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Website Fundamentals for Non-Profit Organizations

April 20th, 2023

April 2023

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Lead Instructor

Connor Talbott - Website Developer & Search Engine Optimizer

User Experience Instructor

Winston Smith - Front End Developer & Search Engine Optimizer

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Agenda

1) **Identify Your Objectives and Goals**
2) Understand Your Target Audience
3) Using Your Website to Achieve Your Objective by Targeting Your Audience

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Identify Your Objectives and Goals

1. Providing goods or services to the community
2. Advocacy and activism
3. Research and development
4. Public education and awareness
5. Cultural preservation
6. Relief and disaster response

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How Do You Achieve Your Objective/Goals?

1. Get new clients/customers
2. Recieve grant money
3. Do fundraising
4. Find volunteers
5. Partnerships/collaborations
6. Advocacy/lobbying

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In Order To Achieve Your Objectives/Goals You Must First…

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…Understand Your Target Audience!!!

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Agenda

1) Identify Your Objectives and Goals
2) **Understand Your Target Audience**
3) Using Your Website to Achieve Your Objective by Targeting Your Audience

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Understanding Your Target Audience

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What do they get out of it?

Why do they want to be involved?

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Does your target audience want to…

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- Feel good about helping
- Improve their community
- Build their resume
- Get leadership experience
- Required by law
- Network
- Have fun
- Make money
- Give money

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Agenda

1) Identify Your Objectives and Goals
2) Understand Your Target Audience
3) **Using Your Website to Achieve Your Objective by Targeting Your Audience**

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By understanding your objective and target audience you can craft a compelling message for your website and marketing.

For Example

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Let's say your objective/goal is to provide scholarships for students by having a fall festival fundraiser and you are looking for volunteers.

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You are Trying to Find a Way to Word This on Your Website

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Objective: Raise money for scholarships with a fall festival

Target Audience: Volunteers

What do Your Volunteers get out of it:

1. Have fun
2. Help students

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The Do-not ways of saying it:

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- Volunteer for Our Fall Festival to Raise Money for Student Scholarships
- Raise Money for Student Scholarships by Volunteering at Our Fall Festival

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The Must-do ways of saying it:

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- **Be a Part of Something Meaningful and Enjoy the Experience: Volunteer at our Fall Festival and Help Students Reach their Dreams!**
- **Have Fun Being a Changemaker, Volunteer for our Scholarship Fundraising Festival and Help Make Education Accessible to All!**

Shortly, I will show you how to quickly create such content.

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Using Your Website to Achieve Your Objective by Targeting Your Audience

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Agenda:

1. **Lawful requirements**
2. User experience (UX)
3. Content strategy
4. Marketing channels

Lawful, Must-Do, Requirements of a Non-Profit Website

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- Mission statement
- Contact information
- Board of Directors
- Financial information
- Donor information
- Privacy policy
- Accessibility
- Registration
- Fundraising disclosures

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(US) Lawful Requirements:
Mission Statement

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The website must include a clear and concise mission statement that describes the non-profit's purpose and activities.

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(US) Lawful Requirements:
Contact Information

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The website must provide contact information for the non-profit, including its address, phone number, and email address.

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(US) Lawful Requirements:
Board of Directors

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The website must list the names and contact information of the non-profit's board of directors.

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(US) Lawful Requirements:
Financial Information

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The website must include the non-profit's most recent Form 990, which is a tax document that provides information about the organization's finances, including its income, expenses, and assets.

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(US) Lawful Requirements:
Donor Information

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If the non-profit accepts donations, the website must include information about how donors can contribute and how their contributions will be used.

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(US) Lawful Requirements:
Privacy Policy

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The website must have a privacy policy that explains how it collects, uses, and protects personal information about its visitors.

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(US) Lawful Requirements:
Accessibility

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The website must be accessible to individuals with disabilities in compliance with the Americans with Disabilities Act (ADA).

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(WA) Lawful Requirements:
Registration

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Non-profit organizations in Washington State are required to register with the Secretary of State's office. This includes providing information about the organization's name, purpose, board members, and other details. It is important to make sure that your organization's website includes accurate and up-to-date information about its registration status.

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(WA) Lawful Requirements:
Fundraising Disclosures

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Non-profit organizations that solicit donations through their websites must comply with Washington State's Charitable Solicitations Act. This includes providing certain disclosures about the organization's purpose, how donations will be used, and whether any part of the donation will be used for fundraising expenses.

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Using Your Website to Achieve Your Objective by Targeting Your Audience

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Agenda for part 3:

1. Lawful requirements
2. **User experience (UX)**
3. Marketing channels
4. Content strategy

Website Design Fundamentals
User Experience (UX)

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What is User Experience?

Good UX can increase user satisfaction, engagement, sharing, and loyalty

Poor UX can lead to frustration, abandonment, and negative reviews

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Website Design Fundamentals
User Experience (UX)

Goal: Eliminate Uncertainty

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Website Design Fundamentals
User Experience (UX)

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5 Second Rule

- Location
- Main Service
- User Benefits

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Website Design Fundamentals
User Experience (UX)

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Call-to-Action

- Drive users to where you want them to go
- High contrast buttons stand out
- Use descriptive text

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Website Design Fundamentals
User Experience (UX)

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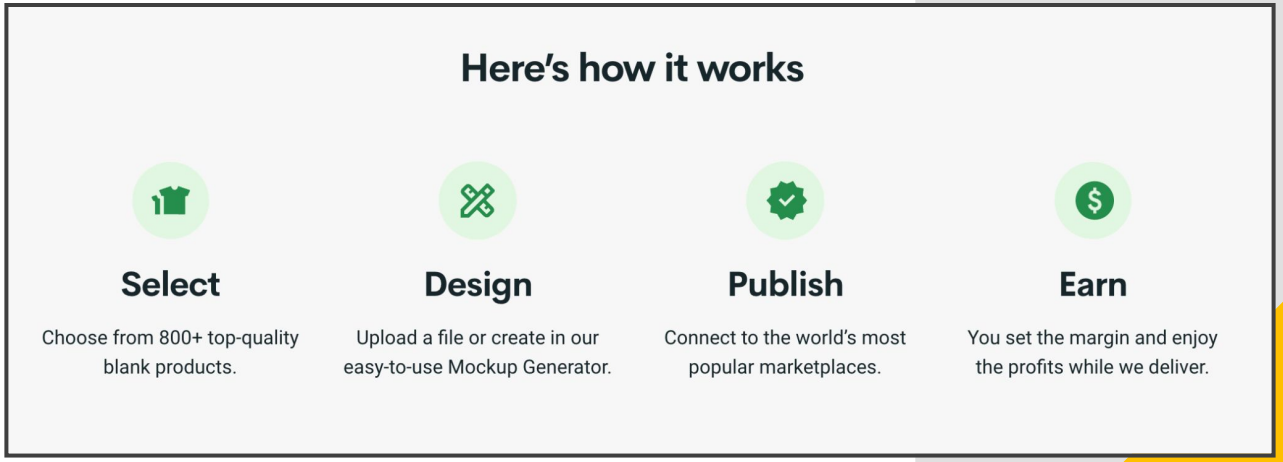
Walk users through your process



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Website Design Fundamentals
Demonstrate EEAT

- **Experience**
- **Expertise**
- **Authoritativeness**
- **Trustworthiness**

These help eliminate uncertainty.

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Website Design Fundamentals
Demonstrate EEAT

1. Add customer reviews & number of reviews with stars

Website Design Fundamentals
Demonstrate EEAT

1. Add customer reviews & number of reviews with stars
2. Add number of years in business

Website Design Fundamentals
Demonstrate EEAT

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website

Website Design Fundamentals
Demonstrate EEAT

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website
4. Add other clients you have worked with in the past

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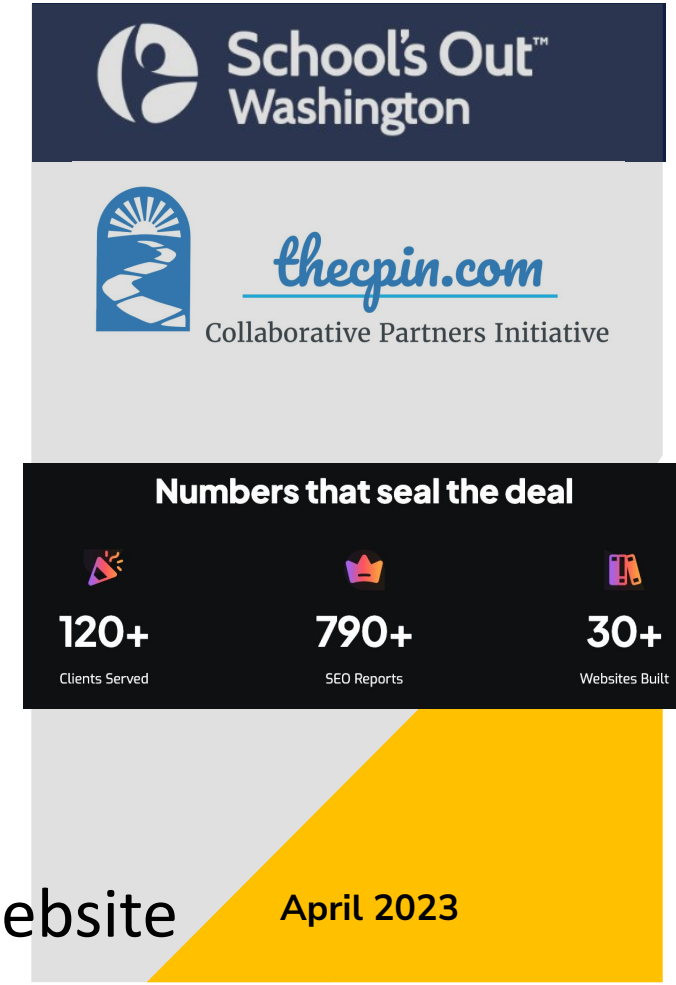
Website Design Fundamentals
Demonstrate EEAT

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website
4. Add other clients you have worked with in the past
5. Add impressive numbers to your website



Website Design Fundamentals
Highlighting Your Deliverables

- Donations Raised
- Audience Views/Reach
- Services Offered

Keep your target audience and their benefit in mind.

