

Presented by John Kenyon

Session Five  
The eNonprofit:  
Effective Website Presence



Author: John Kenyon



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# Mechanics



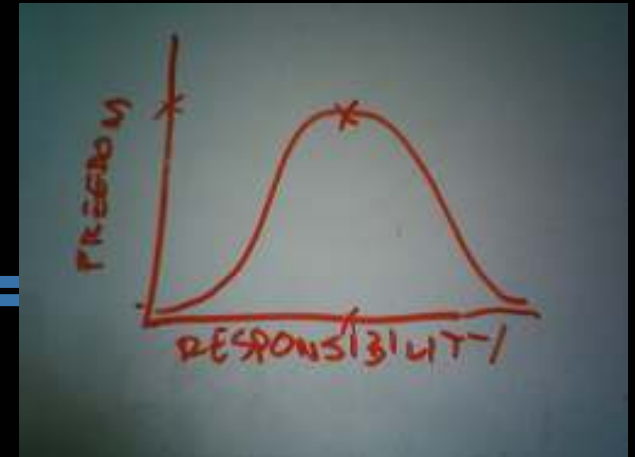
- Everyone is muted during lecture
- Set times for discussion
- For questions other times, use chat
- Using Chat - Favorite nonprofit website?
- Technical Difficulties?  
Close and Re-enter Meeting  
(415) 397-9000

# Responsibilities

- Respect
  - Varied
    - Levels
      - of Experience
- Participate, Think about Your Angle
- Share your Experiences and Ideas

## During Conversations:

- Be in a Quiet Environment
- Speakerphones Discouraged
- Identify Yourself When Speaking
- One Person Speaking at a Time



# Course Overview



1. Systems Analysis
2. Hardware, Software and Networks
3. Databases aka  
Constituent Relationship Management Systems
4. Technology Planning, Budgeting and Implementation
5. **The eNonprofit: Effective Internet Presence**
6. The eNonprofit: Online Engagement and Internet Services
7. The Future: Latest and Greatest NPO Tools

# Session Agenda



- Session Overview
- Web Presence
  - 4 C's of Effective Websites
  - Top 9 Ways to Catch Supporters
  - Driving Traffic
  - 12 Basics of Driving Traffic
  - Tracking Results
  - Effective Examples
- Discussion
- Evaluation

# Weekly Question



- Question:

What 2 goals do I have for our website for this year?

# Creating an Effective Website

- ❖ The four C's:
  - ❖ Credibility,
  - ❖ Cultivation,
  - ❖ Clickability &
  - ❖ Content

- ❖ Top 9 ways to catch supporters in your web (site)



# Four Key Website Attributes

- ❖ **Credibility**
  - ❖ The public face of your organization
- ❖ **Cultivation**
  - ❖ Outreach and building relationships
- ❖ **Clickability**
  - ❖ Interactive user experience with clear navigation
- ❖ **Content**
  - ❖ Most important element - requires regular input



# The 4 C's in more depth

- ▶ Websites provide multiple levels of information about your work (**Content**)
- ▶ Visitors come to your site to learn, then to act (**Cultivation**)
- ▶ Your job is provide clear paths and lots of interaction to increase the visitors' depth of understanding and confidence in your organization (**Credibility and Clickability**)



# Top 9 ways to catch supporters

1. Consider Your Audience
2. Bring Content Online
3. Collect Email Addresses
4. Write for the Web
5. Get Content
6. ASK for Support & Make it Easy to:  
Give, Learn, Act, Contact
7. Add a Privacy Policy
8. Add Interactivity
9. Website Management



# Consider Audiences



- Who visits our site?
- Who do we want to visit our site?

Your audience may consist of:

- Donors
- Funders
- Prospects
- Volunteers
- Media
- Activists
- Program participants
- Community Leaders
- Your Staff and Board

# Layout - Outside In *not* Inside Out

## Ask yourself:

- Can our visitors find what they want on our site?

## Ask your visitors:

- Can you easily find what you are looking for on our site?



## Find Out:

- Usability testing
- Focus Group
- Surveys

Bang away at the site  
Volunteers, Board  
SurveyMonkey, Zoomerang

# Bring Content Online



- 📄 What does your organization publish ?
- 📄 Who do you serve ?
- 📄 What do you do ? How do you do it ?

