

The Successful Charity Website Playbook

Best Practices for creating a charity website that enables you to boost donations and reach new audiences



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Introduction

A website is quite often the first step in building a relationship between your Not For Profit organisation and your future supporters, and can be the first chance to leave a lasting impression.

Over the course of 2020 and 2021, charity websites have become more important than ever, helping to keep supporters and donors engaged and informed when Not For Profits weren't able to get out and about. Those that were quick to adapt soon reaped the benefits of cashless giving, causing many to fast-track their digital strategies.

Organisations that were previously reliant on receiving funds through sales at their physical charity shops, for example, were left with no choice but to reevaluate, with many opting to launch online stores to make up for lost sales.

As a result, when it comes to websites now, what might have been acceptable in the past, will often no longer suffice. And, ensuring a website can attract supporters and keep them long enough for them to donate is essential.

Whether someone uses a search tool to find your website or simply stumbles across it by accident, it's never been more important for it to be able to inform, build trust and engage your audience.

But, getting traffic through to your website is only half the battle. The real challenge lies in getting your website audience to take action, and ensuring you maximise on every single visitor, to help drive fundraising efforts as the world makes its way back to recovery.

Are you ready to harness the power of digital for your Not For Profit? The steps you need to take aren't complicated, but when done correctly, could bring benefits like never before.

Read on as we explain the most important elements in our playbook, take note, and prepare for your charity's next chapter.

A lay of the land: how NFP websites have evolved over the past year

By Brani Milosevic, digital consultant specialising in Not For Profits, and founder of Digital Leadership.

Over the past few years, many charities have started looking at how to move their service delivery online while others have explored how to improve their internal processes for staff by deploying digital solutions. The change has been happening, but it has been slow, partial and it didn't dig into the really sticky areas of digital and cultural maturity of organisations, areas which are very much needed for this process to be successful.

But with Covid hitting the UK and the world, Not For Profit organisations had to move everything online, a move which for some felt like it took place overnight. As a sector, many Not For Profits already had working from home policies in place, so most charities seem to have been ready for that. But then all activities - from fundraising campaigns to the way service users were supported - had to be done in a digital space. This resulted in platforms that are full of a variety of content, which is trying to serve multiple purposes.

Much of the digital activity or content was moved online, quickly, because there was no other alternative. But now, while the income from public is still steady, it's a good time to take a closer look at websites and your organisation and ask - does this really work on this channel and, most importantly, for this audience? Are we able to deliver what's needed considering the way we work and the skills we have?



To understand exactly what should (and shouldn't) be on your website and other digital platforms and channels, you must think about the real user journey when people interact with your charity. The journey rarely starts directly on your website homepage. It's more likely that someone googled the name of your organisation to get there. And the reason they googled it is because they saw something – a DRTV ad, a TV/radio interview or story, a leaflet or a FB ad. Or if you provide services or advice of some kind, they most likely googled a question. If this is a common audience route for your Not For Profit, then SEO optimisation will be essential for you.

But building a journey is not just about the tech and digital. It's also about internal processes and culture. To build a journey for an audience, engage with members of staff who have a stake in that journey, and harness their expertise and (qualitative) knowledge of the audience. This is an important way to bring them with you on a journey of creating a digital service delivery offer for example, because it will demonstrate that some or a lot of their knowledge is relevant and needed in the digital-first world.

I have no doubt that some non-digital channels will make a comeback once Covid restrictions are eased. Some situations such as membership networking conferences work much better in person than over Zoom. So it's about going back to the beginning and defining what you're trying to achieve for your different audiences. Then, ask yourself where digital channels can add most value on that journey. And let that help you decide what your website needs to look like and what its purpose is.

When you build an audience journey it will become obvious what content you need to keep, what needs updating and what needs to be binned. Always keep the audience at the forefront of your planning and decision-making. Make it really easy for your audience to find what they are looking for and to do what you want them to do. I always give John Lewis and AirBnB websites as an example of an excellent audience experience, one that builds trust and everything flows seamlessly and quickly.

In addition to being an important platform in the supporter journey, charity websites are and have always been the shop window of your organisation. This doesn't mean that they need to represent a precise structure of your organisation and what every team in your organisation does. It means that they need to clearly show what you stand for and why an audience should support you or be interested in what you have to say on a certain issue.