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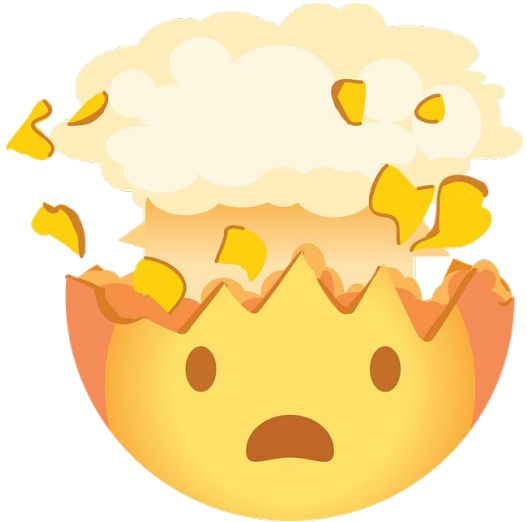
Website Design Fundamentals
Clear Navigation

Don’t Overwhelm Site Users (less is more)



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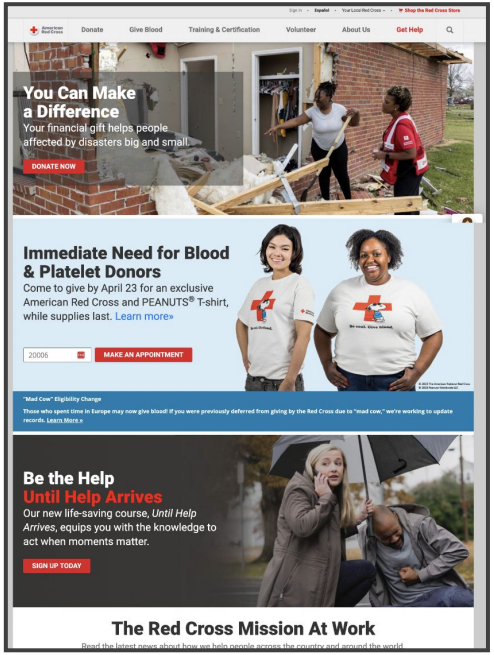
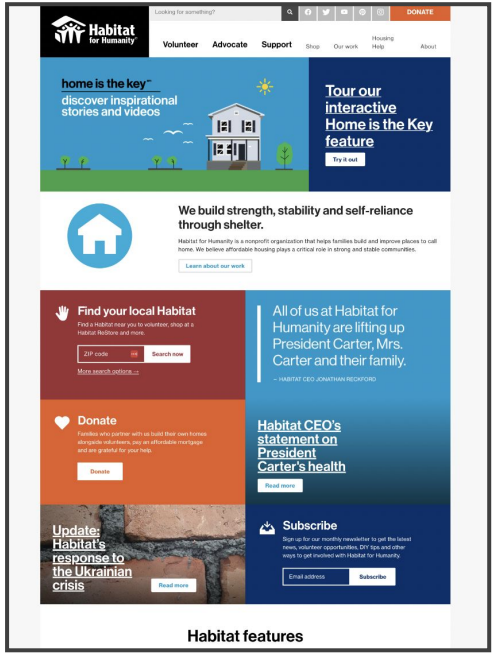
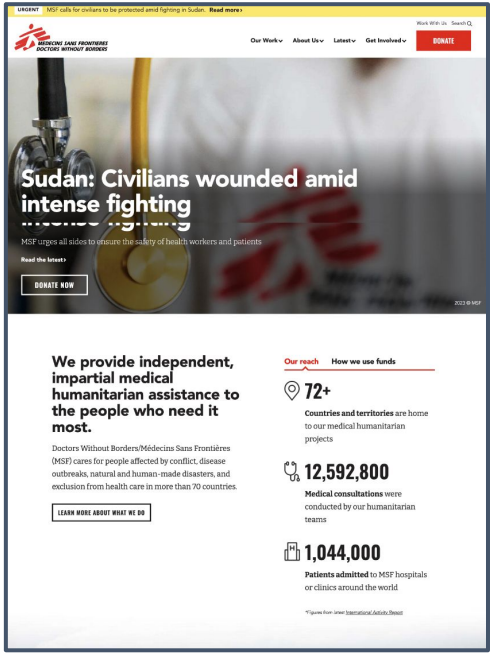
Website Design Fundamentals
Clear Navigation

Which one looks best to you?







Website Design Fundamentals
Clear Navigation

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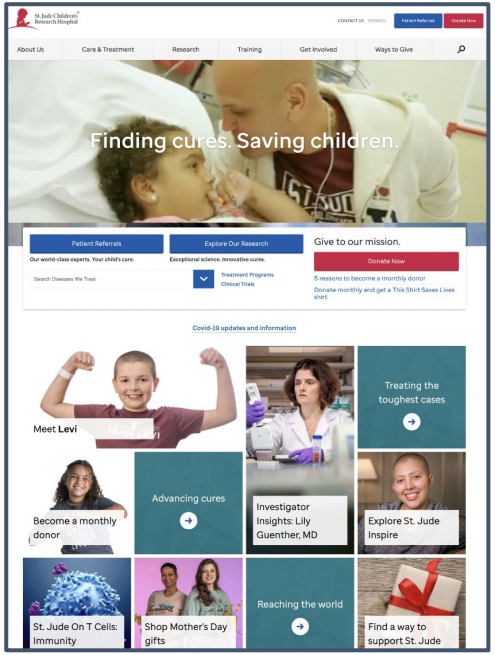
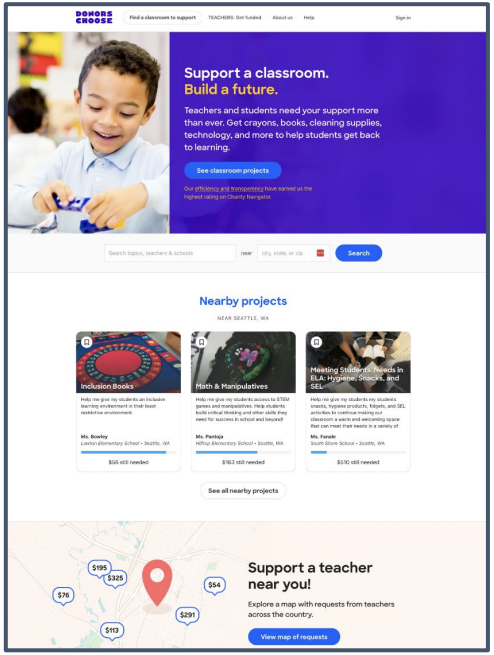
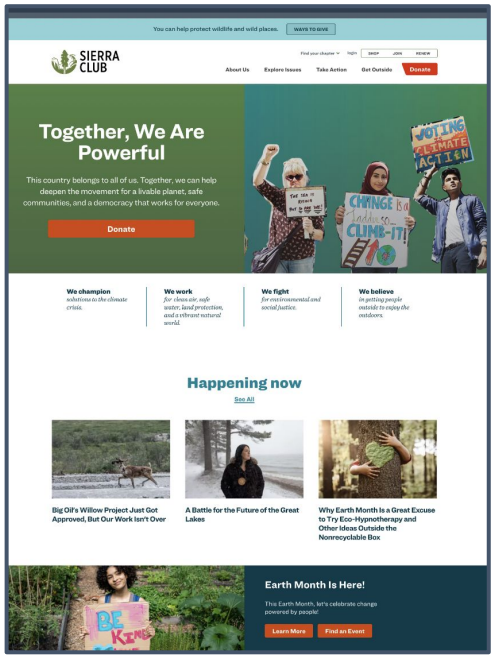
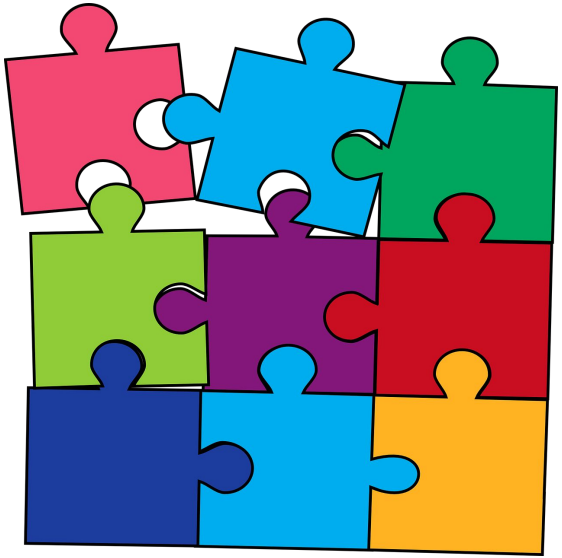






Website Design Fundamentals
Building out Service or Product Pages

Putting the pieces together.



