



5 QUICK TIPS TO IMPROVE YOUR NONPROFIT'S WEBSITE

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1. YOUR WEBSITE SHOULD HAVE A CLEAR & CONCISE HEADLINE

People no longer take time to read; instead, they scan.

And as more web traffic moves from desktop to mobile devices, that trend is only going to continue.

Websites don't function the same way they used to. Up until a few years ago, people would visit a website to read in-depth information about a company or organization.

But, times have changed. If you want potential donors to listen to what you have to say, the messaging on your website must be simple, clear and compelling. And nowhere is this more important than in the header of your site.

When a visitor lands on your website, the first thing they see is what we call "above the fold," referencing back to the front page of a newspaper. Whether they are on a desktop computer or a mobile phone, your website header, which includes your headline, determines whether or not they scroll down and keep reading. If they are confused or unmotivated by your headline, you've already lost them.

IS YOUR WEBSITE SMARTER THAN A 5TH GRADER?

Hopefully not! If a 5th grader can't quickly and easily understand what you do, you're probably overcomplicating your message. Avoid the curse of knowledge - don't assume that people know as much about your cause as you do. Use words and concepts that anyone, even a 5th grader, can easily understand.

At Leading Good, we help our clients clearly articulate the reason their nonprofit exists. Your headline should convey the problem you address and the solution you provide, in a short, precise phrase.

Good Advice: Write a headline for your organization, and make sure it's easy to understand. (If in doubt, ask a 5th grader!)

Over half the world's slaves are in South Asia.
How does a young girl enter a life of sex trafficking?



Deception

Young girls are often forced or deceived to leave their homes



False Promises

Usually with the promise of marriage or money...



Slavery

Only to be sold, raped, tortured, or imprisoned.

PROJECTBEAUTIFUL.ORG

2. YOUR WEBSITE SHOULD CLEARLY EXPLAIN WHY THE PROBLEM EXISTS.

Could someone visiting your website for the first time quickly and easily understand why the problem your cause is working to solve even exists?

You have a complete understanding of the problem your nonprofit is working to solve. You understand the nuances and cultural factors involved. To you, it makes perfect sense, but that's because you're immersed in it every day.

But what about someone who is just visiting your website for the first time? Could they quickly and easily understand why the problem exists?

One of the most common mistakes we see nonprofits make is this:

NONPROFITS ARE INTIMATELY FAMILIAR WITH THEIR PARTICULAR ISSUE, BUT THEY OFTEN FORGET THAT THE REST OF US ARE NOT.

Does everyone already understand why refugees are arriving in the U.S.? How about the reasons behind homelessness? Or hunger? What about the issue of sex trafficking in South Asia?

But by breaking the problem down into simple, bite-sized pieces, donors can more easily understand it.

When donors understand the problem you're solving, three important things happen as a result:

- 1) they develop trust in your organization as an expert on the issue
- 2) they better understand how your nonprofit's work makes a difference
- 3) they feel more empathy for the people you're helping

Good Advice: Break down the problem your nonprofit solves into simple, bite-sized pieces that anyone can understand.

How it works

To ensure integrity, we're there through every step of every project. We vet all requests, purchase each item, and ship materials directly to verified schools.



You find a project

Find a classroom project that inspires you and give as little as \$1. We're a public charity, so your donation is tax-deductible.



We fulfill the order

When a project is fully funded, we purchase all the requested items and ship them directly to the school.



Teachers thank you

Every donor gets a thank-you letter from the teacher, photos from the classroom, and a report of how each dollar was spent.

[See classroom projects](#)

DONORSCHOOSE.ORG

3. YOUR WEBSITE SHOULD OUTLINE YOUR SIMPLE PLAN FOR SOLVING THE PROBLEM.

No matter how complex the work you do, it's essential that you explain it in simple terms.

Donors need to know you have a solution to the problem you are solving. They need to know your plan. And they need to be able to quickly understand the main pieces of that plan. When donors understand that, it sets their mind at ease. They can more easily see how their donation can make a difference.

If you can break down your plan into 3 steps, that is optimal.

