



## HOMWORK

In this week's homework, you'll review your website and get very clear on what its job is. You'll complete the "dinner party" exercise with your own organization, and you will build personas for your ideal donors.

**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](mailto:jc@dxlabs.org).**



## HOMEWORK

1. What are your goals for your donation website in the next year?

- increase in donations? one-time, monthly, or both?
- increase in donors?
- social media follows/likes/shares?
- more volunteers?



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2. Thinking about your goals, what is your website's job? How does it help achieve your goals (e.g. what is required to achieve your goals that your website can do)?

- what is the job of the website as a whole?
- what are the jobs of each main page on your website? how do they accrete to goal completion?
- what order do the pages of your site work best in fulfilling the job of the website? is your site organized this way?



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3. What "personas" (groups of people) do your donors break into? List 3-5. You could also think of these as your donation stakeholders.

-be clear about what you specifically know about them (e.g. age, demographics, location income, professions, etc.). paint a picture.

-be specific enough to "see" the typical person, but general enough to include a good % of the group.

-what matters to them? what is their value system (why do they find value in what you are doing)? why do they give to you?

-how are you talking directly to them? how aren't you?



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4. Using your personas, look at your website and break the pages out based on which pages are for which group and in what priority. That is, think about your persona group and ask yourself what pages/content are most important to them. Then, look at your website and see if there is a logical flow for that type of person. Are you giving them what they want/need in the right order? Are you allowing them to branch off from your home page and find what they are looking for?

5. Find people in each of your persona groups and ask them what they think about your website. Specifically, ask them how it clearly and easily gives them the information they are looking for. Ask them what is missing, or what they would most like to see that they can't currently find. Offer something in return (e.g. gift card, food, etc.).



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6. Complete the "Dinner Party" exercise (this can be easier to do with another person). Think of the 3-5 things that you know about your work, and your organization, that are great conversation starters with strangers. This could be unknown facts, amazing accomplishments, compelling statistics, etc. That is, list the things that you know cause strangers you are talking to to lean in and really engage with what you are saying.

7. Look at your website again and ask yourself how prominent these 3-5 things are on your site. Ideally, are these the first thing "strangers" read about you (e.g. the headlines on your home page)? If not, look at ways to make these points much more prominent.