How to structure your website - a six-step guide for charities

Due to the varied nature of the Not For Profit sector, there is no universal rule for how your website should be structured as it will be unique to your organisation.

However, having a robust understanding of your strategy can help to lead the navigation, and ensure your audience's needs are met. Work with a website provider that is experienced in the space and the complexities of the industry, or ensure your charity's objectives are clear internally before embarking on a restructuring project using an 'off the shelf' tool.

Here are some methods you can use to plan the best navigation and structure for your Not For Profit website.

List your audience

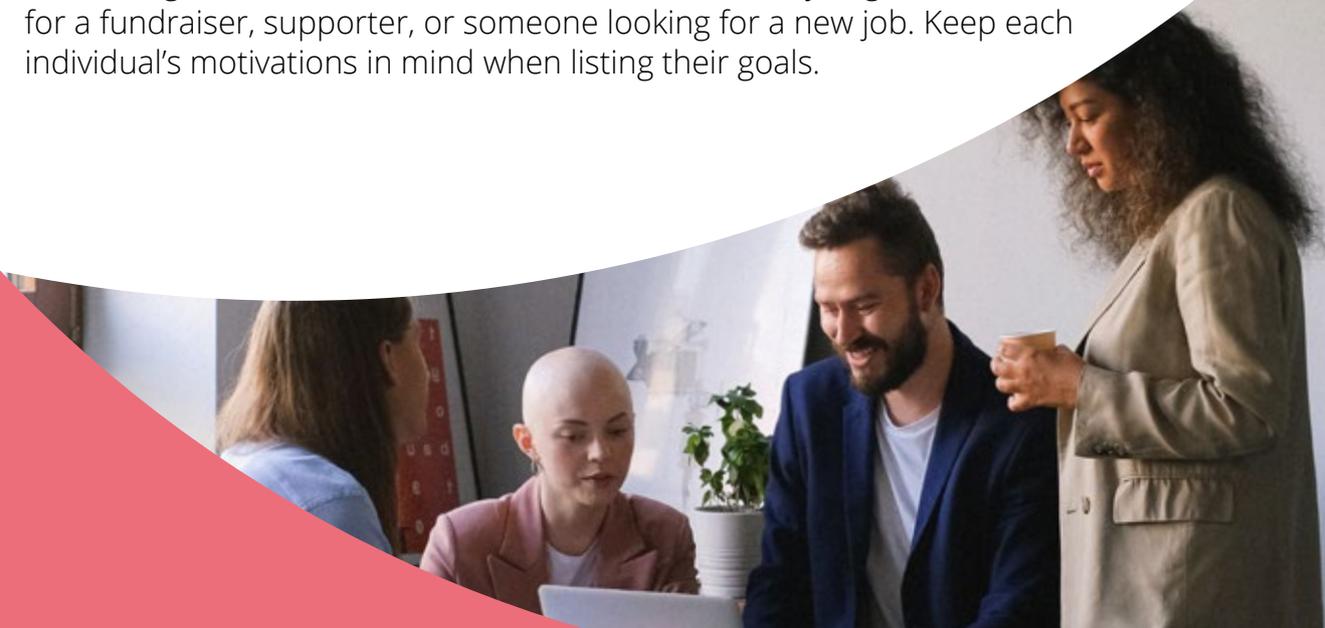
This will help you to uncover the size and complexity of your website.

To understand the types of people who might wish to visit your page, first list all the audiences that your company engages with. Using post-it notes is a great way to do this.

Identify user actions

Explore what each audience will want to achieve by visiting your website - this could be more than one thing.

Something that's made for a service user or their family might not be suitable for a fundraiser, supporter, or someone looking for a new job. Keep each individual's motivations in mind when listing their goals.



Add in charity targets

Consider any steps that you would like to encourage users to take, that can be directed from the original user action.

For example: a supporter might want to make a donation. As a charity, you'd like them to set up a regular payment profile. This will help to inform language, user journey and calls to action.

Be clear on your priorities

Not all of these actions will be suitable for your navigation bar - some may work well on the website's footer, or links within other web pages.

Discuss and agree on your priorities. Next, map them left to right, in order of priority, and add each relevant action underneath. As well as identifying which action is most important to you, this stage can help to plan the layout of dropdown menus and other navigational tools.

