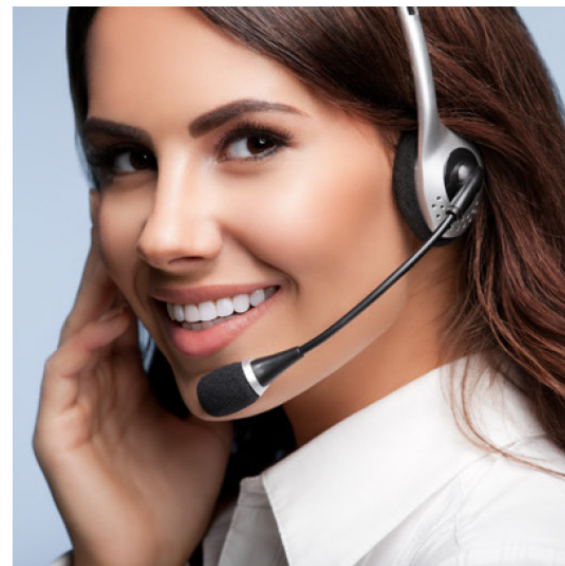
Don't add an element such as an icon just for the sake of adding an icon.

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](#)

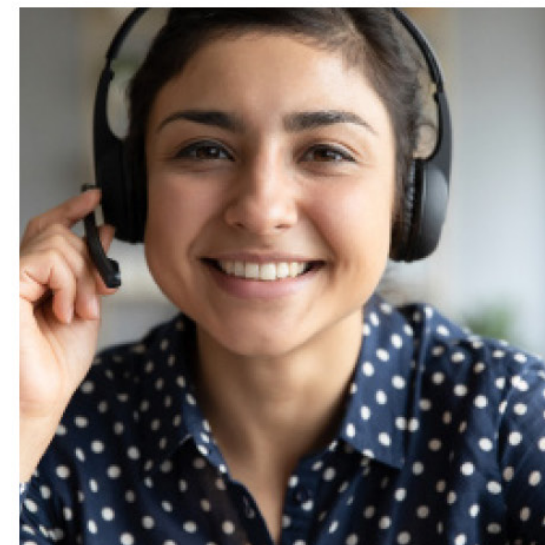
[Pixabay](#)

[Stockio](#)

[Kaboompics](#)

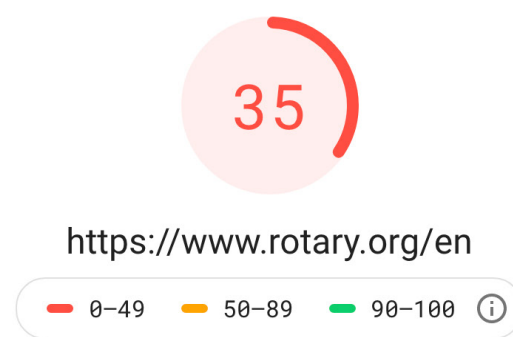
[Picography](#)

[StockSnap](#)

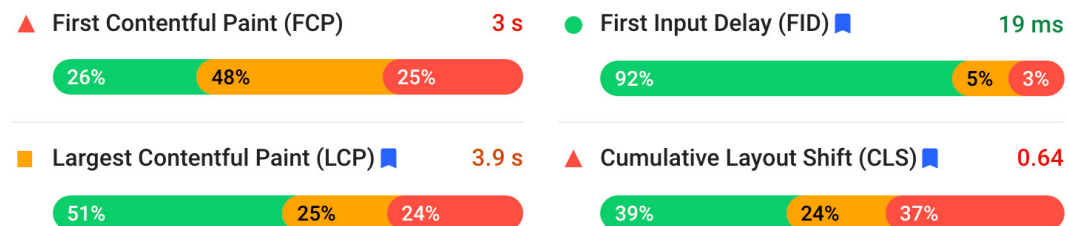


TIP: Preface your search words with “authentic” or “real” (this can sometimes yield high-quality imagery)

6. YOUR WEBSITE IS SLOWWW

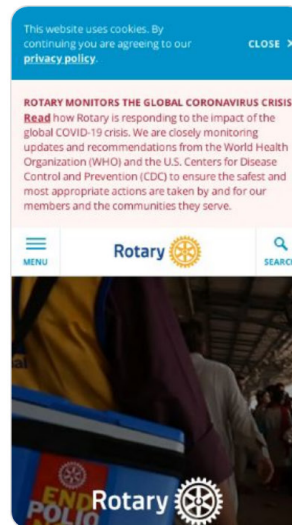


Field Data — Over the previous 28-day collection period, **field data** shows that this page **does not pass** the **Core Web Vitals** assessment.



