

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


Presented by Molly Coke • August 11, 2022





Molly Coke

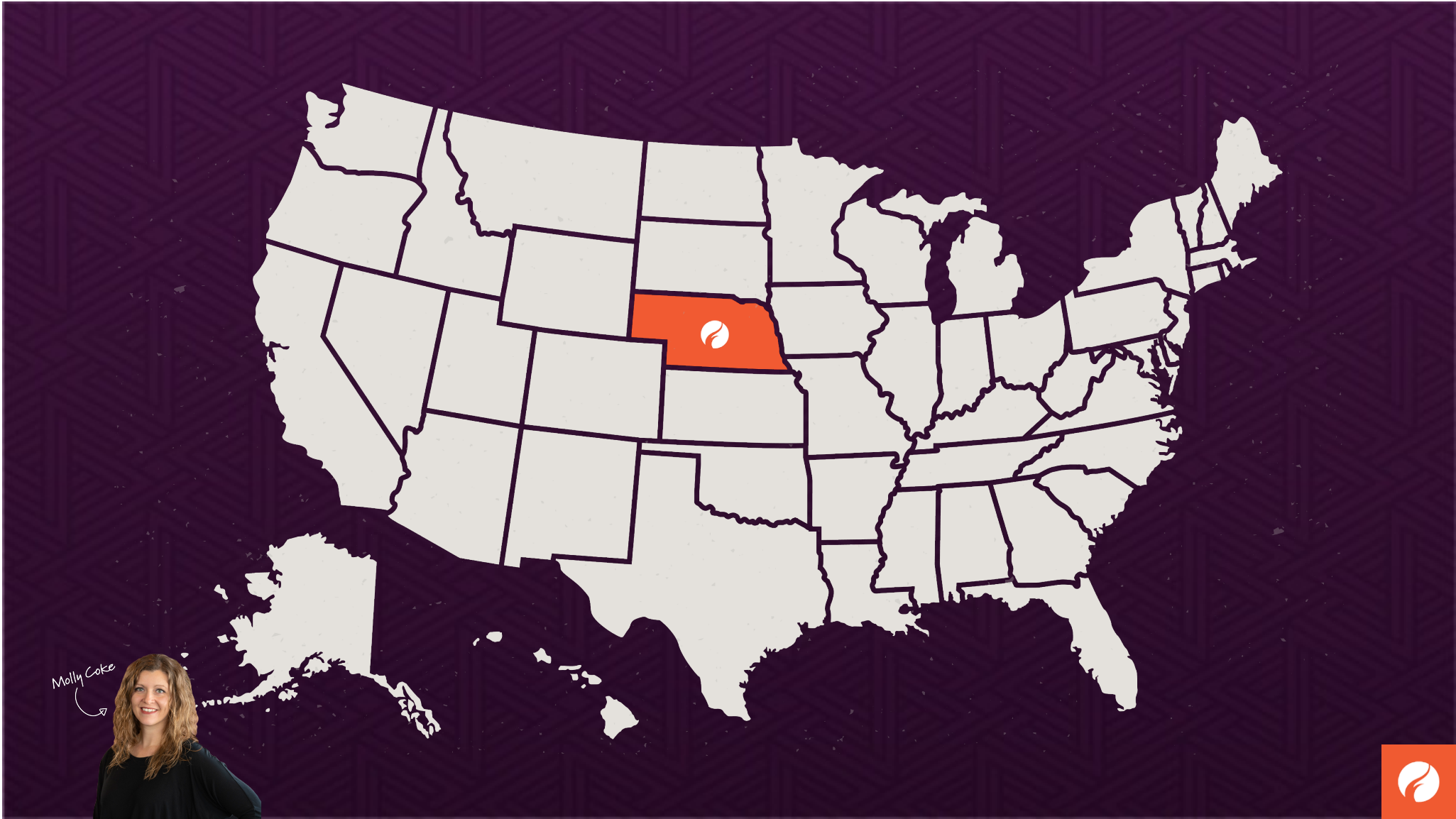
Chief Client Fulfillment Officer

 877.447.8941

 firespring.com/nonprofit

 @firespring





Molly Coker



Firespring provides strategic guidance activated through creative solutions in marketing, printing and technology to help businesses and nonprofits prosper.

Molly Cooke



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)

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How to Get The Most Out of Your Nonprofit Website.

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

Molly Cooke

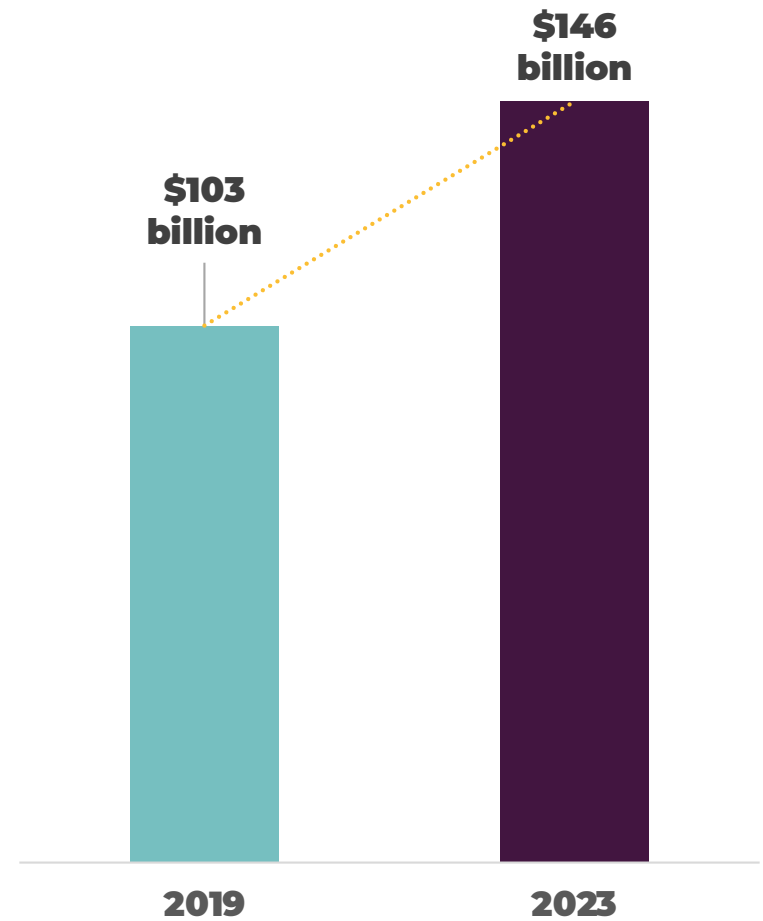


If you're tweeting today:
#poweredbypurpose
@firespring



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.”