Simplify language

Remove yourself from your organisation and think like each of your target audience groups. This will help to guide your language and user experience, removing jargon or anything that's hard to understand.

Label your current list of actions so that it will be clear for your specific audience. A goal of 'hiring more staff' can become 'find a career', while 'increase individual giving' can be displayed as 'support us'. Avoid any acronyms or other abbreviations that can confuse the meaning of each section - this will help with your conversion rates too.



Group your actions together

Next, refer back to your audiences and group actions together. Similar actions such as 'volunteer opportunities' and 'log on to volunteer portal' could be grouped. Alternatively, 'make a donation' and 'become a monthly supporter' would also be linked.

You might offer events as part of service delivery, but also host a fundraising calendar that can be viewed online. Would they be grouped under 'what's on', or would they go to 'support us' or 'use services'?

If your initial efforts don't make sense, keep editing your decisions until it seems clear and logical, in its simplest form.



If possible, ask someone outside of your organisation to complete an activity on your website with you watching via screen share. Ask them questions such as, 'can you find information on our latest fundraising event?'

A charity's website often has a number of purposes, serving a wide range of users and stakeholders.

Once you've identified exactly what information and actions you need to display online, use these tips to work with your developer to create great user experiences.



Getting the most from your content

Your brand presence is just as important as your cause when trying to build trust. With the right content, you can naturally build an audience which is engaged with your charity's message, and answer questions they didn't even realise they had.

Here's how to get the most from the content on your Not For Profit website, and some tips for the best types of content.

Keep it fresh

People actively seek out content which is relevant. The worst thing you can do is to not post at all. You need to keep your audience engaged, and update your website at least weekly, if not more.

This also applies to social media - this is where a lot of your audience will find your content. Implement social listening tools to get a real flavour of what your audience is talking about, and what topics they're engaging with. It will also help you to find individuals searching for information that you may be able to help them with via the support you offer.

Focus on your audience

Audience-focused content often has a high engagement rate on social media. It's extremely sharable, for one reason - people resonate with other people.

Invite your supporters to share their own experience. Do they have any fundraising success stories? Ask those who have benefited from your cause to share their own story, too, no matter how long it has been since you worked together. Allow donors to see the benefits of where their money would go. Some website solutions, such as [Access NFP Website Suite](#), allow your supporters to submit their stories on the website for you to review and publish, to share with your audience.

Adopt a cross-content approach

Once you have published a video or a blog, don't just leave it there. Share it on social media and ask your team to share it on their LinkedIn. If there's a video in your blog, can you upload it to YouTube?

You can also consider paying a small fee to promote your content on Facebook and Instagram. This will increase the distance your content travels, to get in front of the right people. You can tailor this to increase the reach to people that meet your donor criteria.

Include call-to-actions

Reduce your bounce rate by including links to pages which might interest your audience. Include links to relevant events, information on getting involved, membership subscriptions and how to sign up to your newsletter.

Every second spent on your website counts, and clear call-to-actions can improve user experience significantly. Always think "what is the next step I want to offer our visitors on this page?".

What kind of content ideas should I consider?

- ♥ **Volunteering stories** - Keep others updated on what your volunteers are doing in the country. It's likely to inspire others to want to do something similar.
- ♥ **Charity appeals** - Regularly share content around your latest fundraising campaigns.
- ♥ **Spotlight on staff** - Why should people donate? Feature stories and videos from your staff, explaining the need for donors, and how their money will directly benefit those in need.
- ♥ **Events** - Share the dates for in-person and virtual events, encouraging people to attend.
- ♥ **Calls for change** - Thought leadership is a great way of leading the conversation and encouraging others to share your message wider.
- ♥ **Tips and tricks** - No matter what your charity focuses on, you're there to help people. So gather your best advice and share it with others.

Making your website accessible: an important part of inclusivity

Inclusivity is especially important for the Not For Profit sector, within its internal structure but also when speaking to diverse and varied audiences.

It's crucial then, to bear this in mind when planning your digital strategy. As part of this, it's essential to make your website accessible, so it is usable by as many people as possible, including those with disabilities.

For an in-depth overview, the [Web Content Accessibility Guidelines \(WCAG\) 2.1](#) provides industry standard guidance. Using this as a base, our teams have spent a lot of time working on our [Access NFP Website Suite](#) to build in features that help with this.