☐ Show Origin Summary

Lab Data

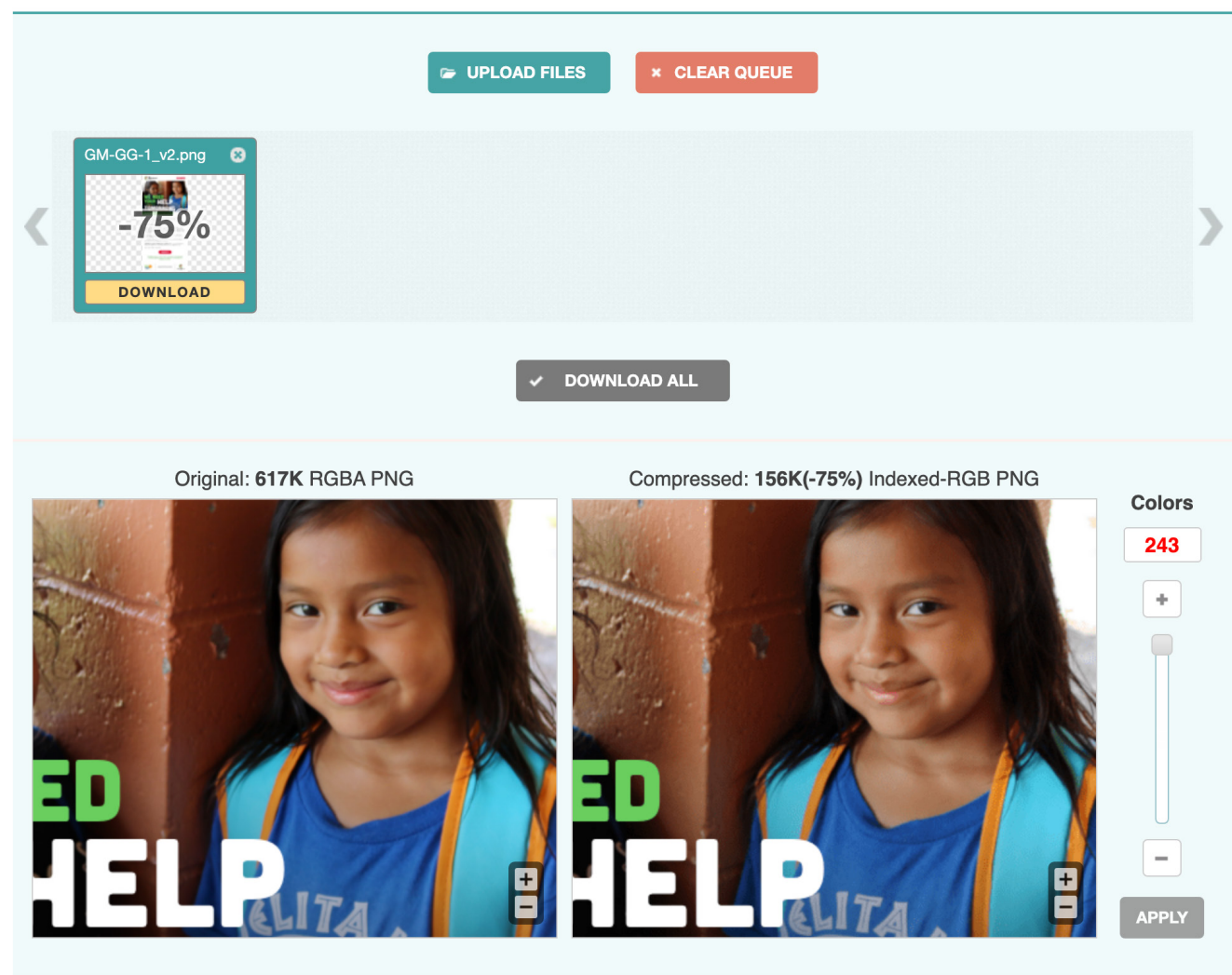


According to Google, 53% of mobile site visits leave a page that takes longer than three seconds to load.