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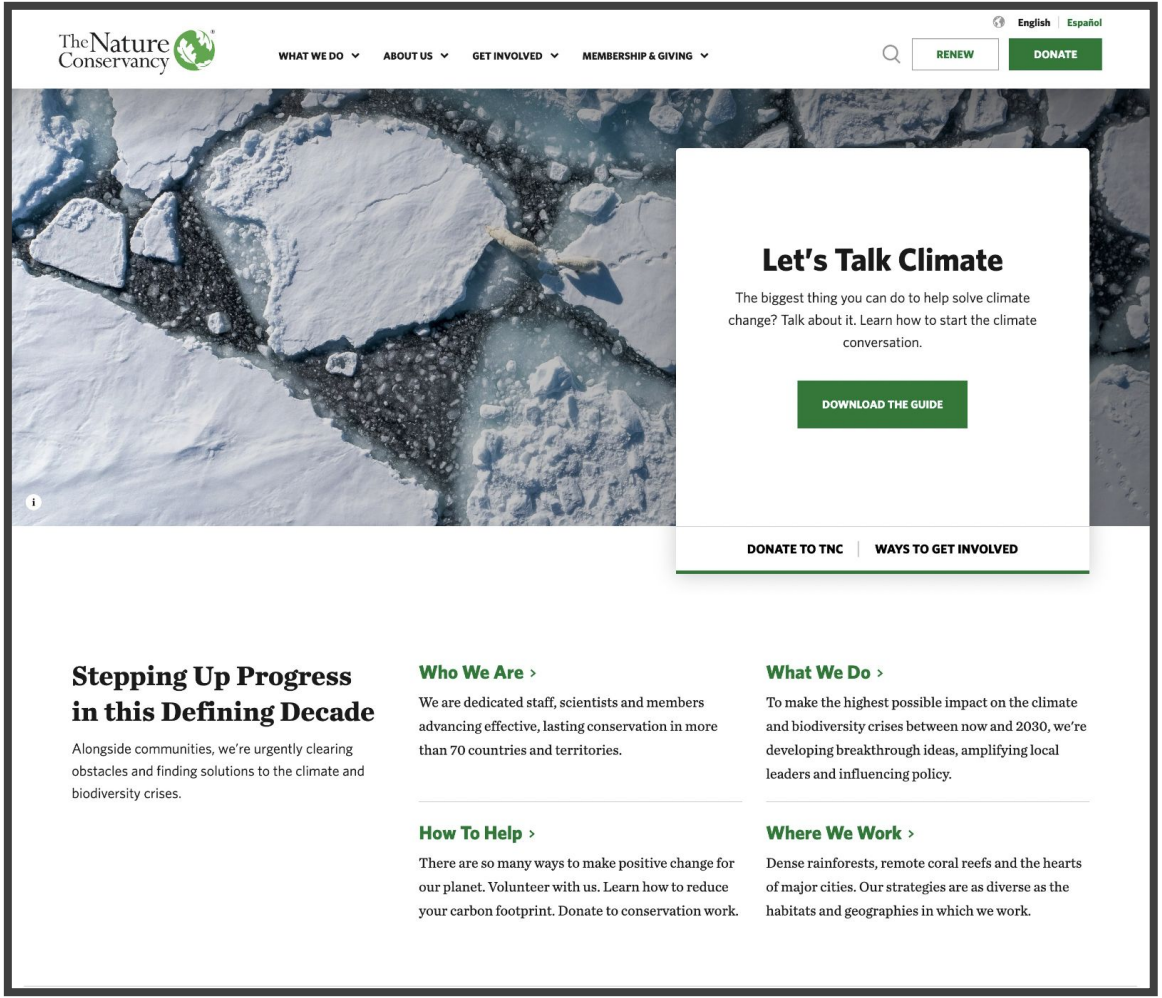
Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

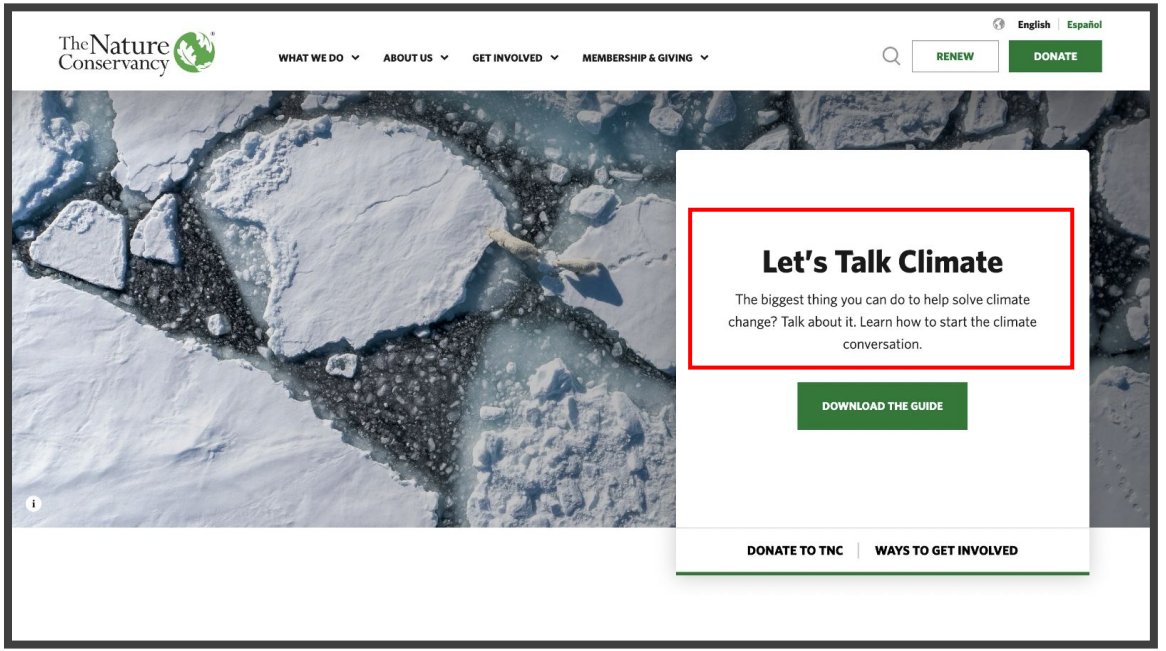
[Website Link]



Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

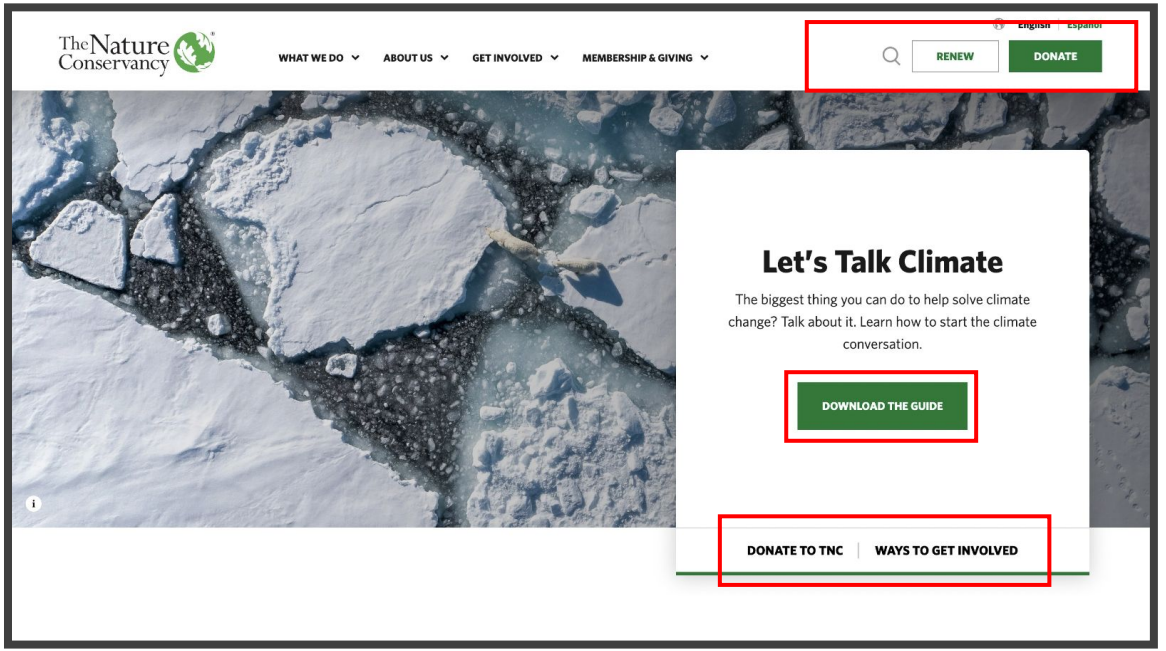
5 Second Rule



Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Clear Call-to-Actions



Website Design Fundamentals **Building out Service or Product Pages**

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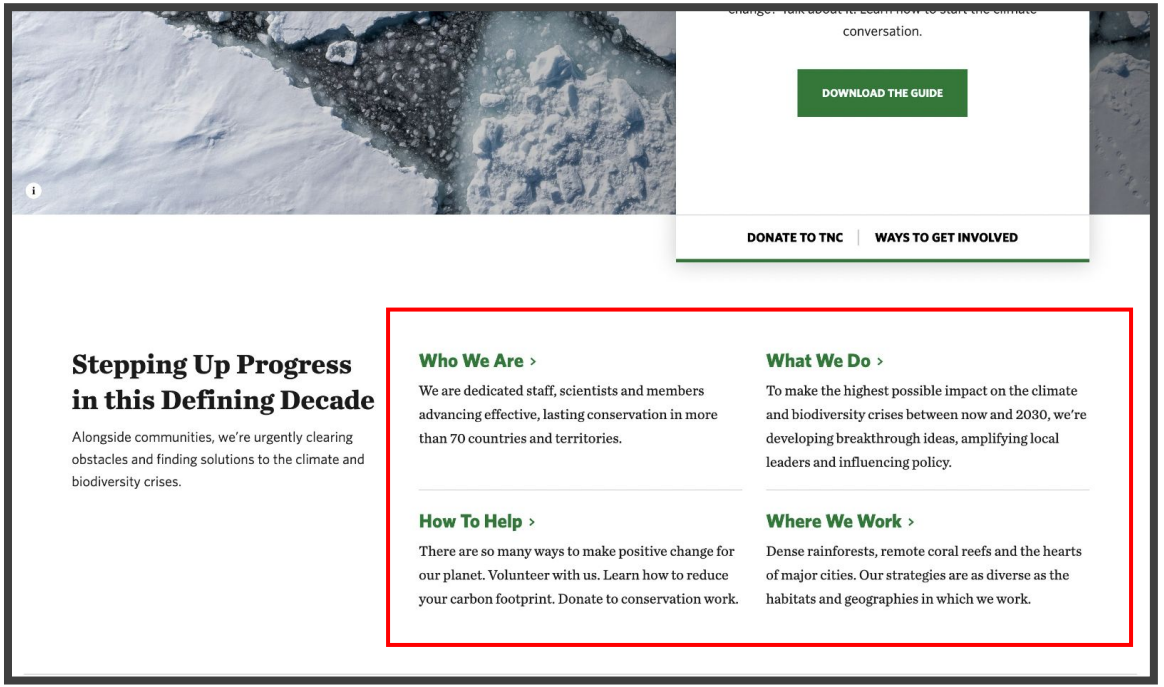
Eliminate Uncertainty

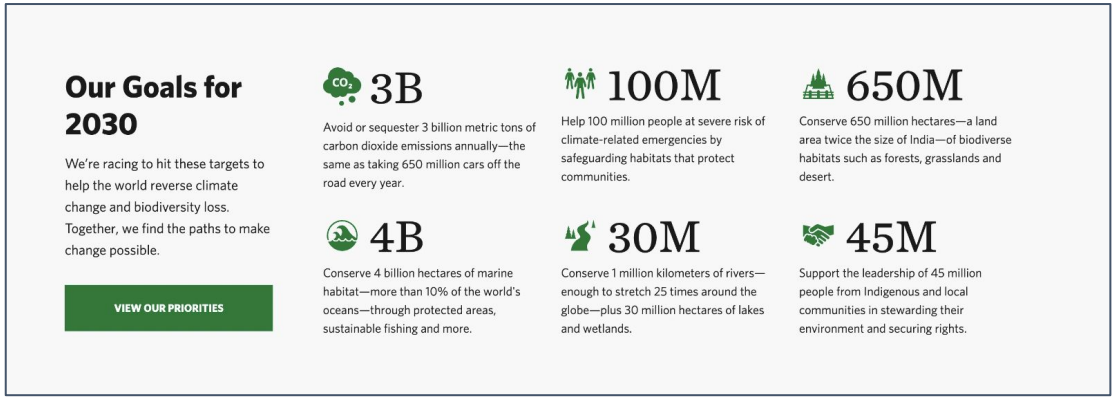
- Who, What, Where, How



Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Highlight Deliverables

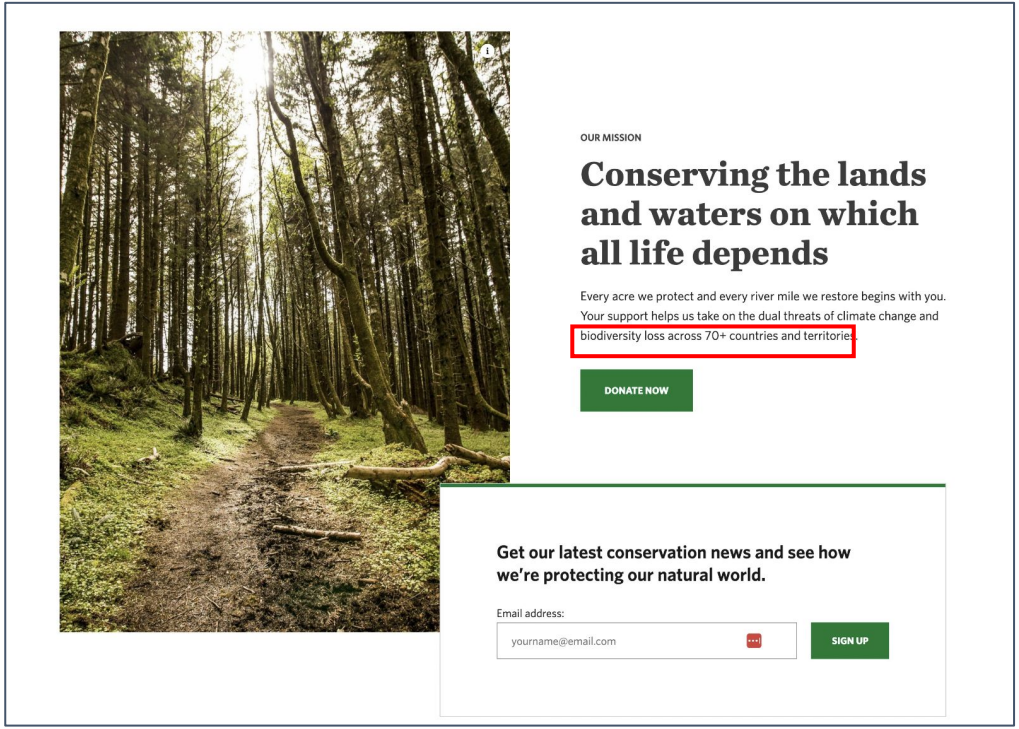


Website Design Fundamentals **Building out Service or Product Pages**

The Nature Conservancy

Demonstrate EEAT

- Authoritativeness
- Expertise



Website Design Fundamentals

MRD

Mobile Responsive Design (Tablet & Smartphones)

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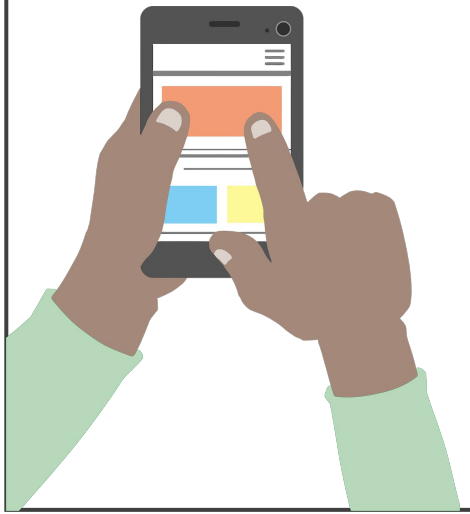


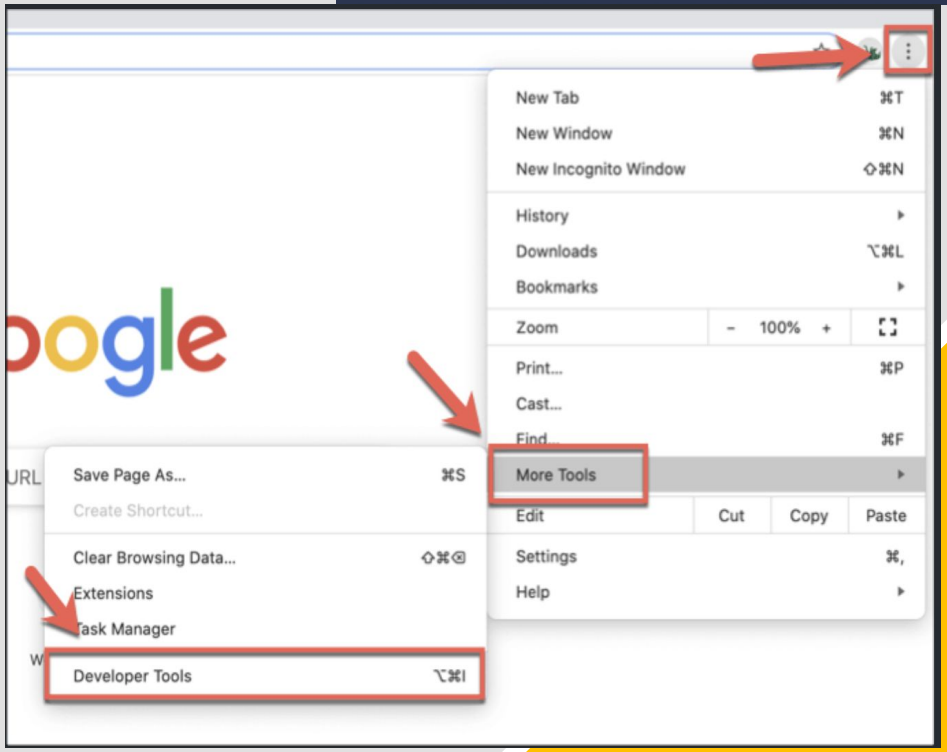
Is it easy to navigate?
Does it have clear CTA's?