However you choose to create your website, here are a number of things to remember if you're looking for ways to ensure it is accessible to the communities that use it.



Widening your user base

There are 14.1 million people living with a disability in the UK, which is 19 per cent of working age adults, and 46 per cent of pension age adults. Failing to make your website accessible could mean that a large proportion of potential service users, donors or stakeholders won't be able to interact with your organisation online, or access important areas of your website.

Consideration should be given to every disability, but pay particular attention to certain areas that would affect online user experience such as:



Blind / visually impaired

Many people use screen readers, a software tool that reads text displayed on a computer screen and plays it back with human speech audio. People may also be colour blind, have light sensitivity or have distorted vision.



Motor impaired

Anyone with multiple sclerosis, spinal cord injuries, amputated limbs or limb differences may have difficulty navigating a website. Alternatives such as keyboard navigation may be used.



Deaf or hard of hearing

Video content will be difficult to understand, unless captions are also displayed.



Cognitive impairment

Text can be hard to read for people with dementia, dyslexia or memory loss. When planning moving content, ensure there is enough time for users to read the information on screen.



Three key accessibility pillars

A simple way to ensure that your website is accessible is by catering to the three main 'pillars':



Design

This refers to the colour contrast, font type sizes and choices and layout.

Use an online tool such as Google Chrome's Colour Contrast Checker, or fourpointfive.dev to quickly see how well your colour scheme performs.

Often, quick changes such as darkening the colour of a button or background can improve the accessibility of a website. However, sometimes it can lead to some difficult design questions to answer, as many company brands weren't developed with accessibility at the forefront. Keep your audience in mind and do whatever works best for your business.

The design of your navigation bar can also improve or alter the experience for anyone who uses a keyboard, rather than a mouse, to move around your website. Not all websites are in-built with the tools to enable this functionality, so check with your provider if you think your audience will need it.



Code

The HTML of the webpage.

Heading structure is very important. Full-sighted users gravitate towards them to quickly find what they need on a page, but they're not only visual elements. When labelled correctly, they can help tools such as screen readers navigate your website effectively and can also improve your SEO.

Many website building platforms enable you to do this as you build your site. If not, search for ways to edit the HTML code of your platform using this as a guide:

Header 1 / H1

there should only ever be one. This is your page title.

Header 2 / H2

these are additional sections on a page. You can have numerous H2s on your website to identify certain sections on a page.

Header 3 / H3 or Header 4 / H4

subsections with a H2 can be labelled as this. Any section within a H3 would become a H4, and so on.

While the headings can structure your text, alt-text helps to label any images in your webpage using HTML code. Just like headings, proper use of alt-text can mean the difference between a confusing website and one that is easy to use.

Images that are purely decorative should be given a blank alt-text label. Otherwise it can confuse a screen reader, giving the user information that isn't needed and generating audio clutter.

When an image is used as a hyperlink, the alt-text should describe where the image leads to, rather than the picture itself. For example, *data:image/s3,anthropic-data-us-east-2/u/marker_images/1101/0101/1001/01011000/juhan-chandramapper-0512063506/e62e63307c7d000e1468bec40ed2829a.jpg</antml:image>

Content

Anything such as words, pictures or video that is uploaded to your website.

As explained on [page 9](#), adding content to your website is essential. Make sure to follow the previous steps to ensure your content is as accessible as possible. Add captions to videos, ensure images are listed with alt-text where relevant, and reduce as much 'audio clutter' for screen readers as you can.

Ongoing process

Accessibility is complicated, technical, and very cross-functional. There is no 'quick-fix' and much like GDPR or cybersecurity, it is an ongoing consideration that should be part of your long-term digital strategy.

However, taking steps to make sure your website is simple to use by your whole audience base should remain a priority - keep your time and resources in mind when choosing your website developer or partner.

Maximising conversion rates on your Not For Profit website

A successful website must be easy to find and navigate, while engaging the user.