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

6. YOUR WEBSITE IS SLOWWW

THE FIX



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

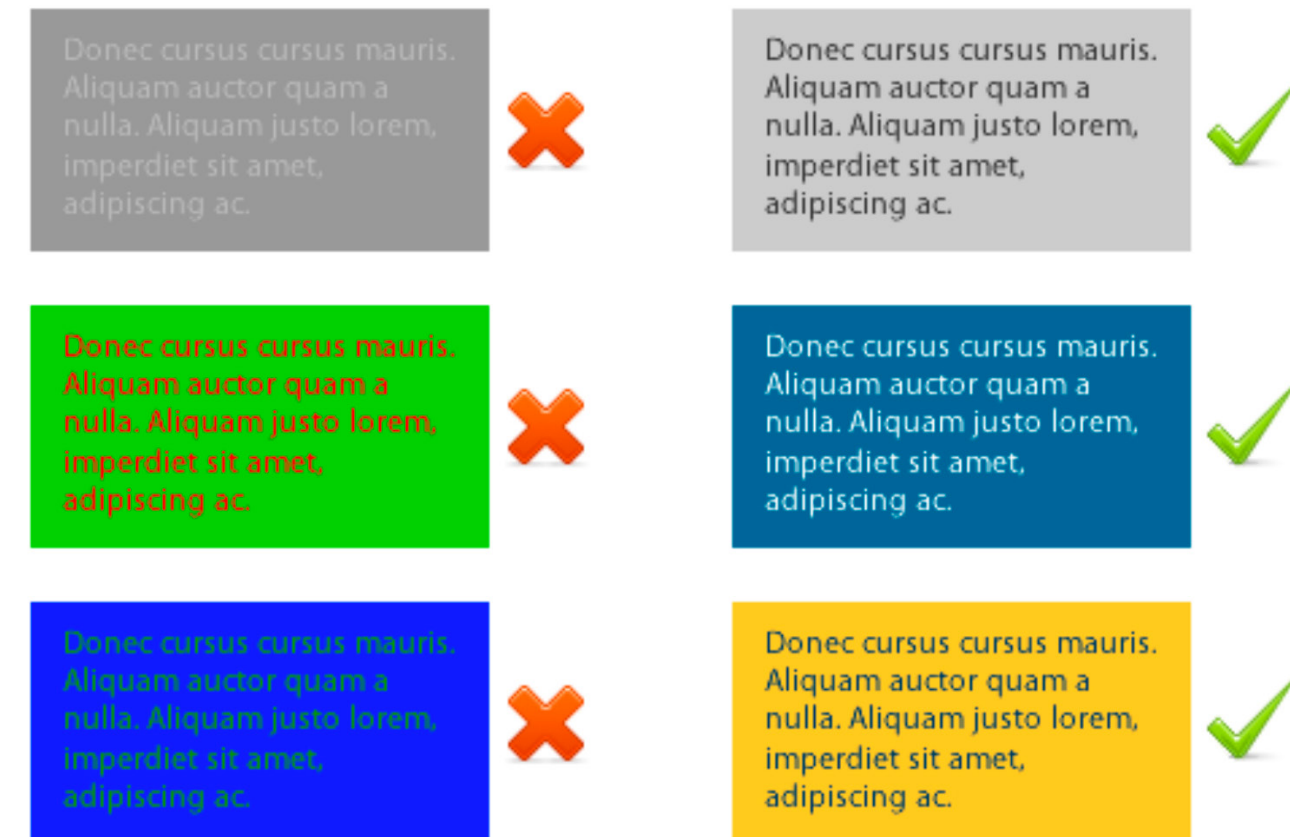