Website Design Fundamentals

MRD

Mobile Responsive Design (Tablet & Smartphones)

How to check how your website's mobile view looks on a desktop



Website Design Fundamentals

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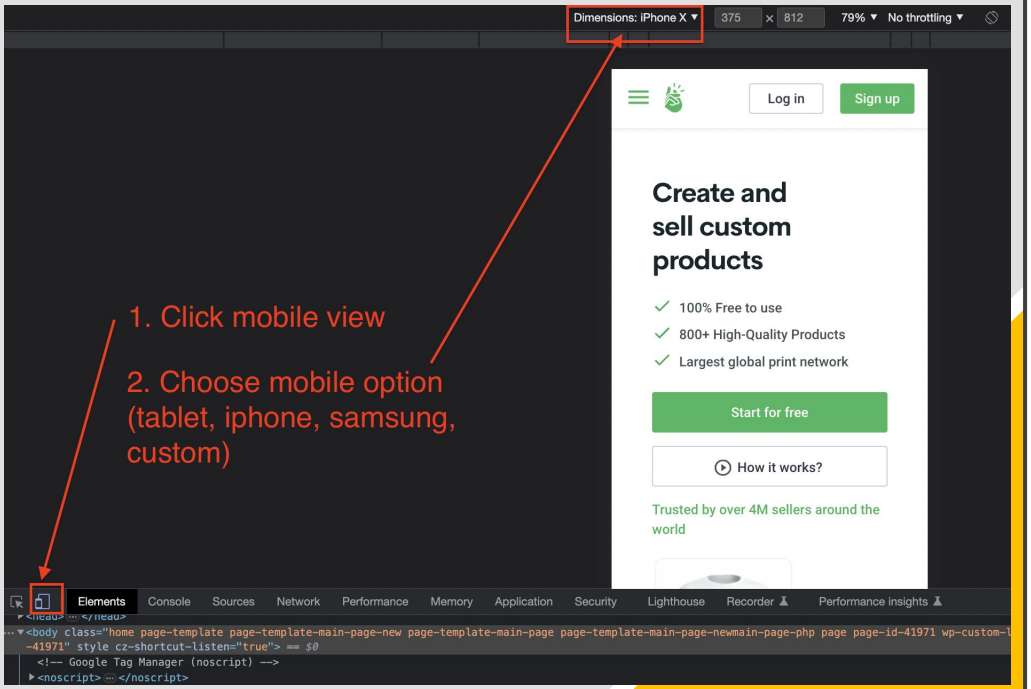

Using Your Website to Achieve Your Objective by Targeting Your Audience

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Agenda for part 3:

1. Lawful requirements
2. User experience (UX)
3. **Marketing channels**
4. Content strategy

Reviewing Different Marketing Channels

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- **Email**
- Google Ads (PPC)
- Social media
- Text messaging
- Influencers
- Networking
- SEO
- And others

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Website Marketing Channels
Email Marketing

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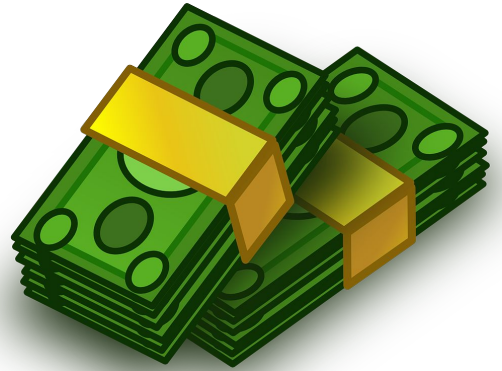
Each Email You Collect = $



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Reviewing Different Marketing Channels

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- Email
- **Google Ads (PPC)**
- Social media
- Text messaging
- Influencers
- Networking
- SEO
- And others

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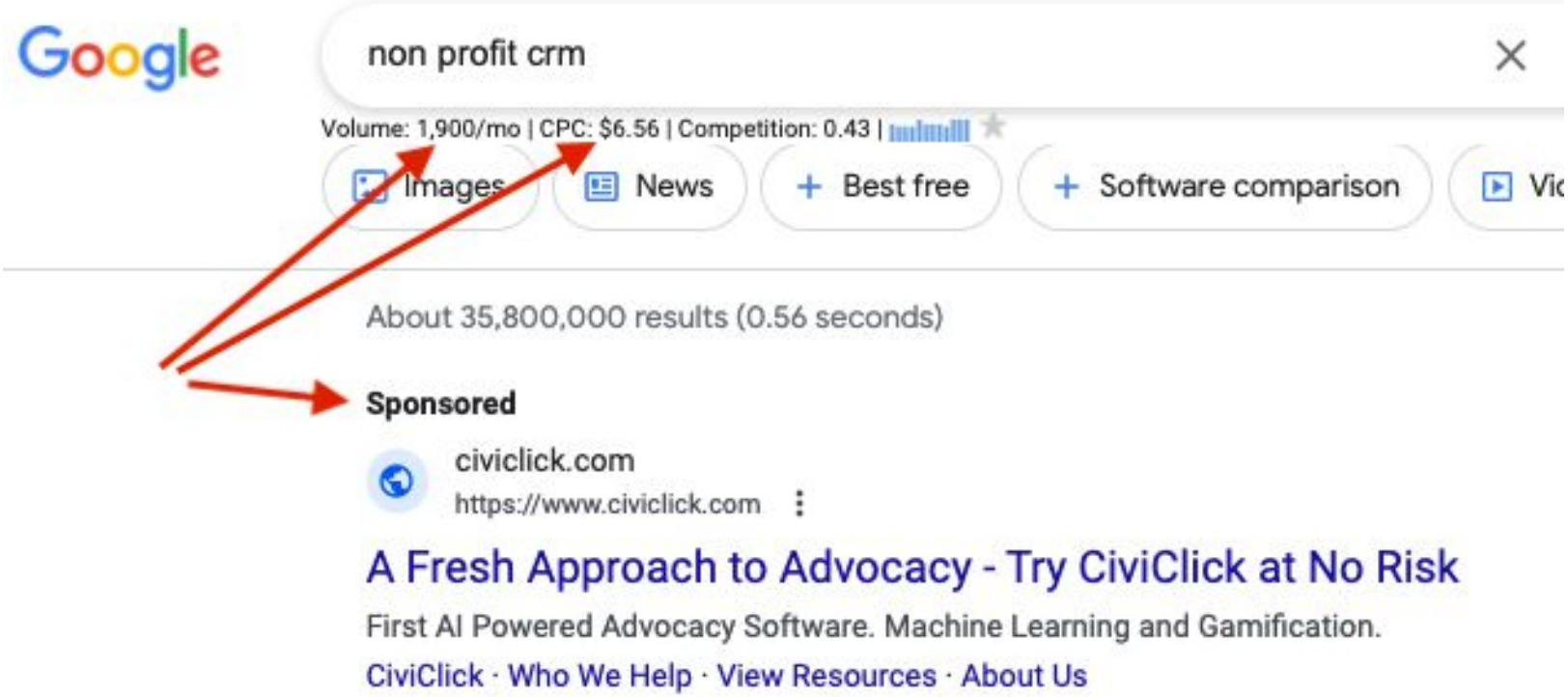
Website Marketing Channels
Google Ads (PPC)



Website Marketing Channels
Google Ads (PPC)

- Cost you money per click
- You can set budgets
- You can target search terms (keywords)
- You can target locations
- Are you a Non-profit?
  a. Google Ads Grant!
  b. $10,000 per month of ad spend

Reviewing Different Marketing Channels

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- Email
- Google Ads (PPC)
- **Social media**
- Text messaging
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- SEO
- And others