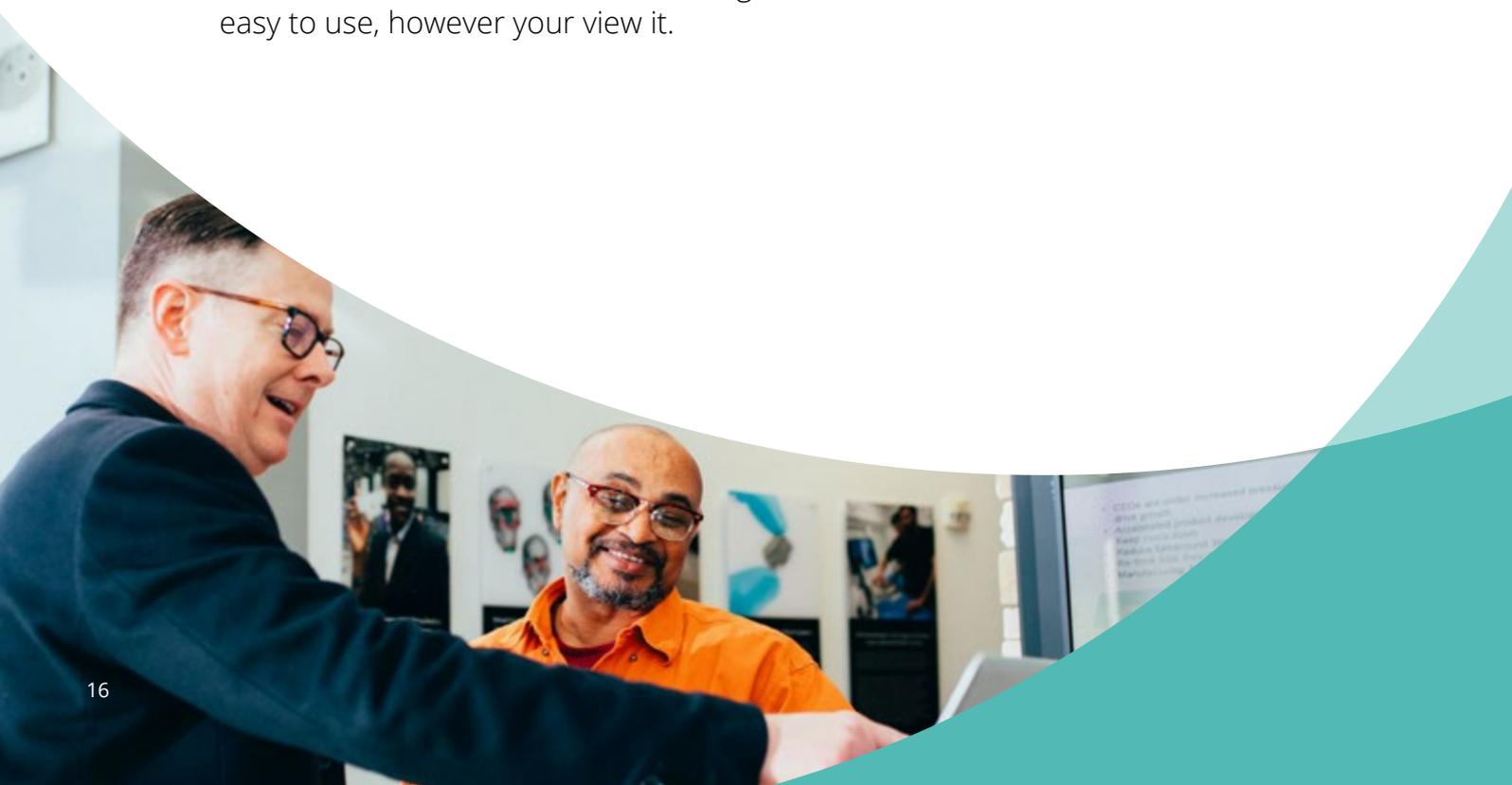
The journey towards a call to action – such as donating money, buying a ticket to an event or finding a number to call for support – must also be clear, so people are able to do what they visited your website to do.

This is known as a conversion, and can be defined as the number of visitors to a website that complete a desired goal. Here's how you can improve the effectiveness of your Not For Profit website to maximise conversion rates.

Mobile friendly

Since 2015, mobile and tablet has been the dominant method for browsing online. With 28 per cent of online giving currently made via mobile, it's important to ensure your users have a smooth experience on both their phone and their desktop.

Due to its complex format, build your website from a 'mobile-first' perspective, before scaling up to ensure it works just as well for desktop. That way you can ensure functions such as website navigation, links and calls to action are as easy to use, however your view it.