When you print reports, flyers, invitations, forms, etc. ask yourself:

- 📌 How will I put this on the web site?
- 📌 How will it be different (editing, graphics, etc.)?
- 📌 Consider Statistics, Data, Downloadable Papers, Biographical Information

# Collect Email Addresses



eNEWSLETTER SIGNUP

>>

Get our monthly newsletter

## Your New Mantra:

- ✓ I will collect email addresses - everywhere
- ✓ I will ask permission to email
- ✓ I will make regular contact

# Write for the Web

People rarely **READ**  
web sites word for word.

They **SCAN** web sites.

They **GLANCE** at emails.



# 5 Top Tips

1. Highlight **Keywords**
2. Use Bulleted Lists
3. One Idea Per Paragraph
4. Cut Your Text in Half
5. Offer Links



# Get Content

You are not alone!

You can get free content from:

- Partners, collaborators
  - Jointogether.org
  - Alternet.org
  - Care2.com
  - Enature.com
  - Yahoo
- News feeds
- Your constituents



# Content Tips

- Identify important “revolving” content
- Coordinate the team: think about program content and content management tools
- Prioritize
- Systematize
- Develop a schedule
- Delegate



# Ask and Make it Easy

- ✓ Give a Donation
- ✓ Take an Action
- ✓ Learn About You
- ✓ Contribute in Other Ways

## How?

- ▲ Ask for Support or to Take Action
- ▲ Give Compelling Reasons to Help or Give
- ▲ Provide Secure Donation Page
- ▲ Tag Line + Mission Statement
- ▲ Contact Information on Every Page



Support nonprofit,  
independent  
environmental journalism.  
Donate to *Grist*.

**DONATE NOW**  
SECURE DONATIONS  
BY [GROUNDSPRING.org](http://GROUNDSPRING.org)



# Privacy Policy

## MSPCA PRIVACY POLICY

[Personal Information](#)

[Cookies](#)

[Links](#)

[Donation Area](#)

[Disclaimer](#)

[Changes to This Policy](#)



- A privacy policy is a statement that describes how your organization handles information
- **Your Privacy policy**  
Informs visitors about how you will handle:
  - ❖ Name/Personal Information
  - ❖ Credit Card/Donor Information
  - ❖ Email addresses
  - ❖ Cookies

# Interactivity



- 🗨️ Clicking is a kinesthetic experience that mimics a conversation
- 🗨️ The more your visitor can “talk” to you, the closer they will feel to your mission
- 🗨️ The closer a visitor feels, the more they want to support you

**Don't be afraid to have fun!**

# Web Management



- To update content easily, you will need someone on board with web skills
  
- Your options
  - Consultant
  - Train your Staff
  - Invest in a Content Management Solution
  - All of the above

# Effective Websites



- ✓ Credibility, Cultivation, Clickability & Content
- ✓ Consider Your Audience
- ✓ Get Content & Bring Content Online
- ✓ Write for the Web
- ✓ ASK for Support, Make it Easy to Help
- ✓ Add a Privacy Policy & Interactivity

# Website Overhaul

- Content Courtesy of Eric Leland



**Eric Leland**  
**Owner, Leland Design**

**Eric@lelanddesign.com**  
**510-375-2396.**  
**[www.lelanddesign.com](http://www.lelanddesign.com)**

# Website Overhaul - Readiness



- Build a Case: Keep your friends close...
- Secure Resources: Time, People, Money
- Optimize: Using what you have better
- Seek advice: Friends, Peers, Reviews
- Build a Team: Represent the Need

# Implementing a Website



- Plan it! Know What You Need
  - Website Mission vs Organization Mission
  - Assess Capacity: Who will maintain the site?
  - Identify and Involve Your Audience
  - Interactivity and your Audience : Who, and How?
  - Content: Answer Questions, Tell Stories
  - Prioritize: Focus on critical needs
  - Play in Sandboxes: Test and Evaluate Solutions

# Implementing a Website



- Build it! Stay Involved
  - Manage the Project
  - Clarify Expectations: Contract and work plan
  - Help the Build: Lend Your Expertise
  - Review Regularly: Test and Feedback
  - Learning by Doing: Train throughout the build
  - Document: How it works, and how you use it.
  - Support: Burn in, and ongoing

# 12 Basics of Driving Traffic

- Distinct and Succinct URL
- Your URL Everywhere
- Use Word-of -Mouth
- Register with Web Directories
- Optimize Search Engine Detection with Effective Tags
- Links to Partners and Content
- Fundraising Campaigns and Special Events
- Email & Enewsletters
- Paid Key Words/ Google Grants
- Newsgroups and Listservs
- Fix Broken Links
- Track Metrics