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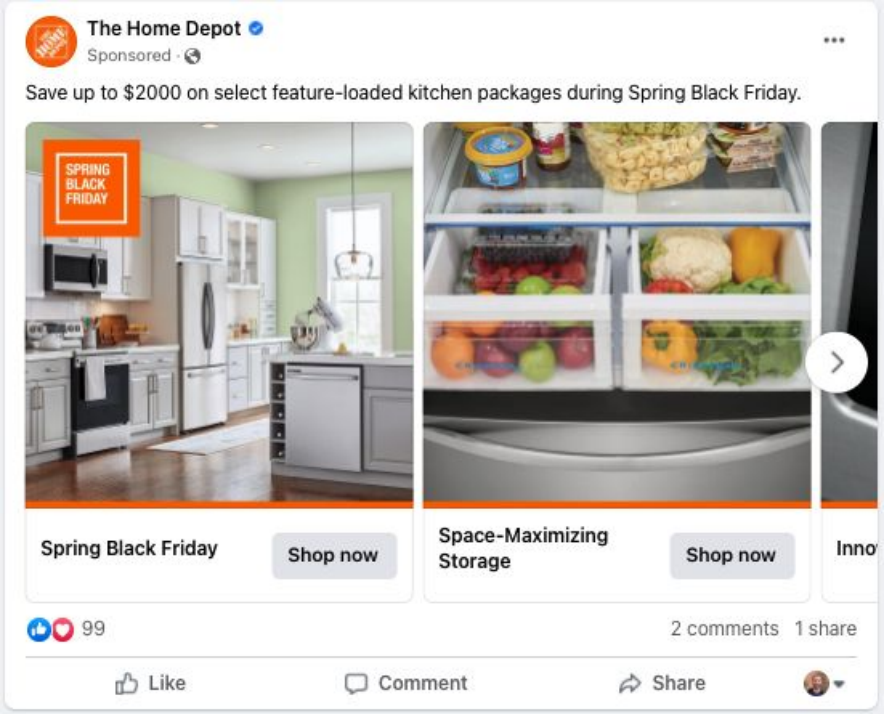
Website Marketing Channels
Social Media



Website Marketing Channels
Social Media

- Free and paid
  a. Paid ads on Social Media can be complicated
  b. [Free] posts typically don't get much engagement and are time consuming to do well
- Avoid the hype
- Focus on 1 - 3 different Social Media channels
- Where are your customers???

Website Marketing Channels
Social Media

Where are Your Customers?!?!

Website Marketing Channels

Social Media

ROI (Return on Investment)

Is this a profitable channel?

Return (Benefit)

Cost of Channel

= ROI

For every $1.00 spent,
are you making
at least $1.01?

Reviewing Different Marketing Channels

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- Email
- Google Ads (PPC)
- Social media
- **Text messaging**
- Influencers
- Networking
- SEO
- And others

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Website Marketing Channels
Text Messaging

Why use SMS Marketing?

1. High open rates
2. Direct communication
3. Fairly low cost
4. Targeting
5. Time-sensitive

Reviewing Different Marketing Channels

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- Email
- Google Ads (PPC)
- Social media
- Text messaging
- **Influencers**
- Networking
- SEO
- And others

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Website Marketing Channels
Influencer Marketing

Are there local influencers in your community?
How can you partner with them?

1. City council members
2. Local business leaders
3. Volunteers
4. Donors/customers/clients

Reviewing Different Marketing Channels

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- Email
- Google Ads (PPC)
- Social media
- Text messaging
- Influencers
- **Networking**
- SEO
- And others

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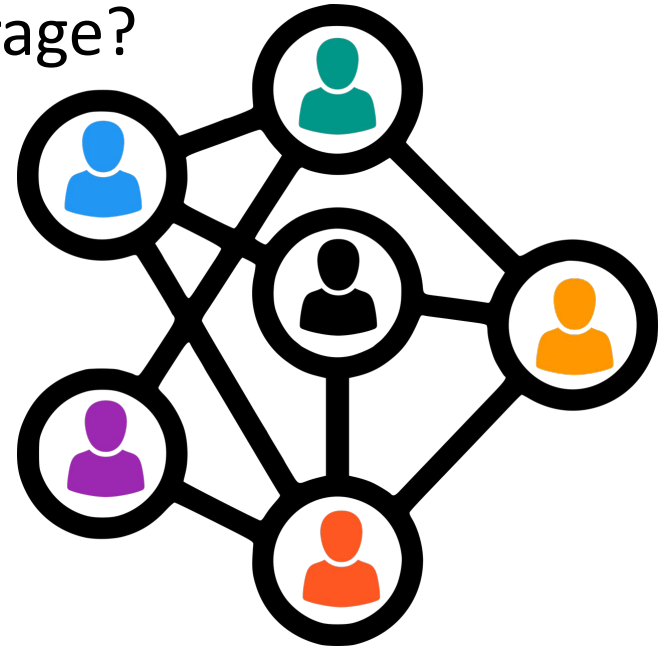
Website Marketing Channels
Networking/referral

Are there local service organizations, non-profits, or businesses that you can leverage?

1. Will they share your events?
2. Can they help you get volunteers?
3. Do they provide grants?



Reviewing Different Marketing Channels

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- Email
- Google Ads (PPC)
- Social media
- Text messaging
- Influencers
- Networking
- **SEO**
- And others

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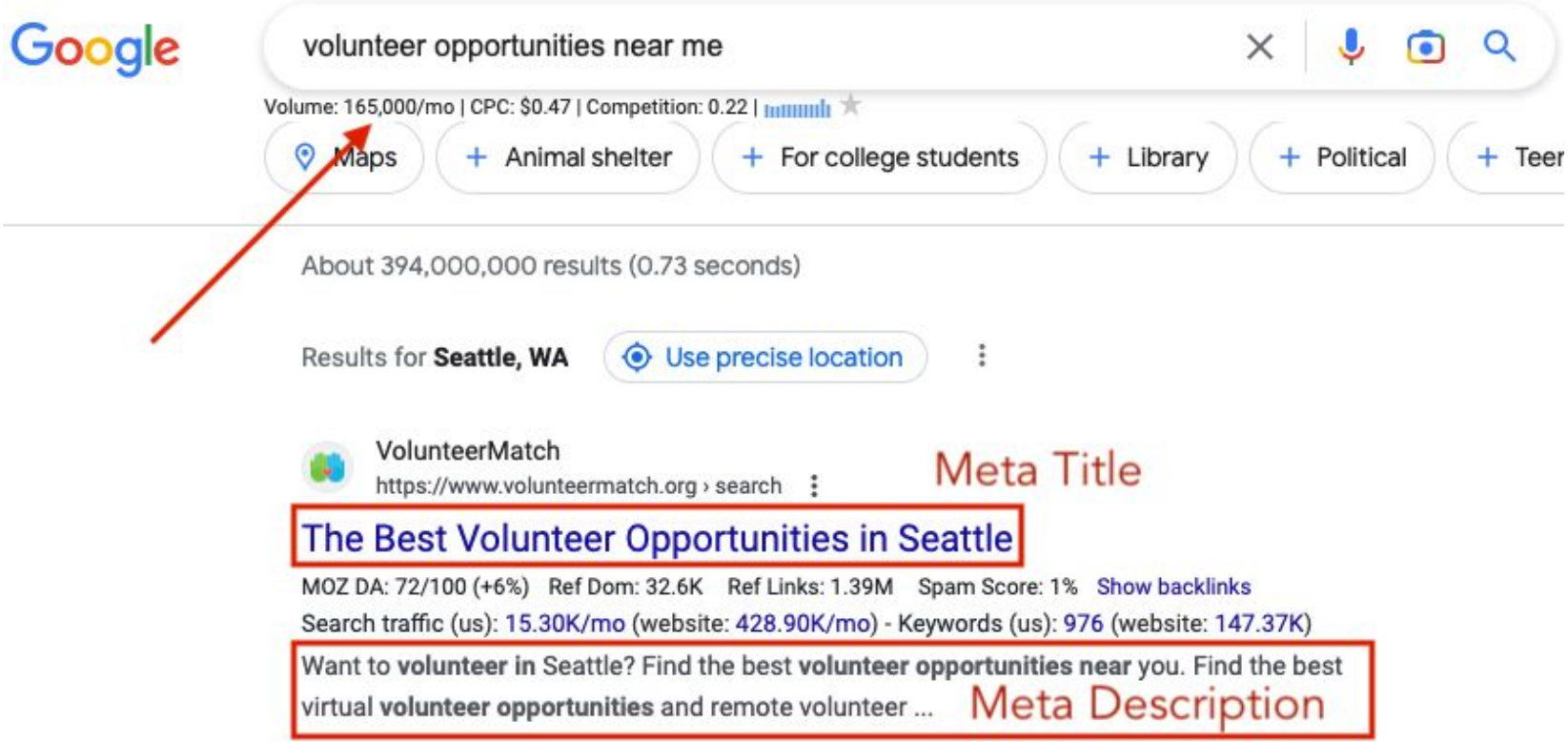
Website Marketing Channels
Search Engine Optimization

What is Search Engine Optimization (SEO)?

Improving your website to encourage Google and other search engines to show your website more often, and higher up in the search results.

Website Marketing Channels
Search Engine Optimization



Website Marketing Channels
Search Engine Optimization

How do you improve your SEO? First, let's understand how Google makes money

By getting people addicted to Google by showing accurate and helpful information in a way that provides a positive user experience.

Sometimes these people click on Google Ads, making Google money.