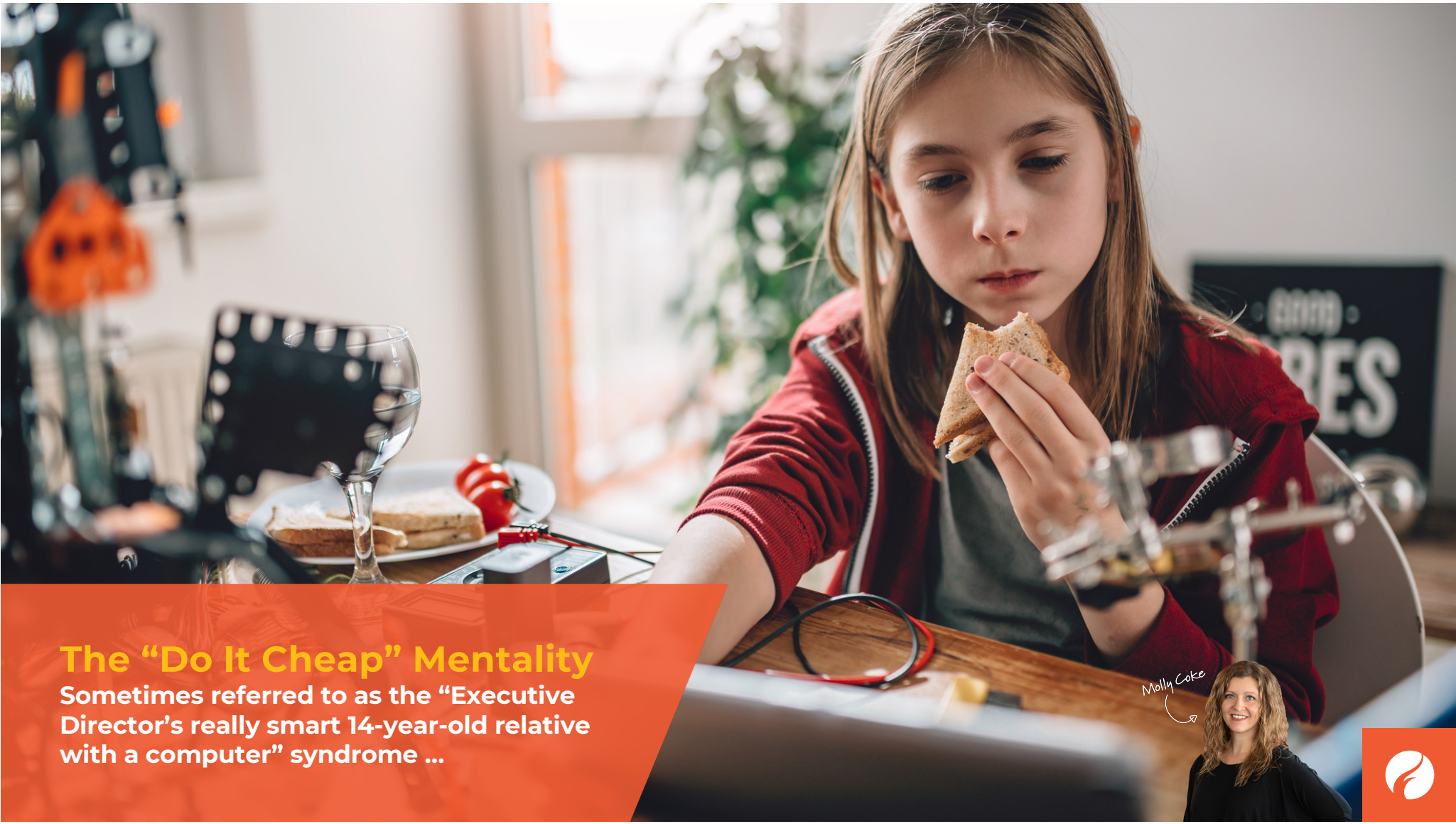
 nonprofit hub

Why do nonprofits struggle?

We're trying to do more with less ...

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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

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Most nonprofits send visitors away to engage instead of keeping them on the website.

BLOG

EMAIL OPT IN

YOUTUBE CHANNEL

PHOTO GALLERY

ANSWER OUR SURVEY

EVENT REGISTRATION

VOLUNTEER

DONATE





Your Website:
The Foundation
of Your Online
Presence

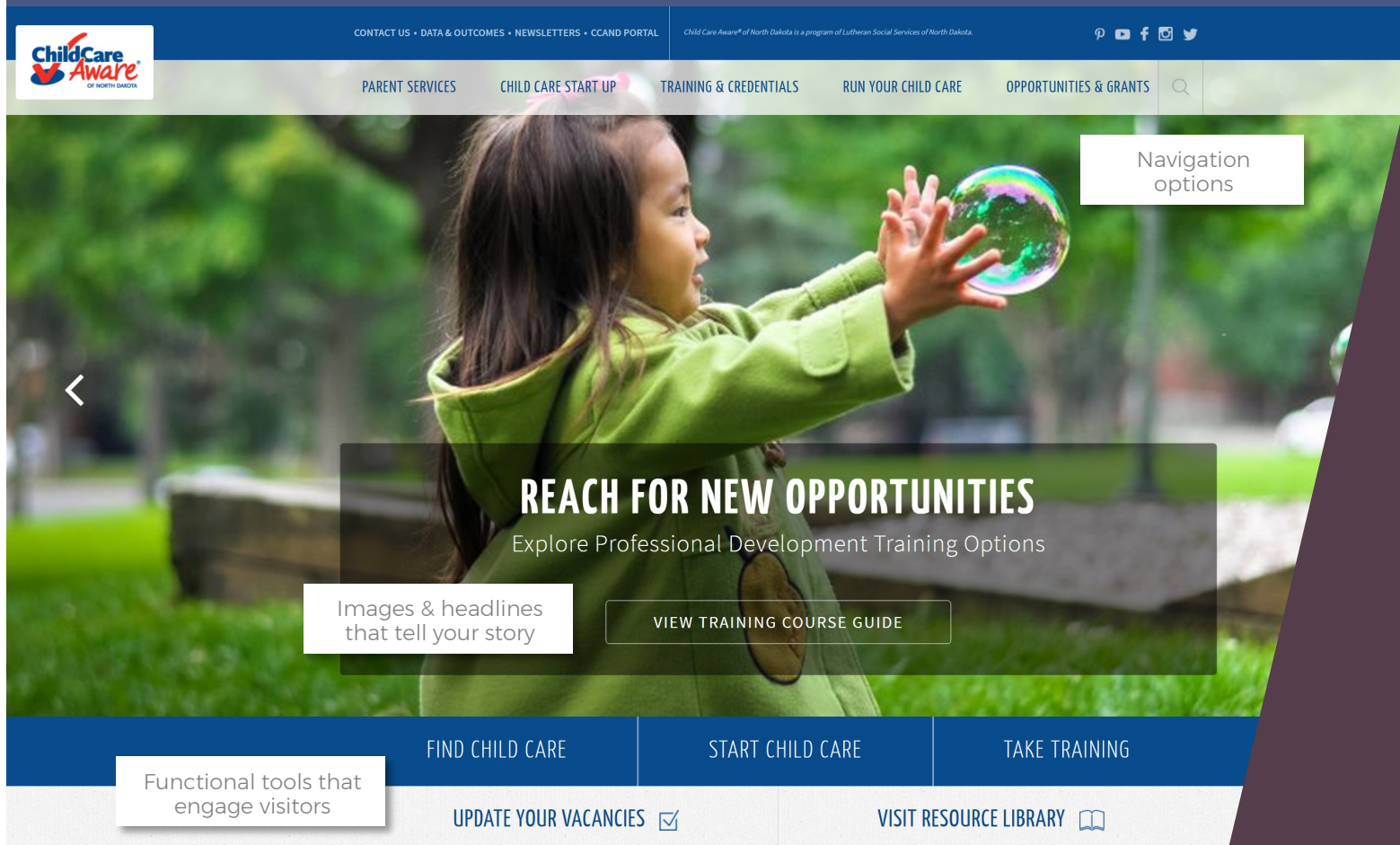
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82% of donors visit a nonprofit's website before giving.
(Nonprofit Hub)



5 Elements of a Powerful & Engaging Web Presence



1. Structure
2. Design
3. Functionality



5 Elements of a Powerful & Engaging Web Presence



ABOUT US WHAT WE DO GET INVOLVED OUR IMPACT EVENTS USD 491 STAFF

Weekly updated news/events

NEWS & NOTES

[View the Archives](#)

December 12 | [Announcing The 2020 Regional Professional Development Scholarship Awardees](#)

We announced today the award of more than \$7,000 to five teachers in the Eudora school district. Teachers apply for regional professional development schol...