# Track Metrics



- Clicks are saved in two log files:
  - Access Logs
  - Referrer Logs
- Most valuable partnership and marketing data you can find
- Accurately benchmarks what people really care about
- Helps you create and evaluate advocacy, promotional and fundraising campaigns
- Future: You reach the sectors you really want and serve up programs that keep people coming back

# Statistics to Watch



- 📱 Unique visitors
- 📱 Page Views
- 📱 Most Popular Pages
- 📱 Downloads
- 📱 Referrer Sites
- 📱 Search Engines and Key Words

# Review: Drive Traffic, Track Results



- ✓ Review the 12 Basics
- ✓ Take Actions to Drive Traffic
- ✓ Create Systems to Keep Traffic Coming
- ✓ Regularly Review Web Traffic Statistics
- ✓ Use Statistics to Improve and Evaluate

# Effective Website Examples



- ✓ Easy to Navigate & Find Information
- ✓ Easy to Donate Online
- ✓ Regular Content Updates
- ✓ Automated Email Addresses Collection
- ✓ Variety & Click-ability

# SAVE THE BAY

[contact us](#) | [site map](#) | [search the site:](#) 

## CLEAN UP THE BAY

[▶ START HERE](#)

### SAVE THE BAY

[▶ DONATE NOW](#)[▶ VOLUNTEER](#)[▶ BECOME A MEMBER](#)

▶ Take Action:

#### action alert!

**Cargill: Don't Fill The Bay!**



▶ Keep It Clean!

- Medicine Disposal
- Disposal Events

### GET OUT ON THE BAY



**Spring Wildflower Walk on Ring Mountain**  
Saturday, April 12  
10:00 a.m. - 2:00 p.m.



**Earth Day Restoration Project in Oakland**  
Saturday, April 19  
9:00 a.m. - 12:00 p.m.



**Full Moon Paddle at Gallinas Creek**  
Saturday, April 19  
6:00 p.m. - 9:30 p.m.



**Weed the Wetlands at the Palo Alto Baylands**  
Wednesday, April 23  
1:00 p.m. - 3:00 p.m.

### BAY NEWS

#### [Save The Bay - In The News](#)

**NEW** *Redwood City Daily News:*  
Guest opinion - Let voters weigh open space protection

**NEW** *San Francisco Chronicle:*  
Open Forum - Time to get trash out of our Bay

*San Mateo County Times:* Council may seek earlier public input on Cargill

*San Mateo Daily Journal:* Activists seek charter change

*San Mateo Daily News:* Initiative renews bayfront fight

*San Mateo County Times:* Groups push for Cargill measure

# END MOUNTAINTOP REMOVAL

ACTION AND RESOURCE CENTER

iLoveMountains.org

LEARN MORE

MULTIMEDIA

LATEST NEWS

PRESS/BLOGGERS

TAKE ACTION

## Mountaintop Removal Blogosphere Headlines RSS

iLoveMountains.org



### WHAT ARE PEOPLE FOR?

Published: Thu Jul 17 03:26:30 GMT-0700 2008



SHARE ▶

**WHAT'S YOUR CONNECTION TO MOUNTAINTOP REMOVAL?**

Find out: enter zip code

**AMERICA'S MOST ENDANGERED MOUNTAINS Video Series**

**WATCH THE VIDEOS**

## YOU CAN END MOUNTAINTOP REMOVAL

Mountaintop removal is a radical form of coal mining in which entire mountains are literally blown up -- and it is happening here in America on a scale that is almost unimaginable.

Mountaintop removal is devastating hundreds of square miles of Appalachia; polluting the headwaters of rivers that provide drinking water to millions of Americans; and destroying a distinctly American culture that has endured for generations.

But mountaintop removal can be stopped -- with the help of people like you.

## FEATURED NEWS

**New Video Series and Interactive Map** - Almost 500 mountains have already been destroyed, but hundreds more that can be saved. America's Most Endangered Mountains video series and interactive map is inspiring people like you to help protect the mountains that belong to all of us, and to support the communities that are standing up for their mountains and their rights.

**New web tools available** - The iLoveMountains.org Blogger's Challenge makes it easy to spread the word with customizable "Spread the

iLoveMountains.org  
**Blogger's Challenge**



## SPREAD THE WORD

29,876 people have already pledged to help end mountaintop removal. Add your voice!

Tell me more



**WRITE TO CONGRESS**



**WHAT'S MY CONNECTION?**



**GO TELL IT ON THE MOUNTAIN**



**THE HIGH COST OF COAL**



**NATIONAL MEMORIAL FOR THE MOUNTAINS**



**WATCH THE VIDEO**



**PLEASE DONATE**

we are millions of people speaking up for **solutions**.  
we can solve the climate crisis if we **take action** now.  
add your voice now.