Website Marketing Channels
Search Engine Optimization

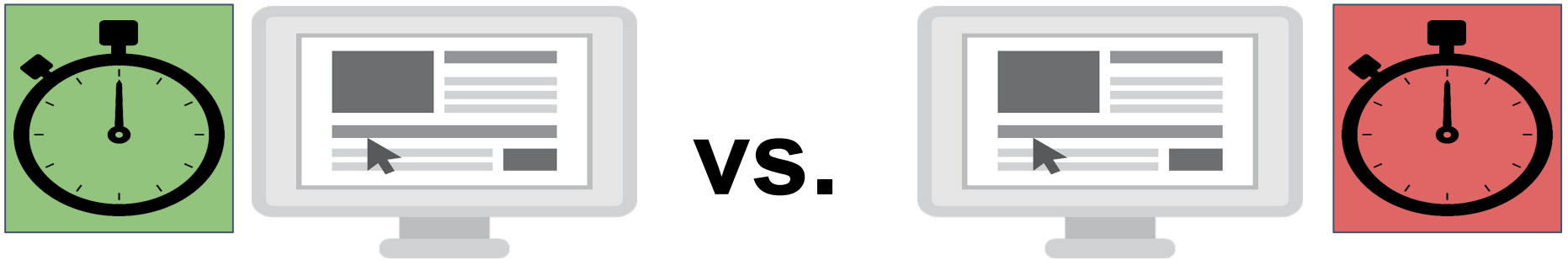
How does Google judge your website?

1. **Webpage Load Times**

Website Marketing Channels
Search Engine Optimization

Example: fast vs. slow loading website.

Take two nearly identical websites, one loads fast and the other loads slow.



Fast **Slow**

Website Marketing Channels
Search Engine Optimization

What website would Google rather send visitors too?

Fast Loading Website = Good

Slow Loading Website = Bad

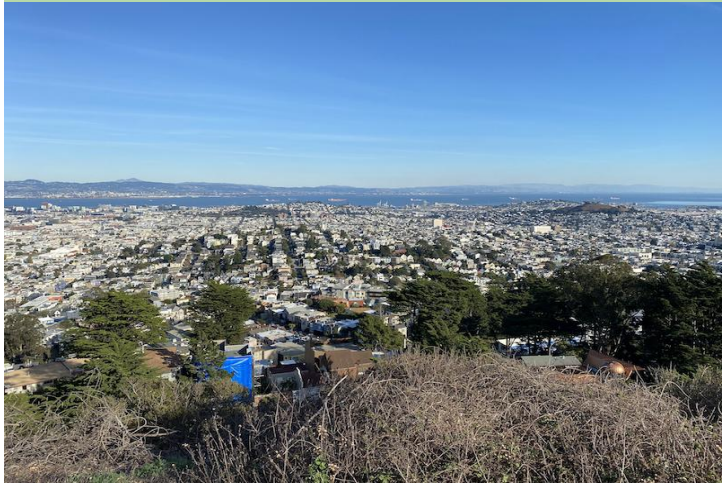
Website Marketing Channels
Search Engine Optimization

How do you improve the speed of your website?

Reduce the file size of your images.

File size: 11,600kb

File size: 400kb



Website Marketing Channels
Search Engine Optimization

… images look the same to the visitor, but they are smaller and improve the load time of your website.

Free tool for optimizing your image size:

https://imagecompressor.com/

Website Marketing Channels
Search Engine Optimization

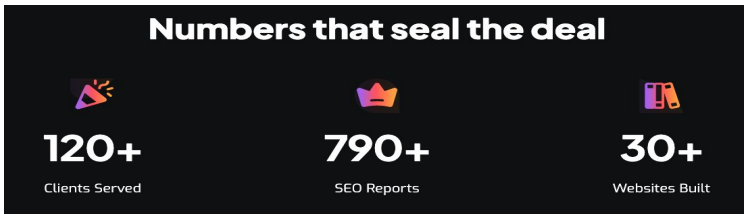
How does Google judge your website?

1. Webpage Load Times
2. **EEAT (Experience, Expertise, Authoritativeness, and Trust), already covered**

Website Marketing Channels
Search Engine Optimization

Ways to Improve EEAT (Experience, Expertise, Authoritativeness, and Trust)

1. Add customer reviews & number of reviews with stars
2. Add number of years in business
3. Add badges to your website
4. Add other clients you have worked with in the past
5. Add impressive numbers



Website Marketing Channels
Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. **User Experience, already covered**

Website Marketing Channels
Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. User Experience
4. **Adding keywords to your headings and other content**

Website Marketing Channels
Search Engine Optimization

Add keywords to your headings and other content.

What common search phrases are being used on Google Search? Add these to your website and marketing!

Website Marketing Channels
Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. Easy to navigate website with helpful internal links
4. Adding keywords to your headings and other content
5. **Building out service or product pages, already covered**

Website Marketing Channels
Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. Easy to navigate website with helpful internal links
4. Adding keywords to your headings and other content
5. Building out service or product pages
6. **Clear headings with easy to scan [helpful] content, already covered**

Website Marketing Channels
Search Engine Optimization

How does Google judge your website?

1. Webpage Load Times
2. EEAT (Experience, Expertise, Authoritativeness, and Trust)
3. Easy to navigate website with helpful internal links
4. Adding keywords to your headings and other content
5. Building out service or product pages
6. Adding clear headings with easy to scan [helpful] content
7. **Many other ways**

Using Your Website to Achieve Your Objective by Targeting Your Audience

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Agenda for part 3:

1. Lawful requirements
2. User experience (UX)
3. Marketing channels
4. **Content strategy**

Developing a Content Strategy

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- **Content audit**
- Competitor research
- Content plan
- Analyze & refine
- Creating content
  a. Brand consistency
  b. ChatGPT
- Efficiency tools

April 2023

Content Strategy
Doing a Content Audit

What content does your website need?

- Review your website's content, what content are you missing?
- What are the needs and interests of your target audience, and what problems are they trying to solve?

Tip: Most websites have a sitemap that lists out all the pages that are on a website. Go to:

https://example.com/**sitemap.xml**

Content Strategy
Doing a Content Audit

Types of content your website could be missing

1. FAQs (Frequently Asked Questions)
2. Key service pages (For example, a volunteer page)
3. Legal pages
4. Information about upcoming events
5. One way to get inspiration for what you're missing…

Developing a Content Strategy

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- Content audit
- **Competitor research**

April 2023

Content Strategy
Competitor Research

What do your competitors do better than you?

- If you don’t know who your competitors are, find them
- What content do they have that you are missing?
- How do they present their content in a better way?
- What marketing channels do they use and what content do they use on these channels?

Developing a Content Strategy

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- Content audit
- Competitor research
- **Content plan**

April 2023

Content Strategy

Content Plan

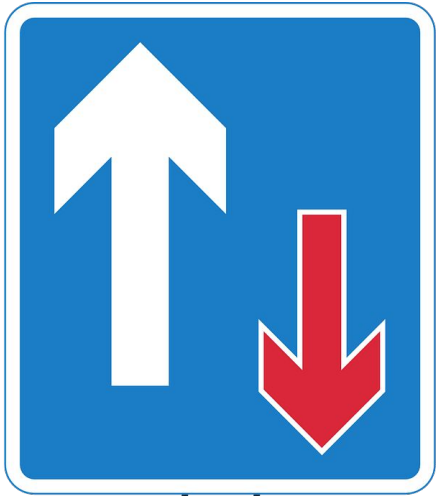
How to make a content plan.

1. ~~Identify your target audience~~
2. ~~Define your goals~~
3. ~~Do a content audit and competitor research~~
4. Prioritize needed content (see next slide)
5. Make a content calendar
6. Assign responsibilities
7. Create the content (future slide)

Content Strategy
Content Plan

What content should be prioritized?

1. Legal pages
2. Broken or poor sales funnels
3. Service pages
4. Content with a poor User Experience
5. Unclear navigation
6. Social media posts
7. Blog posts



Developing a Content Strategy

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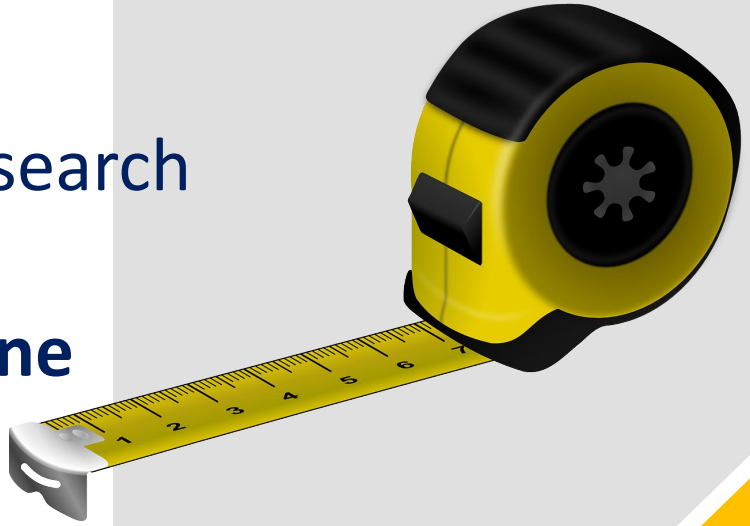
- Content audit
- Competitor research
- Content plan
- **Analyze & refine**