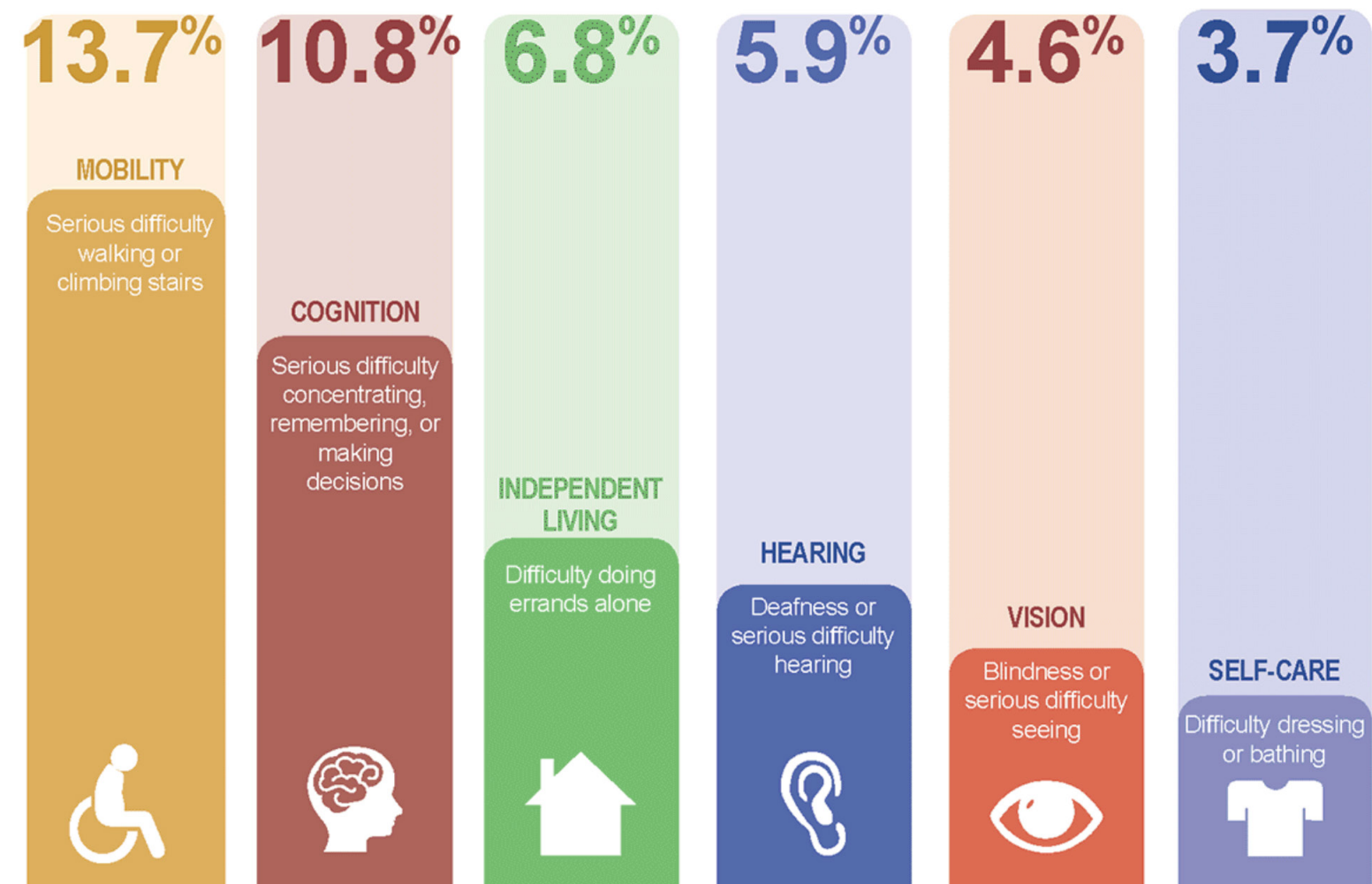
If your images are slowing your site down you can optimize them for **FREE** using an online, image optimizer such as Optimizilla.