Even polar opposites like Al Sharpton and Pat Robertson agree we need to protect the planet. [Learn more >>](#)

[Replay intro](#)

### why join we

No single person will stop global warming, but by working together, we can make it a priority for government and business. We'll succeed

### about us

The We Campaign is a project of The Alliance for Climate Protection -- a nonprofit, nonpartisan effort founded by Nobel laureate

### action alerts

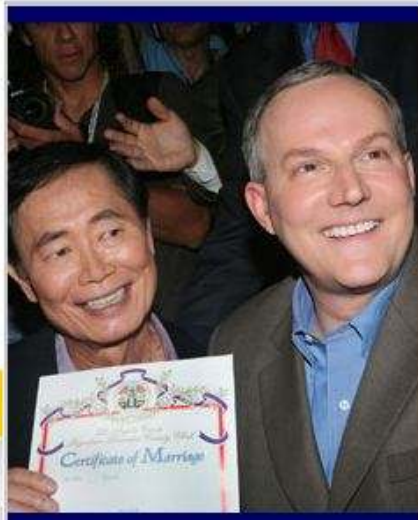
- [Sign the petition for a global treaty on climate change more »](#)
- [Tell your friends about our latest video](#)



HUMAN RIGHTS CAMPAIGN®

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## WORKING FOR GAY, LESBIAN, BISEXUAL AND TRANSGENDER EQUAL RIGHTS



### Wedding Registry

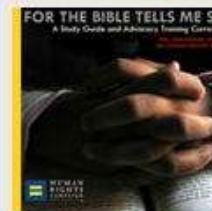
Read stories of couples planning to get married including George Takei & Brad Altman

[Read more](#)[WEDDING REGISTRY](#)

## LATEST NEWS



Human Rights Campaign Releases Study Guide to Accompany Documentary on Gay, Lesbian, Bisexual, Transgender People and Faith



Curriculum created to complement For the Bible Tells Me So aims to stimulate conversations and encourage advocacy on GLBT issues.

- ▶ [Anti-Marriage Amendment Will Appear On Nov. Ballot in Arizona](#)
- ▶ [Human Rights Campaign Applauds Removal of Discriminatory Language from Constitution of Presbyterian Church \(USA\)](#)
- ▶ [Human Rights Campaign Website Allows Visitors to Donate to Sen. Barack Obama's Presidential Campaign](#)
- ▶ [Attend a Camp Equality training near you](#)

[MORE NEWS](#)

## YOUR COMMUNITY



New York City Pride Festival

Select your state to see what's happening in your community.

Alabama  [GO](#)

**SIGN UP**  
for email alerts

Your Email:  [GO](#)

## HRC BACK STORY



- ▶ [Mitt Romney, in contradiction to policy recommendations of retired military officers, says McCain should continue to support Don't Ask Don't Tell](#)

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Use card by 9/30/08

HRC's Show on XM  
Radio

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Photo: Nathan Golon for Mercy Corps

## Seeking Land and Opportunity in Guatemala

Who owns the land? For decades, that question has been at the root of Guatemala's widespread violence, displacement and bitter poverty.

In the country's fertile central highlands, we are trying to find answers — first by resolving land conflicts between landlords and tenant farmers, then by helping newly landed families grow high-value crops on their soil.

[Watch "Owning the Land" >](#)  
[Donate now >](#)

### ACTION CENTER

TO END WORLD HUNGER



A Place to "Be the Change"

[LEARN MORE >](#)

### DONATE NOW

Program/Issue  
Where Most Needed ▼

Amount (US Dollars)  
 \$  [DONATE >](#)

#### IRAQ EMERGENCIES



#### A Greater Response for Iraq

With more families displaced and violence on the rise, we are calling for increased attention and resources to address the humanitarian situation in war-torn Iraq and neighboring countries.

[Read more >](#)

#### IRAQ EMERGENCIES

#### ZIMBABWE WOMEN

#### SUDAN EMERGENCIES

#### Aid to Southern Iraq



In the immediate aftermath of an especially violent confrontation, Mercy Corps is providing water, medical supplies and other emergency assistance to families in war-weary southern Iraq.

[Read more >](#)

#### Untrammelled Spirit



As Zimbabwe undergoes another round of turmoil, we are connecting children like Tryphine and mothers like Juliet to the critical help and resources they need to overcome the challenges thrown their way.