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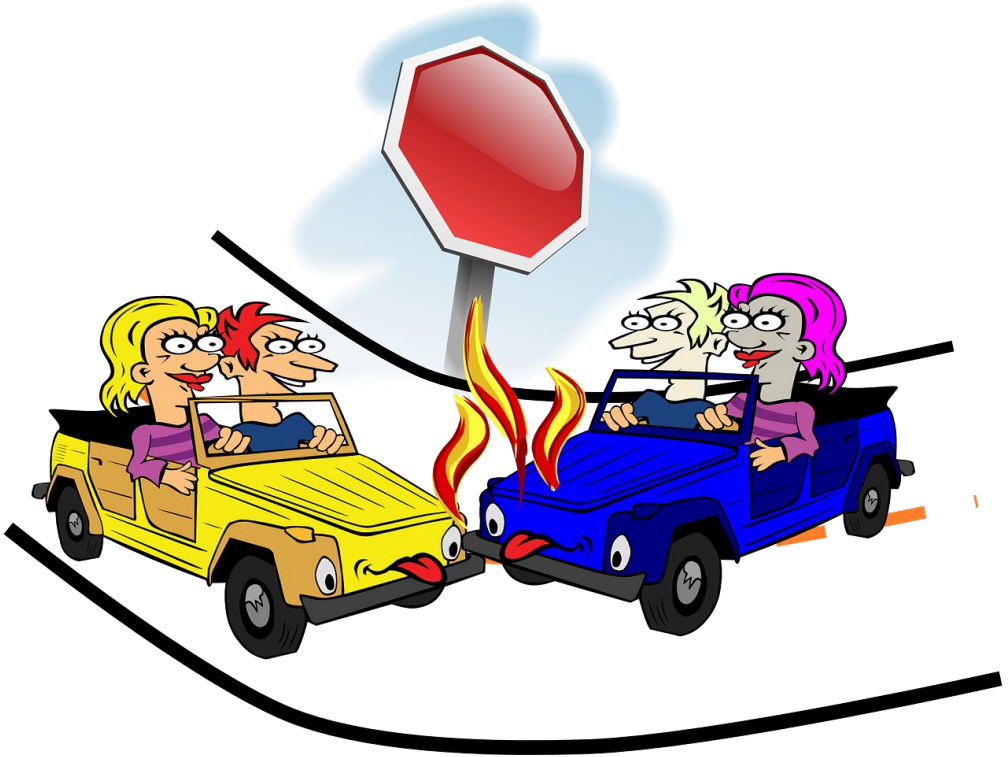
Content Strategy
Analyse & Refine

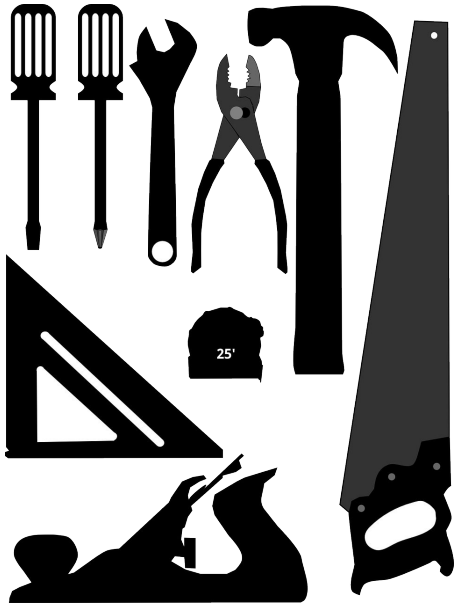
A website without analytics, is like driving with a blind fold on.



Content Strategy
Analyse & Refine

Tools for analyzing your metrics.

1. Google Analytics 4
2. Google Search Console
3. Google Business Profile
4. Make a questionnaire (Google Forms)
5. Ad platform dashboards
6. Key Performance Indicators (KPIs)



Developing a Content Strategy

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- Content audit
- Competitor research
- Content plan
- Analyze & refine

- **Creating content**
  a. **Brand consistency**
  b. **ChatGPT**
- Efficiency tools

April 2023

Content Strategy
Creating Content - Brand Consistency

Create a branding guidelines document.

1. Logo
2. Slogans
3. Brand story
4. Color palette
5. Typography
6. Messaging

Content Strategy

Creating Content - ChatGPT

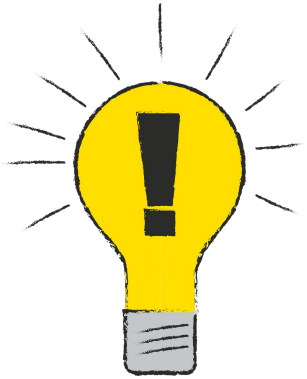
Leveraging AI to create content.

Creating content is time consuming and expensive.

Automate your content creation process as much as possible!

Content Strategy

Creating Content - ChatGPT

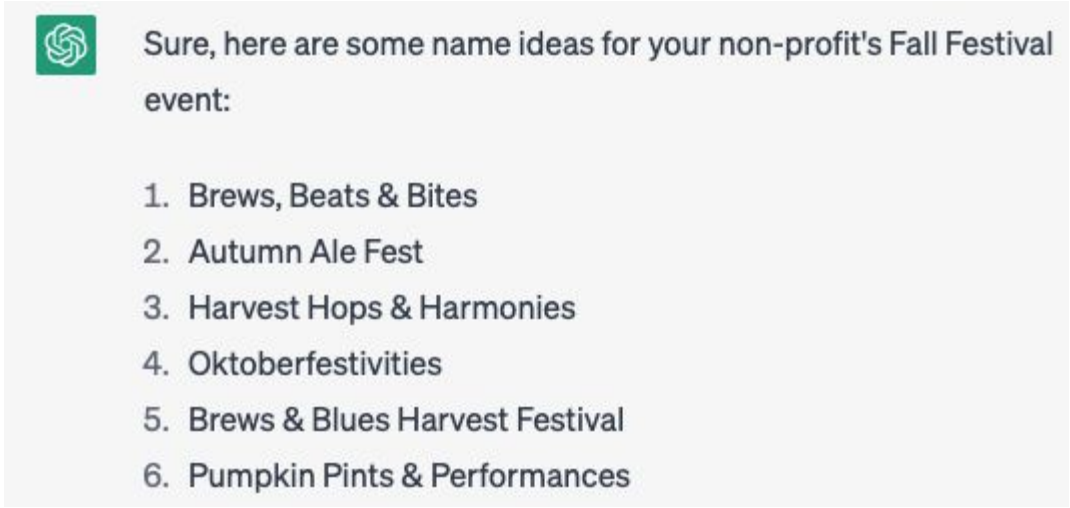


ChatGPT prompt ideas.

1. I’m making a privacy policy website page for my non-profit, give me a template to use.
2. I’m making a web page for a non-profit website to encourage volunteers to sign up for our events, what sections should be on this web page?
3. **My non-profit is trying to find a fun name for a Fall Festival event that includes beer, music and X. Give me a list of name ideas for this event.**

Content Strategy
Creating Content - ChatGPT

Example prompt: My non-profit is trying to find a fun name for a Fall Festival event that includes beer, music and X. Give me a list of name ideas for this event.



Caution: check for trademarks or inaccurate information.

Content Strategy
Creating Content - ChatGPT

Automate the process. Example:

https://www.storybooksuppers.com/recipes/woebegone-wafers

	Generate a Cooking Recipy	Main Ingrediant		
	lunch	chicken		
#	Want to Use?	Persona	Author's Name	Name of Meal
1	No	Magical Witch	Kitchen Witchery Q…	Chicken salad sandwich
2	No	Funny Pirate	Captain Cutluss Cook	Grilled chicken wrap
3	Yes	Magical Witch	Kitchen Witchery Q…	Chicken Caesar salad
4	No	Sad Robot	Meal Master 9000	Chicken quesadilla
5	No			Chicken stir

Content Strategy

Creating Content - ChatGPT

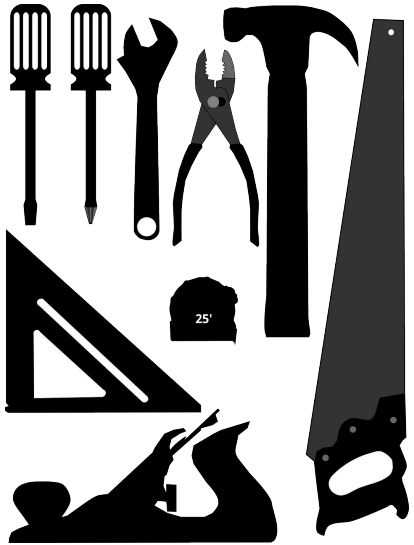
What if you did this for social media posts instead?

Prompt structure: Write content for a Facebook post for an X event that targets Z. Include details such as X, Y, and Z.

Content Strategy
Creating Content - ChatGPT

Tools for automating the process:

1. Google Sheets
2. ChatGPT
3. GPT for Sheets
4. Many other tools out there



Developing a Content Strategy

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- Content audit
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- **Efficiency tools**

April 2023

Content Strategy
Efficiency Tools

April 25th @ 12pm

Promo for next presentation: Technology Solutions

Tools, tools and more tools. Learn how to increase your productivity and become more time efficient while working on your computer. In this presentation you will discover how to save hours of time per week using tools to automate common annoying and tedious tasks.

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Questions?

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