Simple navigation

Your website navigation should be simple, self-explanatory and require as little steps as possible to reach an end goal.

It is crucial that audiences can find what they are looking for on your website. A useful way to test the effectiveness of your current navigation is to work with whoever is tasked with responding to your 'info' or 'enquiries' email. This person will be able to inform you on the most common types of questions received, giving you insight into what people are driven to ask when they can't find what they are looking for on your website.

Minimise clicks

Your visitors should be able to find what they are looking for quickly, regardless of whether they are familiar with your organisation or not. Ideally, someone arriving should be able to complete their journey with three 'clicks': Find the page they are looking for, locate a relevant call to action and then 'check out'.

In some cases, third party websites for making donations or selling tickets may need to be used. When not used appropriately, linking to third party payment providers can be a real cliff edge for conversion rate drop-off. Not only does it increase clicks, but by requiring visitors to leave your website, it could potentially make them lose focus and interest.

Where possible, aim to keep users on your own website, and be aware of this when choosing which platform to build it on. A solution such as [Access NFP Website Suite](#) allows you to make donations, sell event tickets and have an online shop all within your own website, meaning a better user journey and greater chance of conversions. And at Access we do not take commission for these transactions.



Create great content

Try to keep online copy succinct and engaging, with the opportunity to find out more should your visitors wish to. Often, the content you'll be providing as a charity is quite complex, so always keep your audience in mind when creating content for your website.

You can minimise copy and make your pages come to life with vivid, high-quality imagery. If you're displaying data, use simple infographics instead.

Invest in video content where possible – with a great idea, it's easy to record and upload a short film to YouTube using a smartphone. The most watched videos are only 31 - 60 seconds long however, 57 per cent of people who watch a charity's video go on to make a donation.

Analyse your data

Whether you are with a provider such as Access that can integrate your website into our leading CRM or your chosen database, or your team is manually uploading data onto a central database, once you have a deeper understanding of data, your communications strategy will improve. This could mean learning who visits your website and where they are coming from, how much and how often they donate, what is the most accessed page of your website and what people search for to find that page.

Having a great online presence continues to be crucially important for Not For Profit organisations that are looking to meet their core objectives. Consider these steps when addressing your digital strategy and choosing your platform partner.

Customer Success Story

Refugee Roots' Fundraising Cookbook Is A Sell-Out After New Website Launch

“After selling out, we're even taking lots of pre-orders for a second printing run. We have an advantage over other similar charities as our website allows us to do so much.

Adam Baker, charity director at Refugee Roots

Challenge

- ♥ The existing website had been created by volunteers with no professional experience.
- ♥ Used only for displaying information, the website lacked organisation and purpose.
- ♥ Functionality and engagement were poor, and staff and volunteers didn't have enough time to get it up to standard.

Refugee Roots

Refugee Roots is a Christian charity working with asylum seekers and refugees to help to provide them with a place to belong. With a range of support services and a befriending scheme, it helps people to navigate the complexities of building a new life in the UK.

Refugee Roots knew that having an online presence was important, but lacked the tools and resources needed to create an effective website. Then operating with the name 'Rainbow Project', it used a basic WordPress platform that was maintained by volunteers. It provided little more than a shop window, displaying information, and while a PayPal donate button was added, engagement was low. The team was also active on social media, but posts weren't regular, and the messaging wasn't aligned to its website.

Solution

- ♥ Implemented [Access NFP Website Suite](#) to create a website that offers a simple and effective experience for its visitors - both donors and service users.
- ♥ Numerous visitor journeys have been created with additional modules, enabling them to diversify fundraising efforts via selling products.

Results

- ♥ A vibrant 'Our Services' page pulls through data from the CRM to offer up-to-date information for those looking to access services each week.
- ♥ First product launch of cook book 'The Sharing Table' sold out 200 copies within three weeks.
- ♥ Website now sells a range of products, including a specialist clothing shop, bolstering its core ' donate now' button to increase revenue.

After years of focusing on other areas of the charity, Refugee Roots director Adam Baker enlisted the support of Access Not For Profit for its digital transformation in 2019. The charity chose the [Access NFP Website Suite](#), with the option to add an online shop, which was critical to the charity's future plans.