November 8

The Eudora award school

1. Structure
2. Design
3. Functionality
4. Vitality

November 15

[EUDORA SCHOOLS FOUNDATION RECEIVES \\$11,000 GRANT FROM DOUGLAS COUNTY COMMUNITY FOUNDATION FOR FITNESS ACTIVITIES INCLUDING BICYCLING AND INDOOR PLAY](#)

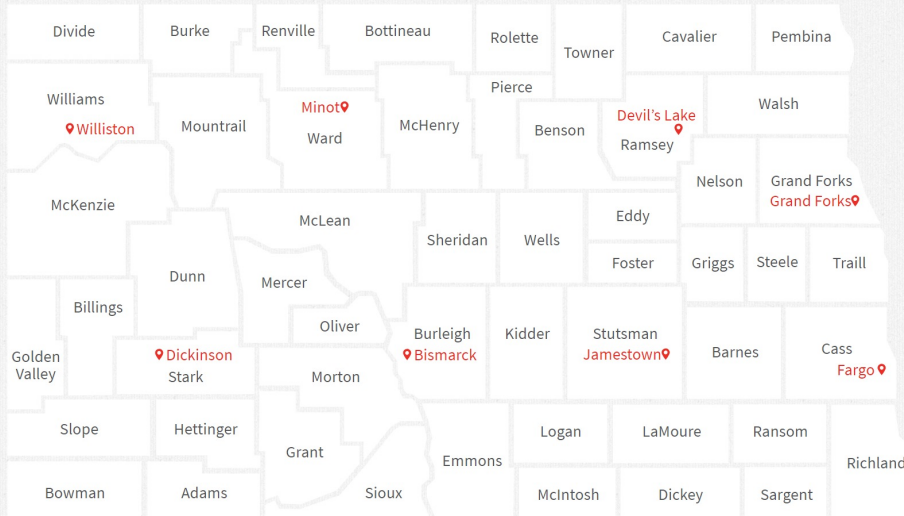
The Eudora Schools Foundation (ESF) is pleased to announce that it has received a \$11,000 grant from the Douglas County Community Foundation through their LiveW...



5 Elements of a Powerful & Engaging Web Presence

CHILD CARE DATA BY COUNTY

Choose a county to view specific data about projected need for child care, referral requests, child care capacity and the average cost of child care.



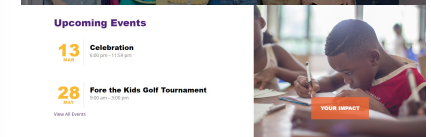
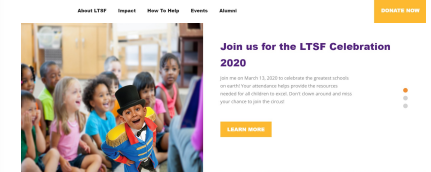
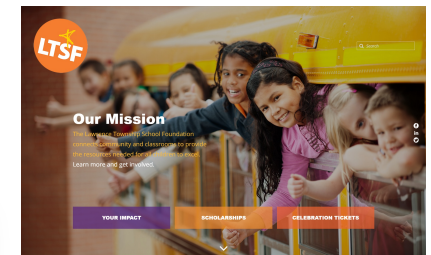
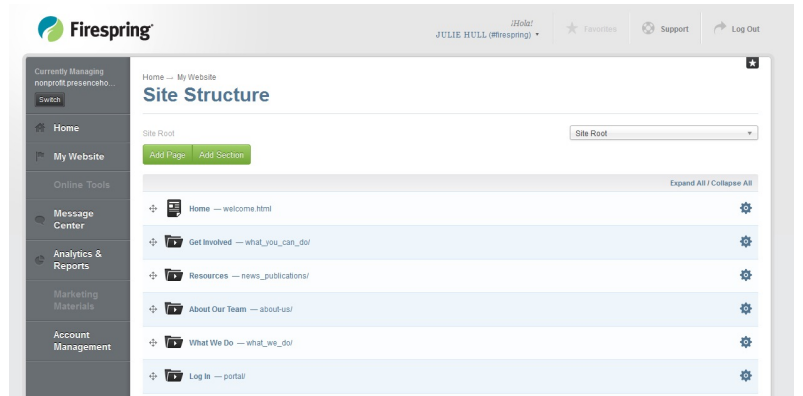
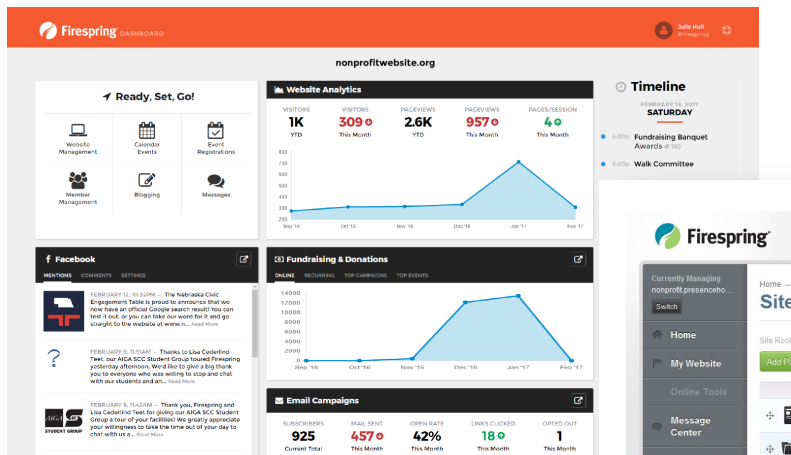
Deep, diverse content

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.



HOMEWORK

Measure the Power of Your Online Presence



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The secret sauce?