[Read more >](#)

#### Solutions for Sudan



Thanks to caring, committed Mercy Corps supporters, we continue to help the hardworking people of Sudan survive, find work, pursue an education — and even envision brighter times ahead.

[Read more >](#)

Invisible children

MOVIE MOVEMENT MISSION | MEDIA ABOUT NEWS & PRESS DONATE  
PEACE & CONFLICT UPDATES PRESS EXPOSURE

**BLUE IS FOR ROSELINE**  
WATCH THE TRAILER BUY THE BRACELET



## Get Involved

HERE ARE FIVE THINGS YOU CAN DO TO HELP INVISIBLE CHILDREN

1. [Watch the Film](#)
2. [Get Educated](#)
3. [Have a Screening and Spread the Word](#)
4. [Shop / Support the Kids](#)
5. [Join Schools for Schools](#)

Latest IC News || [Peace and Conflict Update #24: Re-arming, Re-igniting and Re-settling](#)

# Jewish Voice for Peace

קול יהודי לשלום



## Israelis and Palestinians. Two Peoples, One Future.



### WHAT'S NEW

#### Finally, a bill we can support in the House!



Finally, we have a bill in the House of Representatives that we need to support. Brought by Dennis Kucinich and with 23 co-sponsors, H. Con. Res. 450 calls for an immediate cease-fire, multi-party negotiations and an international peacekeeping force. [Click](#)

[here](#) to take action.

#### Take Action to Oppose Another Lopsided Bill In Congress



Once again, the House of Representatives is sticking its unbalanced hand into Middle East affairs and threatening to make matters even worse. The House is currently considering a bill that would only blame Hizbullah and would justify Israel's

deliberate targeting of civilians and refusal to negotiate. [Click here](#) to demand a more balanced approach from your congressional representative.



### HOT TOPICS

[JVP In-Depth: Israel's Attacks on Gaza and Lebanon](#)

[Hamis Wins Palestinian Elections:](#)



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Sign Up

Existing Member?  
Login Now!



**SHE HAS THE POWER  
TO CHANGE HER WORLD.**

**YOU HAVE THE POWER  
TO HELP HER DO IT.**

Find out how CARE is working with women to fight poverty, and what you can do to help.

**START HERE** >

More ways you can get involved >

**I AM POWERFUL**

Latest News

**Indonesia: Two Years After the Tsunami, Aceh Faces Record Floods**

**Aid Agencies Urge Humanitarian Access Amid Rising Conflict in Somalia**

**CARE Applauds Congressional Support for Peace in the Congo**

Campaigns

**Darfur Crisis**

CARE is working to help those affected by the crisis in Sudan meet their most basic needs. [Donate now](#) or [learn more](#).

**CARE's Work on HIV & AIDS**

This year marks the 25th anniversary of the global AIDS crisis, one of the greatest humanitarian challenges of our time.

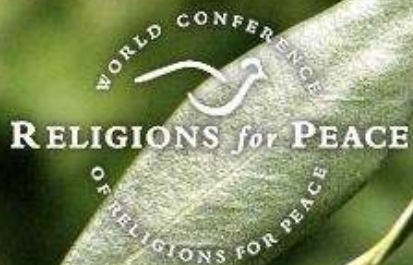
How CARE'S Expenses Are Allocated

91% program

CARE'S Programs By Activity

71% community



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## About Us

- Mission
- World Council & Trustees
- Religions for Peace Annual Report
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## Our Affiliates

- Worldwide Affiliates
- Global Women of Faith Network
- Women's Program Annual Report
- More...

## Projects & Partners

- Conflict Transformation
- Advocacy for Children
- Sustainable Development
- More...

## RECENT NEWS

Statement on Legal Empowerment of the Poor

African Council of Religious Leaders Call for Peace in Kenya

Sri Lankan Summit Addresses Violent Ethnic Conflict

Middle East Council Formed, Muslim-Christian Dialogue Strengthened

# Reflection and Discussion

- Your Experience
- 4 C's
- Engaging Content
- Driving Traffic
- Tracking Results
- This makes me think about....



# Evaluation & Learning More



- Please Complete the Evaluation
- Visit Affinity Group Forum:  
<http://groups.nten.org/>
- Review Suggested Readings and Resources
- Share Insights, Ideas in the Affinity Group Forum

# Thank you - Next Time:



- **The eNonprofit:  
Online Engagement and Internet Services**

This session will explore the tools and tactics of effective online engagement and give you the expertise you need to understand what is right for your organization.

**Question:**

What improvements would I like to make to my orgs e-communications this year?