7. LOW CONTRAST

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

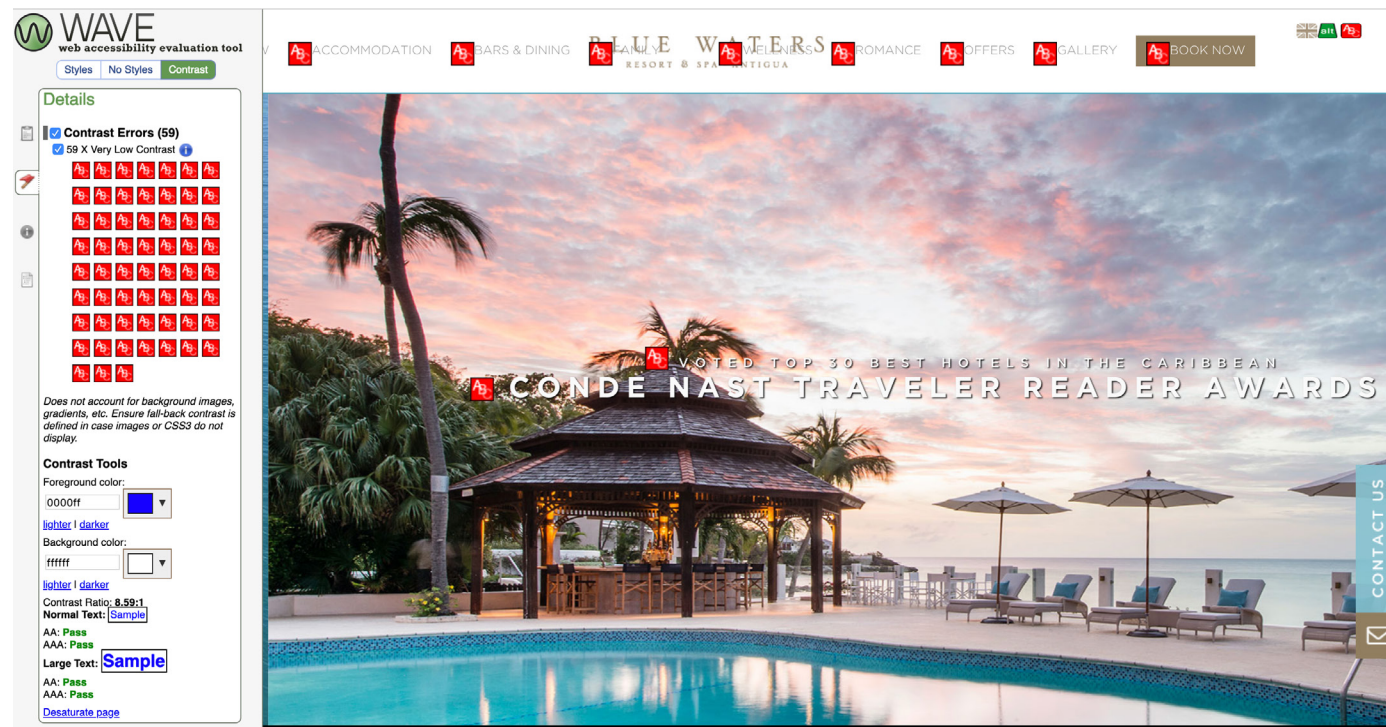
The highest percentage of people living with disabilities is in the South (including Florida).

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).