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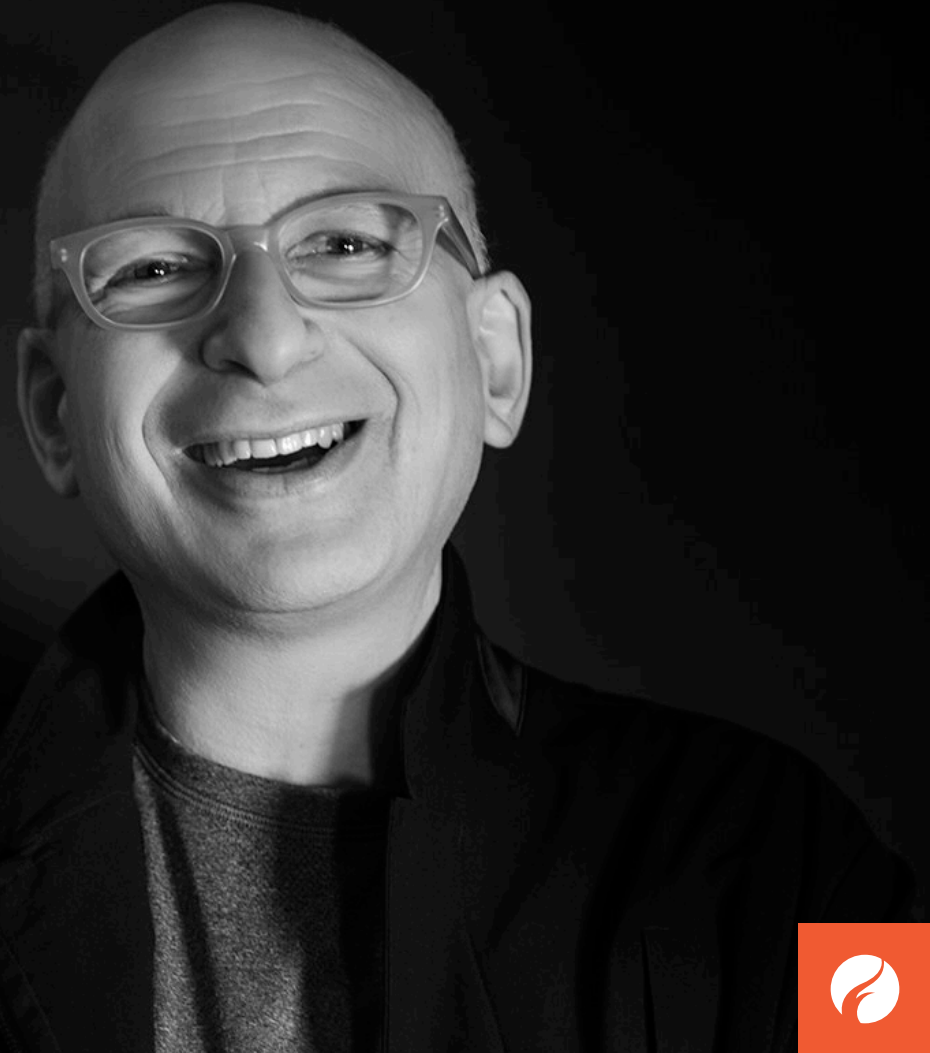
What is a landing page?

“ 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

”





Why should we care?

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Site visitors who enter through landing pages increase conversions **10x** over visitors who start on a home page.
(Nonprofit Hub)





Why do nonprofits struggle?

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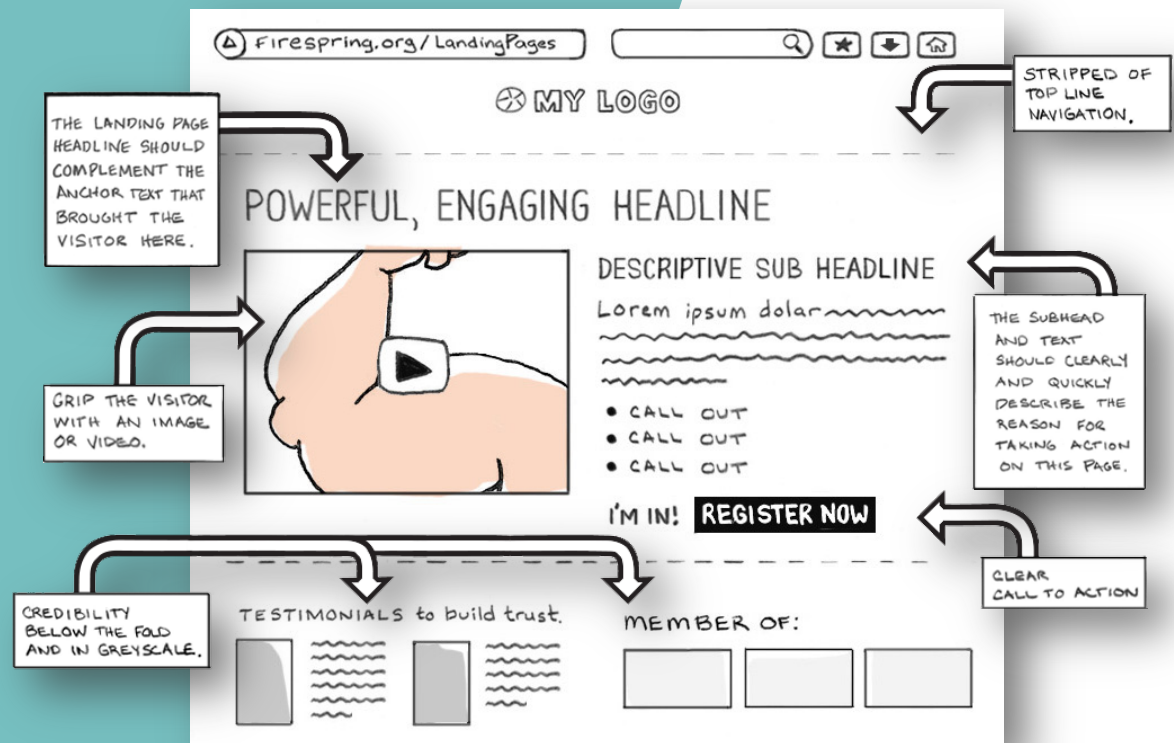
Only **8%** of nonprofits have a consistent landing page execution strategy. (Nonprofit Hub)



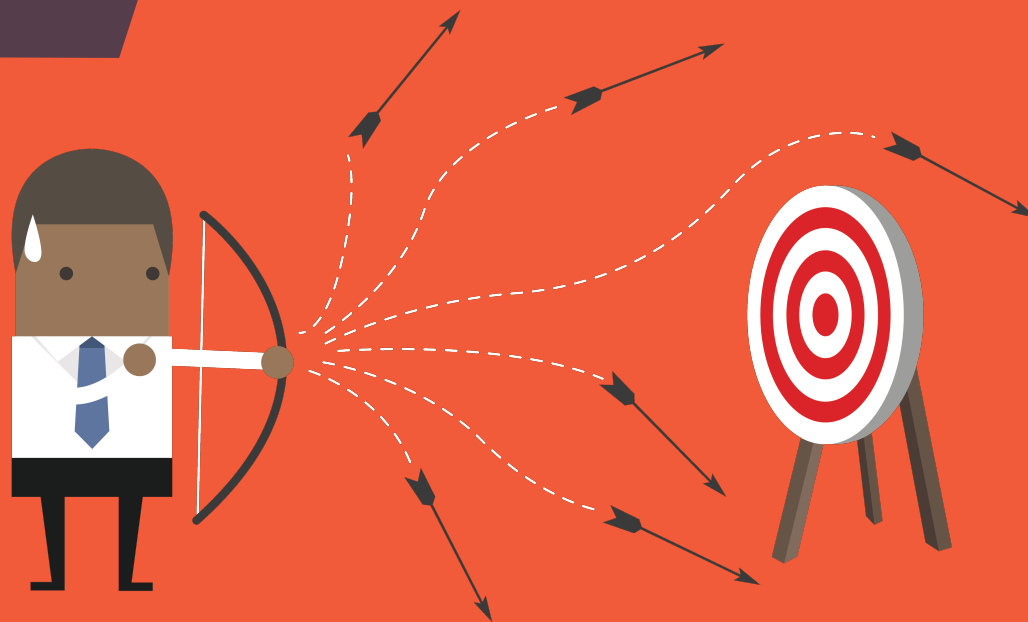
The Anatomy of a Landing Page

1. Engaging, contextual headline.
2. Powerful image or video.
3. Limit navigation.
4. Provide a clear call to action.

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4 Ways to Make Your Landing Page Crash