Speedy and simple support for all levels

“There’s a very easy way of contacting a support team when there are issues. It’s really straightforward and you usually hear back quite quickly.”

Adam Baker, charity director at Refugee Roots

Adam also said: *“When we were trying to get the website up and running to a tight deadline, the fact that we were getting quick responses and staff were solving problems quickly was very helpful.”*

Highly recommended

“If you’re in a position to be able to go through the whole process of planning and building a website, I’d highly recommend Access. We found that it was helpful for our business planning too, helping to identify a clear set of goals. If you can put time into that and the website maintenance, then this platform has so much to offer at a very competitive price.”

Website refresh checklist: 5 signs it's time to act

We've included lots of actionable information in this guide, focusing on particular areas within a website rebrand project.

However, you still might not be sure if it's the right time for your organisation to embark on a digital transformation. If you are, then perhaps you're struggling to showcase your ideas to the board and get approval from your senior team to make the investment.

Refreshing your Not For Profit website can be powerful for a number of reasons, enabling you to boost conversions and reach new audiences. Just like your wider business strategy, failing to regularly analyse your performance and set new goals can cause you to fall into a rut.

We've listed a number of signs below that can help you identify that you're due a digital rebrand (with a guide to which section in this report can tackle each challenge).



Your targets have changed

When it first launches, a charity's missions and targets are likely to be very different compared to when it's been established for a few years. Does your website reflect this?

For example, your initial goal might have been to simply raise money for a specific cause, but now you've grown to provide a support service led by volunteers. Perhaps the Covid-19 pandemic has created a very unique concern that you need to focus your fundraising campaigns on.

Your digital presence needs to adapt to the changing needs of your organisation and audience.

Learn more on pages [6](#) and [8](#), [How To Structure Your Website](#).

Conversions need improving

Your website looks great, but is it doing what you need it to? With your targets in mind, look at your website's analytics to see how it is performing.

If lots of users are landing on your homepage, but leaving very quickly without taking any action, then your layout might be confusing. Maybe you're struggling to get sign-ups to all the helpful events you're planning for your service users.

Read [Maximising Conversion Rates](#) on page [16](#) and [18](#), and [Making it Accessible](#) on pages [11](#) and [15](#).

Accessibility focus

If your charity was formed to provide a service to people with a disability, then it's important that your audience can use your website. Even if you cater to a different cause, it's important to ensure that as many people as possible can interact with your organisation online.

Simple changes such as adjusting the contrast on your buttons may be enough. For other organisations, an entire HTML restructure will be needed to ensure it's usable by your audience.

Our guide on [Making it Accessible](#) on page [11](#) and [15](#) explains more.

Out of touch with market trends

The Covid-19 pandemic has caused almost every industry to embrace a digital revolution, and this was as true for the Not For Profit sector as any other. As donors, volunteers and staff now operate predominantly online, innovative charities have adapted to reach their audiences in new ways. As a result, the market trends are rapidly changing.

Keep up to date with your sector's peers and competitors. Techniques such as forming great digital content marketing strategies are fantastic ways to boost everything from conversions to engagement. It can also help you to reach wider audiences and use new platforms.

Getting The Most From Your Content on page [9](#) and [10](#) offers some tips to refresh your content strategy.

You're not meeting your targets

Gather as much user information as possible to learn about their online experience. You could do this via a survey or run feedback sessions with a focus group. Also, collaborate with staff that manage your website to find out where any problems might be - they will be able to share information on the most submitted helpdesk queries, for example.

This will highlight whether your charity's website is doing what it needs to do to meet its targets, or not. If you take these steps and identify one or more core elements that need improving, then a digital rebrand might be needed.



Your successful website cheat sheet

It can be easy to feel stuck in a rut with any website.

Perhaps you've had the same website for a while and it's no longer performing. Or maybe you're getting the traffic but that traffic isn't converting into donations and increased numbers of supporters.

If that's the case for you, it's worth taking a detailed dive into your analytics to find out who's visiting your website, how long they spent on each page and what actions they took. This will give you an idea of what you need to do to improve your website's performance. But, we've put together a quick cheat sheet of a few points that could be hindering your website's performance along with guidance for how to fix them.

You're getting traffic to your website but no donations or sign-ups

A lot of the time when a website isn't performing well, it can be a sign that its objectives need to be clearer.