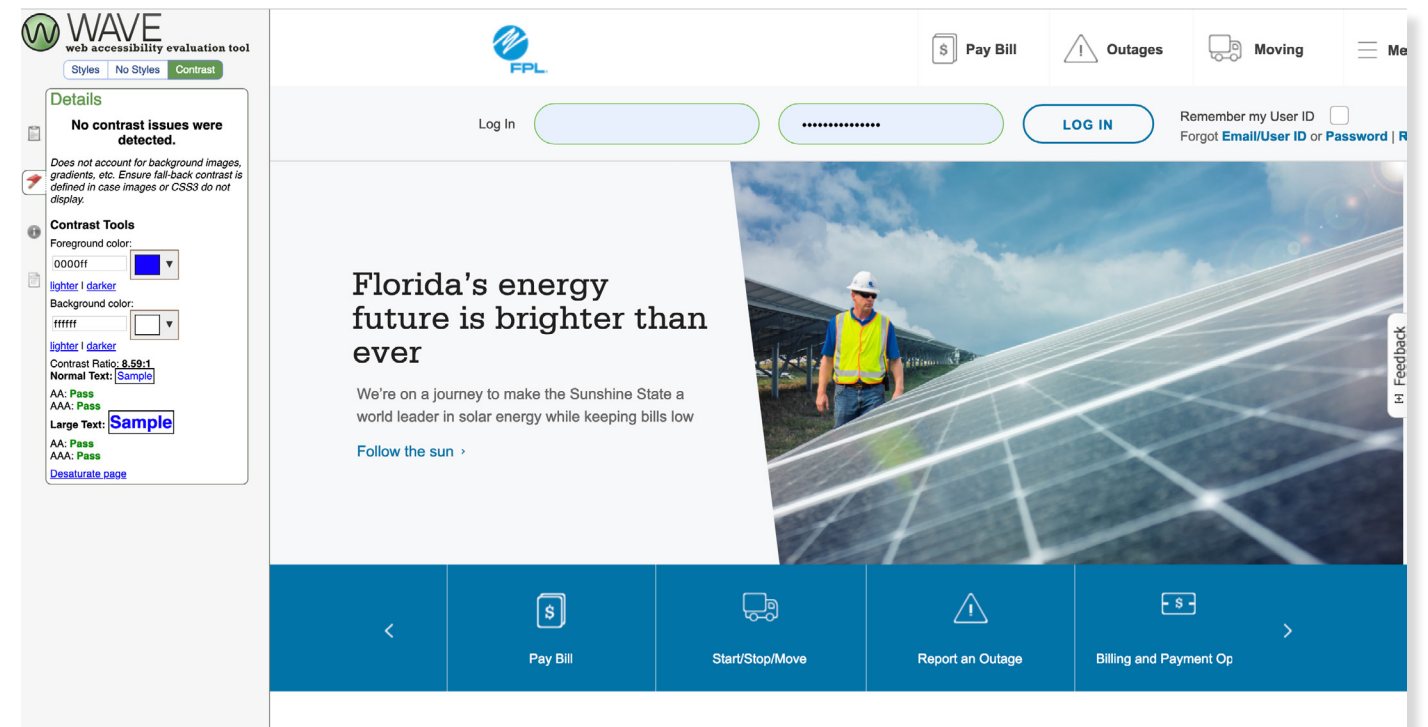


7. LOW CONTRAST

THE FIX



Submit



Submit

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

8. DONATION FORM IS TOO LONG

please just take my money

* - Denotes Required Information

> 1 Donation > 2 Confirmation > Thank You!

Donor Information

First Name*

Last Name*

Company

Address 1*

Address 2

City*

State*

Zip Code*

Country*

Phone

Fax

Email*

Donation Amount* ☒ None ☐ \$50 ☐ \$75 ☐ \$100 ☐ \$250 ☐ Other
(Check a button or type in your amount) Other Amount \$

Recurring Donation ☐ I am interested in giving on a regular basis.
(Check if yes) 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

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

Donate online with confidence. You are on a secure server.
If you have any problems or questions, please contact support.

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.

8. DONATION FORM IS TOO LONG

THE FIX

The screenshot shows a donation form for 'WATER PROJECT'. The header text reads: 'Help bring water to over 1,000 thirsty communities today. Join our mission to provide safe & clean drinking water to every person on the planet. Your donation can bring us one step closer to our goal.' The form is titled 'Choose Your Gift' and has two tabs: 'One Time' (selected) and 'Monthly'. Under 'One Time', there are four buttons for \$10, \$25, \$50, and \$100. Below these is an 'Other' input field. A green button labeled 'Give \$10.00' is prominently displayed. Below the button are logos for Visa, Mastercard, American Express, Discover, and PayPal. At the bottom of the form, it says 'Powered By Qgiv'. The footer includes social media links, a statement of non-profit status, and the Water Project logo.

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

9:41

Donate

Donate Online

Donation Amount \$ 10.00

Billing Information

*Email ☐ I would like to receive email updates

Billing Address

*First Name *Last Name
*Street Address *City
*State *Postal Code *Day *Evening *Mobile
999-999-9999 999-999-9999 999-999-9999

Payment Information

*Method
☐ Check ☐ Credit Card

Gift Information

*Is this gift in special recognition?
☐ No Thanks ☐ In Honor Of ☐ In Memory Of

Review & Submit

Donation Amount
\$ 10.00

☐ I'm not a robot

Submit My Donation →

Please be patient. Processing your request may take 30 to 60 seconds.