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4 Ways to Make Your Landing Page Crash

1. Too many options.

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4 Ways to Make Your Landing Page Crash

1. Too many options.
2. No image or video.

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Dear Members of Congress,

Every year, sea turtles travel thousands of miles to return to the beaches where they were born, to lay eggs and start a new generation.

Along the way, they face habitat destruction, plastic pollution, and deadly fishing gear. If they make it, the nesting areas are becoming more eroded and unstable with every passing year.

Each of the six sea turtle species that swim in US waters is threatened or endangered. Sea turtles are important for health oceans but climate change, destructive fishing, and pollution are killing them.

Our oceans need sea turtles. Sea turtles need protection.

Signed,
[Your Name]

Sign the Petition

Name:

Email:

Street address:

City:

State:

ZIP:

Comment:

Sign Petition



4 Ways to Make Your Landing Page Crash

1. Too many options.
2. No image or video.
3. Asking for too much info.

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WHERE ACCOUNTABILITY & RESPONSIBILITY ARE ONE

ONLINE GIVING

“Give, and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you.”
Luke 6:38

Title
Select

First Name Middle Name Last Name Suffix

Organization

Address

Country UNITED STATES State

City Zip Code

Phone Number Home Work Cell Fax Pager Misc

Email Address Home Work Misc

Amount(\$)

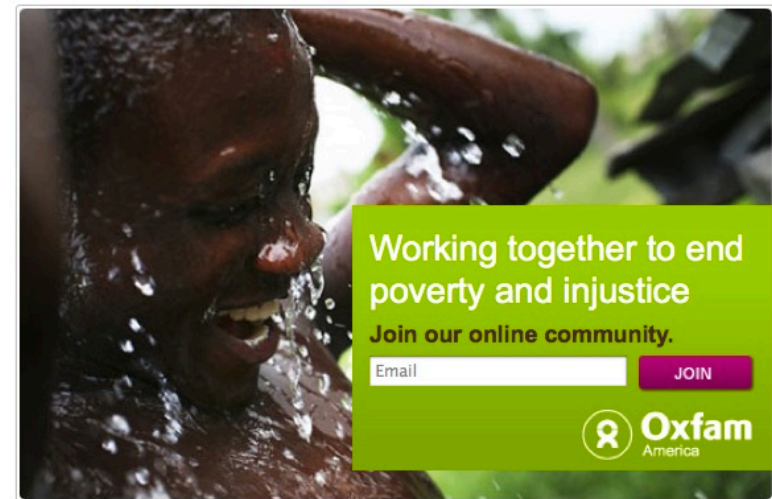
Designated Gift



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).

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Learn more about Oxfam America.

[OXFAMAMERICA.ORG](https://oxfamamerica.org)

Act now. Fight poverty & injustice.

[DONATE NOW](#)

Shop for unique gifts that do good.

[SHOP OXFAMGIFTS.COM](https://shop.oxfamgifts.com)



Let's evaluate a couple landing pages.

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HOMELESS STUDENT FUND



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 homeless 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. Fixing 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](tel:402-436-1612).

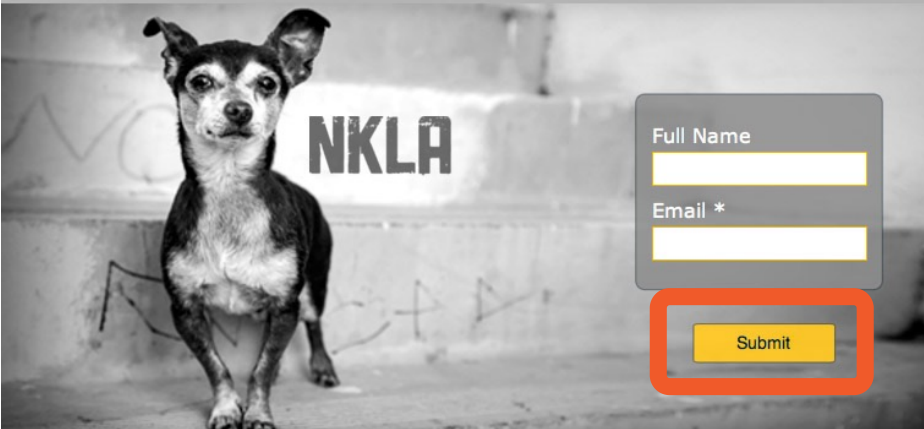
DONATE





Now dinner with friends makes a difference.

NKLA is a coalition of animal welfare organizations, city shelters and passionate individuals. Led by Best Friends Animal Society, we're dedicated to ending the killing of healthy and treatable pets in L.A. shelters.



Absolute Worst Action Word for a Call to Action

Select an Experience



Send to a Friend (or Yourself)



Donation to NKLA at No Extra Cost



Sign up now, and you will be entered to win \$100 in Givi Bucks!

Donating with no out of pocket cost

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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.
- 11 Buy tickets.
- 12 Connect with us on Facebook / LinkedIn / Twitter.
- 13 Apply to join our team (come work for us).

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**“ I would rather have 1 email subscriber than
100 Twitter “followers” or 50 Facebook “likes.” ”**

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EMAIL MARKETING

5 Emails Every Nonprofit Should Consider Sending

1

Dedicated Email

2

Email Newsletter

3

Digest Email

4

Automated Response Email

5

Automated Drip Campaigns

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119%

Automated emails get better click throughs than broadcast emails.



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Automated
emails help
marketers
repurpose content.