ONE HELPFUL RULE OF THUMB IS TO TRY TO BREAK DOWN YOUR PLAN INTO THREE SIMPLE STEPS.

For example, if your nonprofit provides meals for people in need, your simple plan might be:

1. We qualify families based on need
2. We prepare nutritious, homemade food
3. We deliver meals - and smiles!

It's often challenging for nonprofits to break what they do into 3 simple steps because they know it's more complicated than that. Maybe your plan actually contains 15 steps. The problem is, if you show donors all 15 steps, it will overwhelm them. You're not training them to work for your organization. You're not telling them your steps so they can carry your plan. You're just trying to show them that you have a simple plan that works.

They don't need to know everything you know. Don't worry about trying to explain everything you do and exactly how you do it. The objective is to make it simple and clear so that people understand and want to help.

Good Advice: Outline the work you do with a simple three-step plan. Be specific and clear, but don't try to include everything.

A LOVE STORY

MISSION

OUR FAMILIES

BLOG

DONATE

Helping Families Overcome Financial Obstacles to Adoption

GIVE TO ADOPTION

ADOPTALOVESTORY.ORG

4. YOUR WEBSITE SHOULD HAVE A STRONG CALL TO ACTION.

If donors are not called to a specific action, they won't know what you want them to do.

It may seem obvious that a nonprofit website needs a call to action.

BUT JUST BECAUSE YOU HAVE A "DONATE" BUTTON DOESN'T MEAN YOU ARE USING IT CORRECTLY.

Many of the nonprofit websites we review make one or more of these common mistakes

- They have too many calls to action. If you ask people to donate...and volunteer...and fundraise...and sign a petition, they can easily get confused. Make sure you have one primary call to action that is strong and obvious.
- They are too vague. Calls to action like “get started” or “make a difference” are soft and unclear. Get started doing what? Make a difference how? Make your call to action strong and clear.
- They neglect prime real estate. Did you know that the most valuable spot on your website is the top right corner? People instinctively look there to know what they should do next. If you want people to donate, you should definitely have a “donate” button at the top right of your site.
- They don't ask often enough. Web visitors scan your site, looking for important information. Make sure they see your call to action multiple times on their journey down your home page, as well as on secondary pages and landing pages.

Good Advice: Choose a strong, clear primary call to action, and feature it prominently throughout your website.

Resettlement

[Resettlement Data](#) [Resettlement in the United States](#) [Annual Tripartite Consultations on Resettlement](#) [Core and contact groups](#) [Partners](#)
[Resettlement Deployment Scheme](#) [Refugee Congress](#)



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**“I have travelled
last two times w
This time I am g**

Nine-year-old Ma
to Egypt. Trauma
resettled with his
doesn't like to lo
painful to recall.

He is determined
on offer in his ne

[Read his story](#)

[UNHCR.ORG](#)

**5. YOUR WEBSITE
SHOULD
VISUALLY SHOW
DONORS THE
POSITIVE IMPACT
OF THEIR
DONATION.**

Donors need to see happy, smiling faces of the people you help on your website. It's how you show that what you're doing is working.

Many nonprofits emphasize images of innocent victims because they believe donors will respond to the need. And to be fair, some organizations have used this approach to raise millions of dollars (especially on late night TV).

But recent studies have shown that donors are actually more motivated by the opportunity to help create a positive outcome.

THE DATA IS CLEAR: HOPE SELLS.

At Leading Good, we help our clients tell a story that donors want to be part of. Every good story has a hero - the main character who wins the day or overcomes a challenge.

If you position the people you help as the hero that donors cheer for, you tell a story they want to play a role in.

The best way to position the people you help as heroes is to use positive images of them, showing their feelings of happiness or gratitude because your nonprofit made an impact.

Good Advice: Make the people you help the heroes of your story. Use big, positive images to visually show donors the impact they can make.

If you follow these tips for your nonprofit's website,
you'll see results!

If you want to see even more results, book a marketing
strategy session with Leading Good. We'd love to help
you clarify your message so you can raise the money
your cause deserves!

**BOOK A
STRATEGY SESSION**

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