



HOMWORK

In this week's homework, you'll review your website and make sure it has the basics. You'll also make sure that you have the appropriate people on your staff (plus interns/volunteers) manning the important jobs. You'll also look at the experience your donors have with your organization and make sure you are being the best relationship partner you can.

This week, complete the following questions for your organization. Use separate pieces of paper for responses and notes.

Questions? Always feel free to contact me at jc@dxlabs.org.



HOMWORK

1. Look over your website and make sure it has the basics.

- links work (all clicks in the site work)
- up to date content/info
- place to donate (clear donate button/pages)
- set up well (logical, easy to find things, not overwhelming with text)
- easy to find (e.g. you show up first in a google search for your organization)
- "about" page/section
- staff/board page
- who is in charge of what (with contact info)



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2. How well does your website tell your story?

- story of the organization, it's origin, it's reason for being
- stories from people directly benefitted by your organization (written stories are great, photos are better, and video can be even better)
- are you using video? If not, could you?
- stories of impact, of positive change created by your organization (and by proxy, your donors)

3. Who is your ideal donor? Why do they give to you, why don't they? What other donor groups (e.g. different age, demographics, location, etc.) would find what you are doing compelling and engaging?



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4. How easy are you to give to?

- is the online donation experience easy and compelling?
- how many clicks is it?
- how easy is your form to fill out?
- how do you stay in touch and payoff the intent of your donations?
- how do you handle end-of-year receipts and donation thank you's?

5. What is the conversion rate of your site? That is, what % of your average monthly visitors make donations (e.g. take the number of total online donations and divide it by the total visits)?



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6. Who is assigned to update the website (and social media)?

- is there someone assigned who not only has the know-how but is reliable and consistent?
- if you require outside help for this, could you provide training for your staff on how to do the updates yourself?
- are website updates scheduled along with events and any other item that will generate content for you?
- are website and social media updates a key part of your marketing/promotion plans?
- is your social media reinforcing your website, and vice versa? is the best person assigned to do these updates (and not just the youngest adult)?

7. How easy is it for your website visitors to view info on news, events, updates etc.? Do you make it easy for visitors to stay in touch with you and quickly update themselves on current happenings? Do you have a useful newsletter? If not, why not?