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Triggers

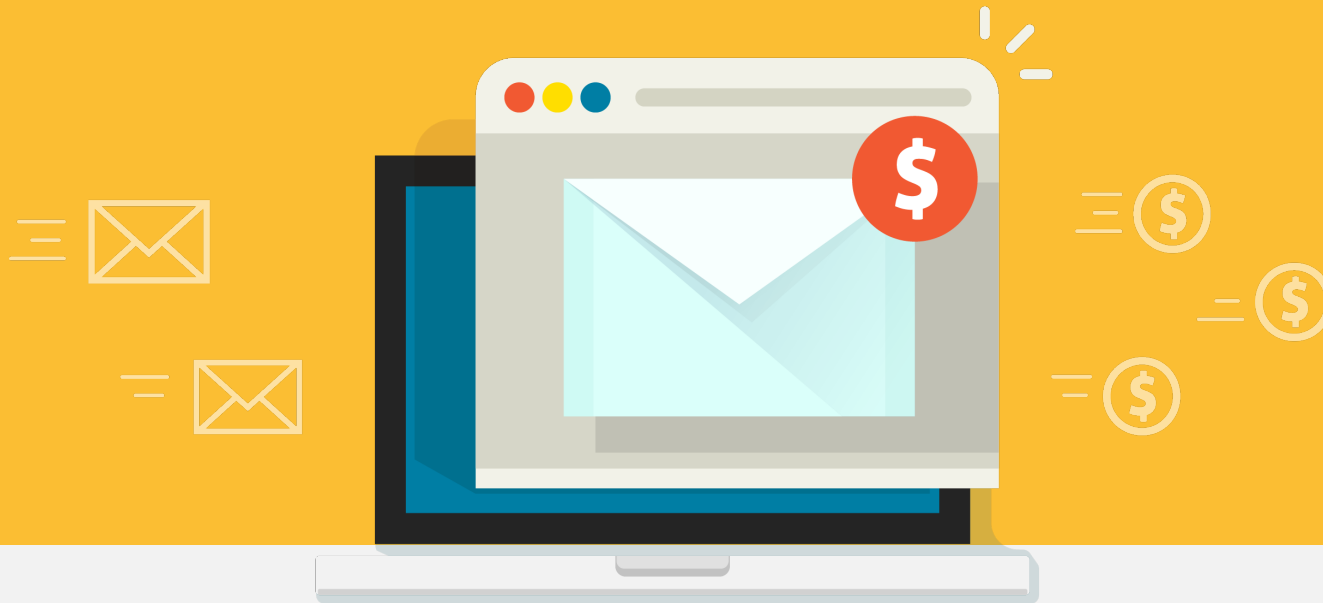
An action taken by a subscriber (like a link click in one of your emails) or an update to a subscriber's contact record (like an important date) that causes something to happen.



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18x Relevant emails drive more revenue than broadcast emails.



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AUTOMATED EMAILS

Types of Triggers

Signup

Date-based

Field change

Link click

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AUTOMATED EMAILS

Setting it Up

Firespring Home Audience Campaigns Response Automation

Workflows > New workflow

Workflow name
Name your workflow

Audience
Choose your audience

Trigger event
Choose your trigger event

Workflow
ADD ACTION

Inactive SAVE WORKFLOW

Choose a trigger type

- Email signup**
Triggers when someone signs up through a form or integration
- Date-based**
Triggers based on a date stored in a contact's record: birthday, anniversary, appointment date, etc. (Sends at midnight US Pacific Time.)
- Field change**
Triggers when the data within a field in a contact's record is updated
- Link click on a specific mailing**
Triggers when someone clicks a link in a specific mailing that I've sent or scheduled
- Link click on any mailing**
Triggers when someone clicks a specific link in any of my mailings
- Custom API event**
Triggers based on a custom event

Cancel Next

Workflow name
Webinar invite follow up

Audience
Any contact in my audience

Trigger event
Clicks a link in a sent or scheduled mailing

Workflow

- Wait 1 days
- Send mailing Responsive Followup

Inactive SAVE WORKFLOW

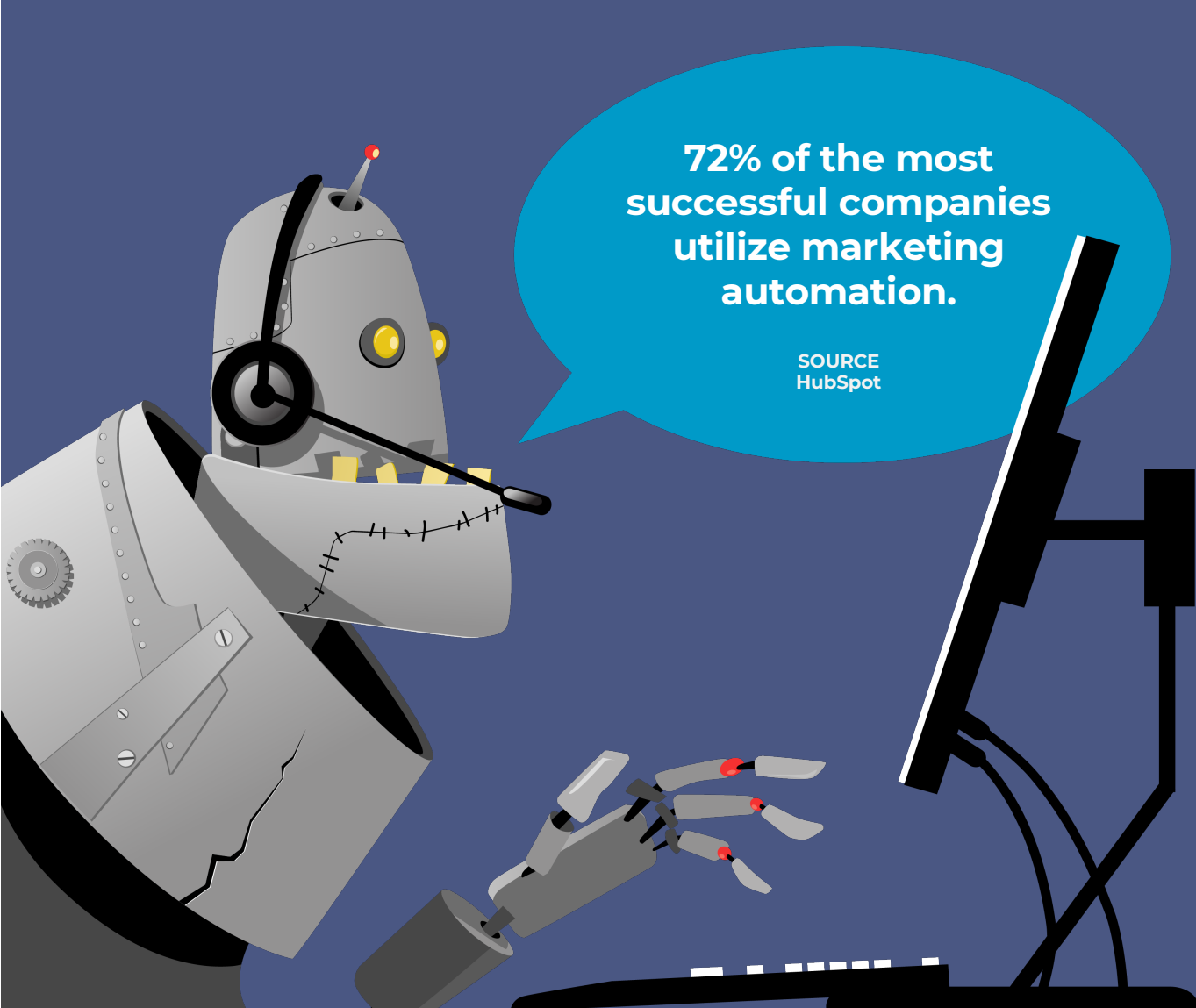
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A HANDY AUTOMATION
CHECKLIST

- 1 Welcome new subscribers.** 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).
- 2 Automate a whole welcome series.** 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).
- 3 Say thanks (for donating, volunteering, etc.)** 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).
- 4 Re-engage inactive subscribers.** 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).
- 5 Wish them a happy birthday or anniversary.** 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.
- 6 Create a retention series for lapsed donors.** 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).
- 7 Event invitations and follow-up.** 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.
- 8 Provide helpful content.** 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.