Volunteer Login

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ACHIEVE

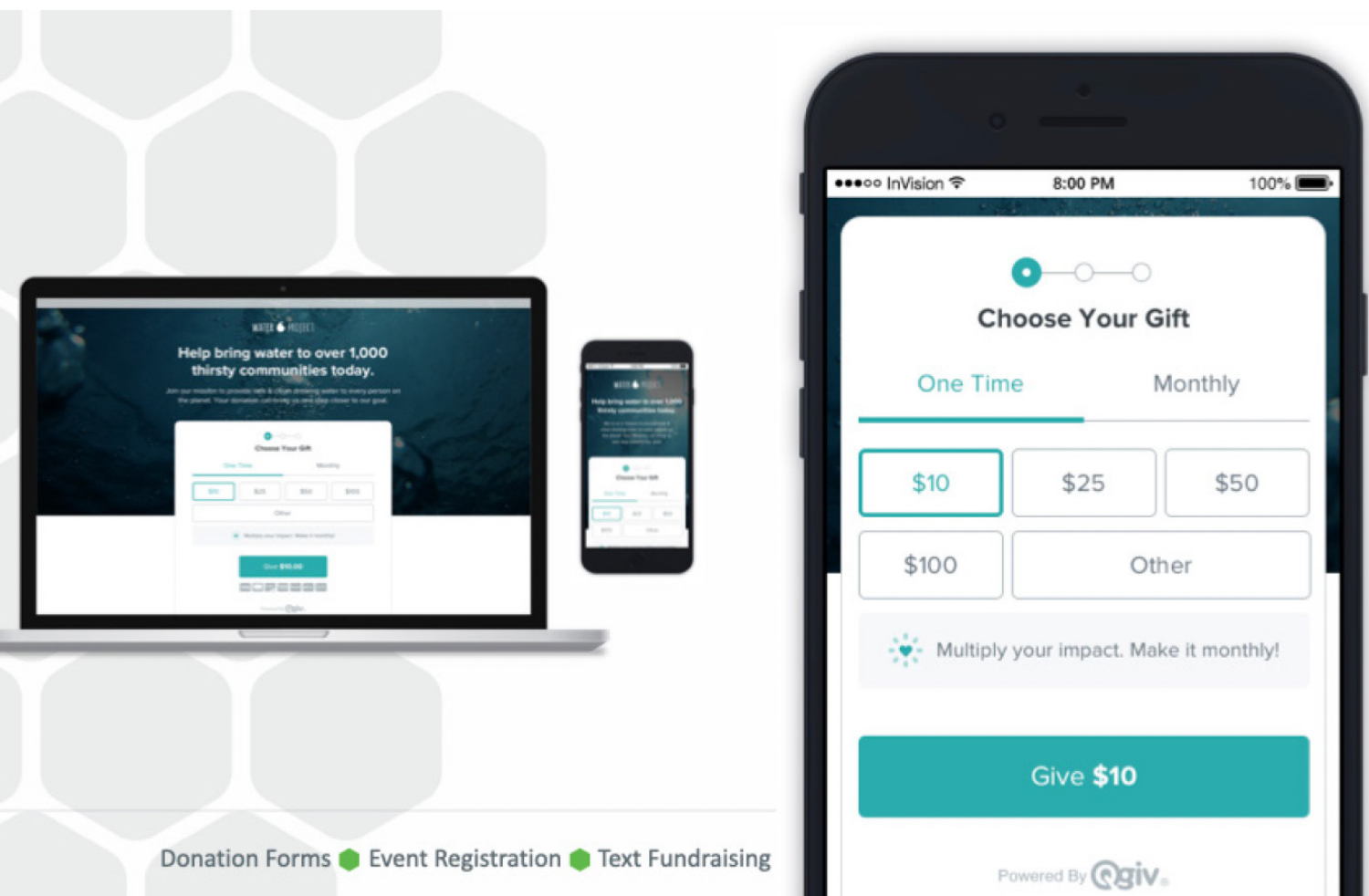
You're probably tired of hearing it, but you have to optimize your donation form for mobile!

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)

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.

Donation

Designation

Designation:

Recurring Gift

☐ Make this a recurring gift

Tribute Gift

☐ This gift is in honor, memory, or support of someone


Billing Address

☐ Make this gift on behalf of an organization

Name:
Email:
Phone:
Country:
Address:
City:
State & zip:
☐ I would like this gift to remain anonymous

Payment details

[Payment Processed by Blackbaud](#)

Cardholder name:
Card number:

Expiration: CSC:

10. DONATION FORM LACKS VISUAL IMPACT

THE FIX

Enter donation amount images...

