Firespring®

Measure the Power of Your Website

Website Assessment

Please fill in your answers on the following pages to measure your website's effectiveness.

1. **Do you include a search function on your site for supporters to search for exactly the topic they are looking for?**

   O Yes, on every page of the website
   O Yes, on homepage only
   O No

2. **Do you include a basic site map with links in the footer navigation?**

   O Yes
   O No

3. **How many categories are included in your top menu bar navigation?**

   O Three or fewer
   O Four or five
   O Six or seven
   O Eight or more

4. **How many stories/articles appear on your website that tell how your organization is making a difference with its constituents?**

   O Five or more
   O Three to four
   O One to two
   O None

5.   **How often does your organization add new content, articles or events to your website?**

       O   Daily
       O   Weekly
       O   Monthly / occasionally
       O   Hardly ever

6.   **When an article is added to your website, do you include the publish date?**

       O   Yes
       O   Sometimes
       O   No

7.   **How often do you review your website traffic reports (analytics)?**

       O   At least weekly
       O   Monthly
       O   Quarterly
       O   Rarely or never

8.   **How many employees in your organization can add content or events to your website?**

       O   Three or more
       O   Two
       O   One
       O   None; we rely on external support

9.   **What type of platform or content management system (CMS) is your website built on?**

       O   A CMS that makes it drop-and-drag easy to update content
       O   A CMS that makes it possible, but slightly difficult to update content
       O   None that I know of / I don't have access to our CMS / or I don't know

10.   **Do you have a calendar view or listing of all your upcoming events on your website?**

       O   Yes, calendar view
       O   Yes, list view
       O   No calendar of events included

11.   **Does your website allow you to build event forms to allow people to register online?**

       O   Yes, our internal staff can add event forms to the website
       O   Yes, we use a third-party service provider to build the forms
       O   No, we use event management tools like Eventbrite
       O   No, we use PDF forms that can be downloaded
       O   No, we don't publish event forms for online registrations

12.   **Do you take credit card donations and/or event registration fees online?**

       O   Yes, we process through our own merchant account
       O   Yes, we process through PayPal or another 3rd party service
       O   Yes, but I'm not sure how it's processed
       O   No or not sure

13.   **Do you attempt to collect the emails of visitors to your page by asking them to sign up for your newsletter or event updates?**

       O   Yes
       O   No or not sure

14. Which social media platforms is your organization active in weekly (check all that apply)?

☐ Facebook
☐ Twitter
☐ LinkedIn
☐ Instagram
☐ Pinterest
☐ Snapchat
☐ Others

15. How do you manage the names and contact info of volunteers, members and/or donors who support your organization?

O Online donor database (like Bloomerang, Salesforce, Raiser's Edge, etc.)
O Offline donor database
O Google Contacts, Outlook or another email tool
O Spreadsheet (like Microsoft Excel)
O We don't manage them
O Other

Point Guide

1.
1) +1
2) 0
3) −1

2.
1) +1
2) −1

3.
1) +1
2) +2
3) +0
4) −1

4.
1) +2
2) +1
3) +0
4) −1

5.
1) +2
2) +1
3) +0
4) −1

6.
1) +1
2) 0
3) −1

7.
1) +1
2) +0
3) −1
4) −2

8.
1) +2
2) +1
3) +0
4) −1

9.
1) +1
2) +0
3) −1

10.
1) +1
2) +0
3) −1

11.
1) +2
2) +1
3) +0
4) −1
5) −2

12.
1) +2
2) +1
3) +0
4) −1

13.
1) +1
2) −1

14.
+2 for 4>
+1 for 3
0 for 1 to 2
−1 for none

15.
1) +2
2) +1
3) 0
4) −1
5) −2
6) +0

Total

20+ Gold (you set the standard)
17 to 19 Silver
13 to 16 Bronze
1 to 12 Time for a "do-over"

Firespring's mission is to
help you *achieve* **yours.**

*We offer websites, printing, marketing
and strategic guidance to thousands of
nonprofits, brands and businesses.*

Certified

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Corporation

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