**72% of the most
successful companies
utilize marketing
automation.**

SOURCE
HubSpot

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A QUICK LESSON

APIs and Webhooks

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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 providers running on the computer.

[Application programming interface - Simple English Wikipedia, the ...](https://simple.wikipedia.org/wiki/Application_programming_interface)
https://simple.wikipedia.org/wiki/Application_programming_interface

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 implementing **WebHooks** will POST a message to a URL when certain things happen.

[Web Hooks / FrontPage](https://webhooks.pbworks.com/w/page/13385124/FrontPage)

<https://webhooks.pbworks.com/w/page/13385124/FrontPage>

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Documentation Available

Documentation

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.

```
{
  "object": "CatalogOrder",
  "revisionNumber": 0,
  "revisionStatusId": 1,
  "revisionDate": "2013-10-03T14:06:22-05:00",
  "revisionUserId": 1,
  "id": "<orderId>",
  "orderTypeId": 2,
  "dateCreated": "2013-10-03T14:06:22-05:00",
  "websiteId": "<websiteId>",
  "checkoutPortalId": 0,
  "checkoutContentCatalogId": 0,
  "numItems": 1,
  "isPricingDisplayed": false,
  "isUnitPriceDisplayed": false,
  "isSubtotalDisplayed": false,
  "priceSubtotal": 100,
  "priceTax": 7.77,
  "priceShipping": 10,
  "priceTotal": 117.77,
  "paymentTransactionTotal": 117.77,
  "orderStatusId": 8,
  "baseCurrencyIsoCode": "USD",
  "orderCurrencyIsoCode": "USD",
  "currencyConversionRate": 1,
  "isPayLater": false,
  "defaultFields": [],
  "billingAddressFields": {
    "1": {
      "object": "ContentFormFieldValue",
      "formFieldIdentifier": "1",
      "submittedFieldType": 1,
      "contentFormFieldWebsiteContentId": 1,
      "customIdentifier": "",
      "fieldTypeId": 1,
      "label": "Your Name",
      "identity": "CONWACR",
      "value": "Jane Doe"
    }
  }
}
```



Say what?





Hey, we can help remove obstacles if you don't already have a developer or technical person on staff.



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Web Accessibility

Making websites with content, features and functionality that people of all abilities can access and use (NTEN).

Accessibility 

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Why Accessibility Matters

(besides being the right thing to do)

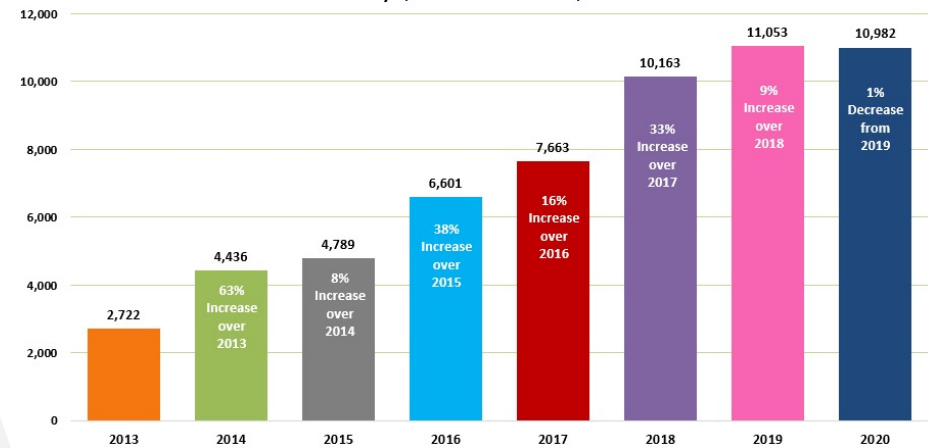
1 in 5 Americans have a disability and over **22 million** have vision loss.
(Accessibility.Works)

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)

Total Number of ADA Title III Federal Lawsuits Filed Each Year
January 1, 2013 - December 31, 2020



SEYFARTH
SHAW



WCAG

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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.



REGISTER NOW

Register form button



4 Keys to AA Compliance

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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.')





4 Keys to AA Compliance

Molly Cooke



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

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~~

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”).

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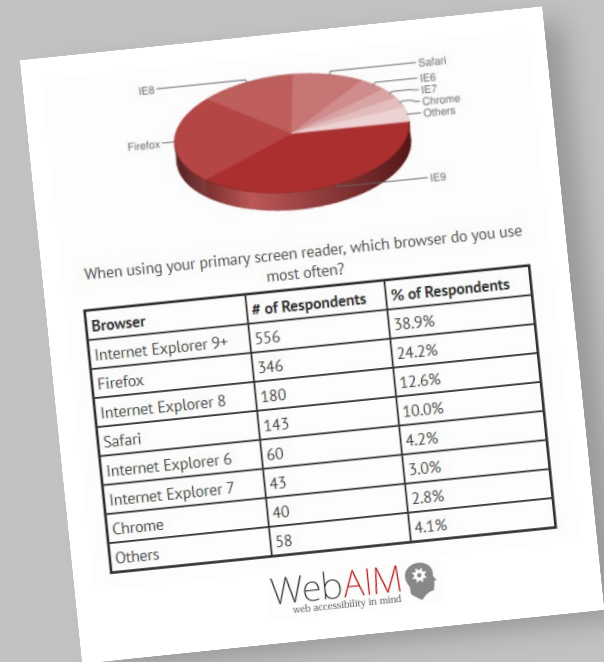
4 Keys to AA Compliance

Molly Cooke



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).



A HANDY ACCESSIBILITY
CHECKLIST

1 **Text Alternatives**

Provide alternatives for non-text content (e.g., images, PDFs, video, audio) so individuals of all abilities can access it.

2 **Adaptable**

Present content in different ways without losing information or structure.

3 **Distinguishable**

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.

4 **Keyboard accessible**

Make all functionality available from a keyboard without requiring specific timing.

5 **Timing**

Provide enough time for users to read and use content.

6 **Seizures**

Do not include design elements that are known to cause seizures (e.g., rapid flashing).

7 **Navigable**

Provide multiple ways to navigate content including obvious/prominent links and other techniques.

8 **Readable**

Make text content readable and operate in predictable ways.



A HANDY ACCESSIBILITY
CHECKLIST

9 **Input assistance**

Assist users with web experience, correct mistakes and describe errors in text.

10 **Compatible**

Maximize compatibility with current and future user agents, including assistive technologies.

11 **Simplify layout and site map**

Don't make users dig more than necessary. Keep navigational schemes as consistent as possible.

12 **Make sure links make sense out of context**

Avoid "click here" and/or "learn more," as they give no context.

13 **Color usage and contrast**

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.

14 **Underline links within the flow of content**

Standalone links can be styled according to context.

15 **Limit number of characters per line**

Anything from 45-75 characters is satisfactory. 66-character line (counting letters & spaces) is ideal.