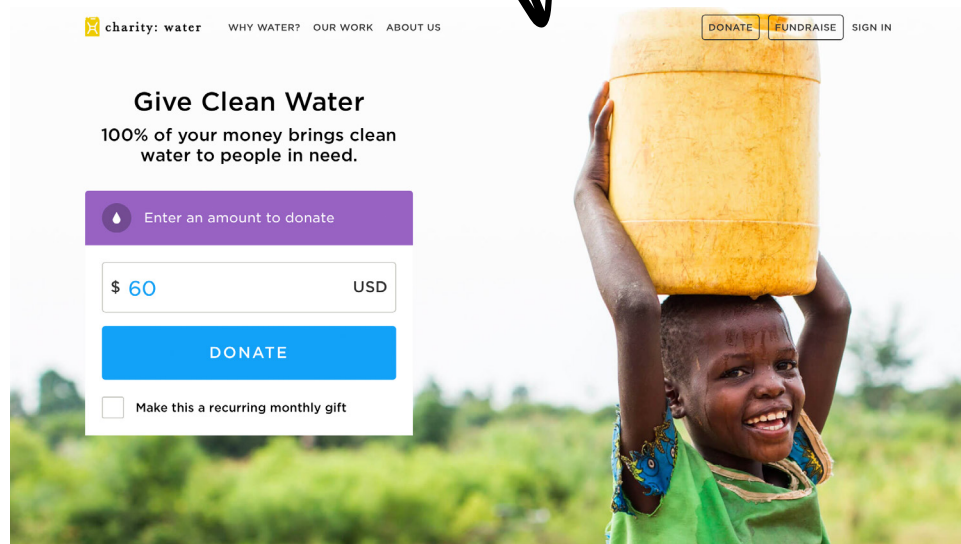
If your giving platform provides an option to add images with your donation amounts, you can **SHOW** donors exactly what their donations will accomplish. If you choose not to add images, consider adding a text impact statement next to each amount.

The screenshot shows a mobile app interface for a donation platform. At the top, there's a 'Sign In' link and a progress indicator. The main heading is 'Choose Your Gift'. Below this, there are two tabs: 'One Time' (selected) and 'Monthly'. The form displays four donation options, each with a photo of a child, a description of the impact, and a price tag:

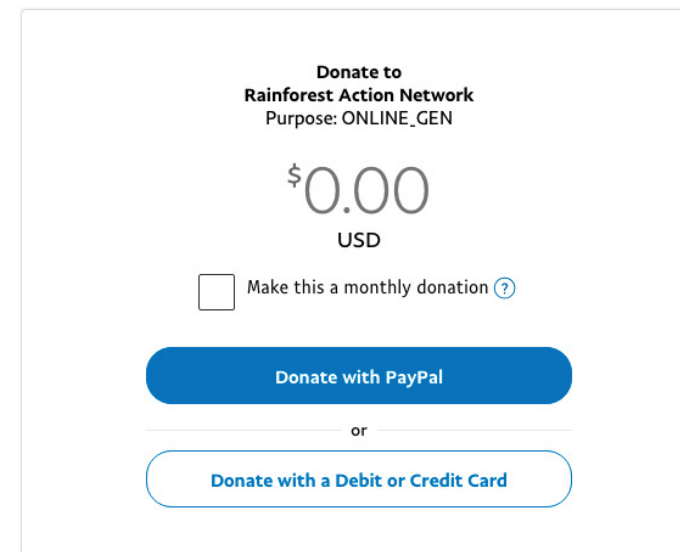
- Option 1:** Photo of a laughing baby. Description: 'Provide abandoned infants with nutrition and medical care'. Amount: '\$25'.
- Option 2:** Photo of a young student working. Description: 'Provide school supplies and a personalized education for young students'. Amount: '\$50'.
- Option 3:** Photo of a smiling girl. Description: 'Provide counseling and mental health support'. Amount: '\$100'.
- Option 4:** Photo of a young woman. Description: 'Provide a path to self-sufficiency through vocational school or college'. Amount: '\$500'.

Below these options, there is a button labeled 'Donation Of Other Amount'. Further down, there's a section titled 'Multiply your impact. Make it Monthly!' with a heart icon. Below that, a dropdown menu is labeled 'Please direct my support:' with the selected option being 'Where Most Needed'. A note states: 'Your contribution will be utilized where it is most needed.' There is an unchecked checkbox labeled 'Add to help cover processing fees and maximize your impact!'. At the bottom, there is a large purple button labeled 'Give \$0'. The footer says 'Powered by Cgiva'.

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**

Almost forgot...

**DOES BUTTON
COLOR MATTER?**

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!



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.

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Questions?



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



Thank you for joining!

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