16 **Limit use of ALL CAPS**

Okay in limited, contextual use, but too much is difficult to read.



Tools to Help You Optimize for ADA Accessibility

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Web Accessibility Evaluation Tool (Wave)

Enter a URL and receive accessibility errors and warnings, plus tips on how to correct issues.

wave.webaim.org

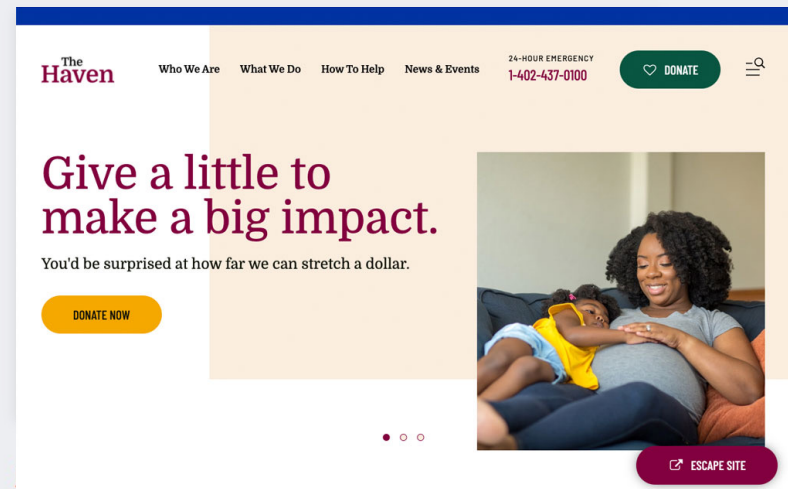
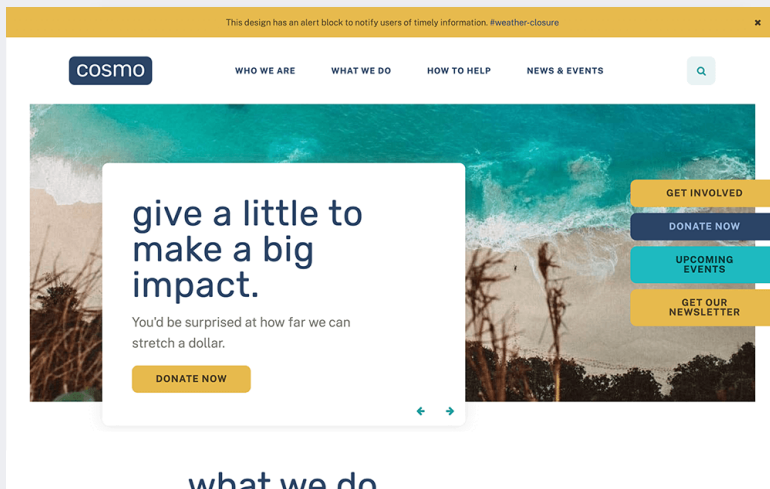
Color Checkers

Determine if the color contrast on your site will be sufficient.

checkmycolours.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.



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Action Steps

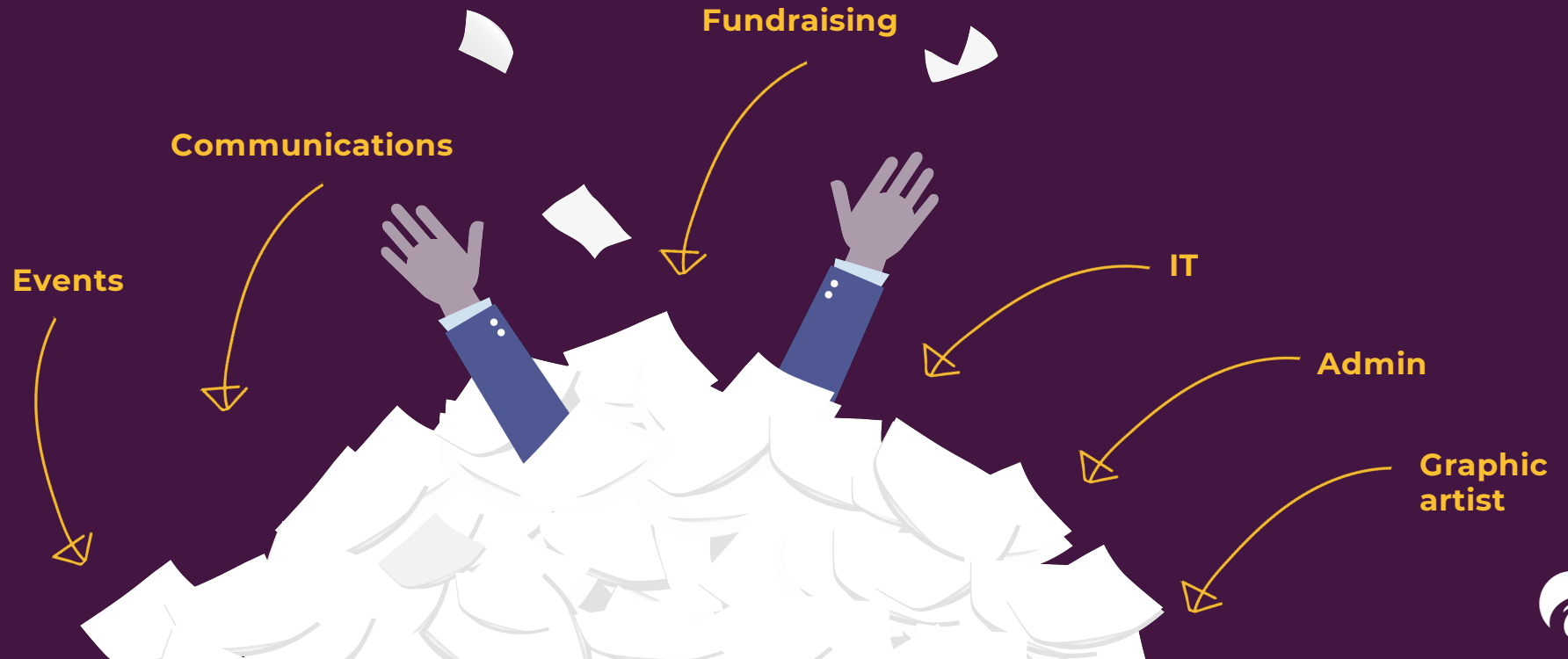
- 1 Focus on **ROI** instead of **COST**.
- 2 Build a logical site **STRUCTURE** with 3+ navigation options.
- 3 Use a clean, professional **DESIGN** that tells your story.
- 4 Provide accessible, relevant **CONTENT** for all end users.
- 5 Build in key **FUNCTIONALITY** for your constituents.
- 6 Post 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.
- 10 Keep learning. Attend **FIRESPRING** webinars and visit **NONPROFITHUB.ORG** regularly.

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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)



North Carolina



Center for Nonprofits

Member Benefit

Save 20%



firespring.com/ncnonprofits



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.



Nonprofit Websites

Marketing

Printing

Strategic Guidance

- Custom website design
- Search engine optimization
- Search engine marketing
- Social media posts & optimization
- Impact strategy
- Engagement campaigns
- Landing page development
- Email marketing automation
- Branding & creative services
- Strategic marketing campaigns

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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



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Thank you!
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