Brainstorm and define the website's primary and secondary goals. For example, is the primary aim to advise and inform, to drive donations or to sell tickets to an event? Then, when you have these goals clear in your head, make sure your content is well aligned to them.

Your content isn't engaging

Your website is an important tool for helping to build a relationship between any potential supporters and your Not For Profit, and a key part of that will be its ability to tell a story.



Creating engaging content that tells your organisation's story, along with the people it's helped, is a great way to help supporters build a connection with your cause. The homepage is a fantastic place to start building the story as it will often be the first port of call. It's worth working with a professional copywriter where possible. They'll be able to give you a fresh perspective as well as guidance on the most engaging way to tell your story.

You don't have enough call to action buttons

Creating engaging and interesting content is one thing, but to encourage visitors to take action, you'll need to do a little more.



Clearly defined call to action buttons with clear labels such as 'sign-up', 'donate' or 'request further information' are all great ways to direct visitors to where they need to go – quickly and easily. However, it's important to only have only one or two call to actions per page to avoid confusion and clutter.

Your layout is confusing

You often have just a handful of seconds to grab the attention of any visitors to your website. Miss that window, and you could be losing lots of valuable visitors. However, that doesn't mean bombarding visitors with information all in one go as this could lead to information overload.



Avoid your website appearing too cluttered. Instead, clearly define what you want the visitor to do by presenting copy in smaller blocks. Ensure call to action buttons are spaced out and that titles are highlighted and visible on the page.

Your website isn't optimised for mobile

Now more than ever people are increasingly viewing different websites on their mobiles and desktops, with many people not even owning a laptop or desktop of their own in recent years. As a result, if your website isn't currently optimised for mobile, you could be missing out on important visitors.



When building your website, it's worth bearing in mind how it will translate to new digital technology. Will it lose its ability to be easily navigated? Is it easy to read on a smaller screen? Work with your web developer to see what works and remember to test your website across a range of screens before it goes live. Ideally choose a website provider, like [Access NFP Website Suite](#), where your website will be mobile-optimised from the get-go.

Your imagery isn't engaging

Emotion is a key driver for most Not For Profit websites and nothing elicits emotion quite like photography, which can help to tell the story of your cause whilst helping to encourage donations.



Poor quality or irrelevant images may deter visitors to your website and you could be missing a trick when it comes to appealing to your audience's human side. Instead, opt for high resolution images that really sell the story. Images of people always work well if relevant to your cause as it adds a human aspect.

You're missing contact details

Often your website will be the first place to look when someone wants to get in touch. If you're missing this vital information, or it's buried in the depths of the website out of easy reach, you could be hindering your chances of securing more supporters and donations.



Having your contact information displayed clearly, helps to build trust and credibility. Displaying a simple 'contact' button that takes people through to a form is a quick and easy solution you may choose to use. However, simply having a contact phone number and email address either at the top of the home page or on its own separate contact page also works well.

While these hints and tips will go some way to helping to improve your website's performance, it's important to regularly keep an eye on your analytics too to ensure your website performs well consistently and continues to meet its goals. Taking an in-depth look will give you an indication of what fixes you need to make, helping you make better informed decisions about essential improvements.

Final thoughts

There are clearly lots of things to review when approaching a Not For Profit website. Largely, the exact steps you take will depend completely on the specifics of your organisation.

However, throughout it all, remembering these three top priorities will guide you towards success:

Platform choice

Reassess what needs to be done in the digital space and remove any online clutter. Doing this might reduce the actions people can take on your website, but those left will be much more prominent, making your content more effective. Consider the additional plug-ins or third-party sites, such as petition platforms, and how they will fit into the 360° experience. Your website doesn't need to do absolutely everything - but what it does do, it needs to do well.

User Journey

Be clear on purpose, who the website is for and the journey your audience will make. Also, consider who the priority audience is rather than catering to 30 different groups of people. Answer the top questions those users had, which led them to land on your website.

Structure

Communicate an audience-centric culture within your organisation. Even though the Board may consider one part of your charity as most important, placing it as high priority on your website's navigation might not be what the user needs. Structure your website from the point of view of your audience and what you want them to do to support your non-profit in achieving its mission.

If there's one overarching thing you can do to make your Not For Profit website more effective, it's to simplify it. Keep this in mind, and your 'shop window' will be one to be proud of.

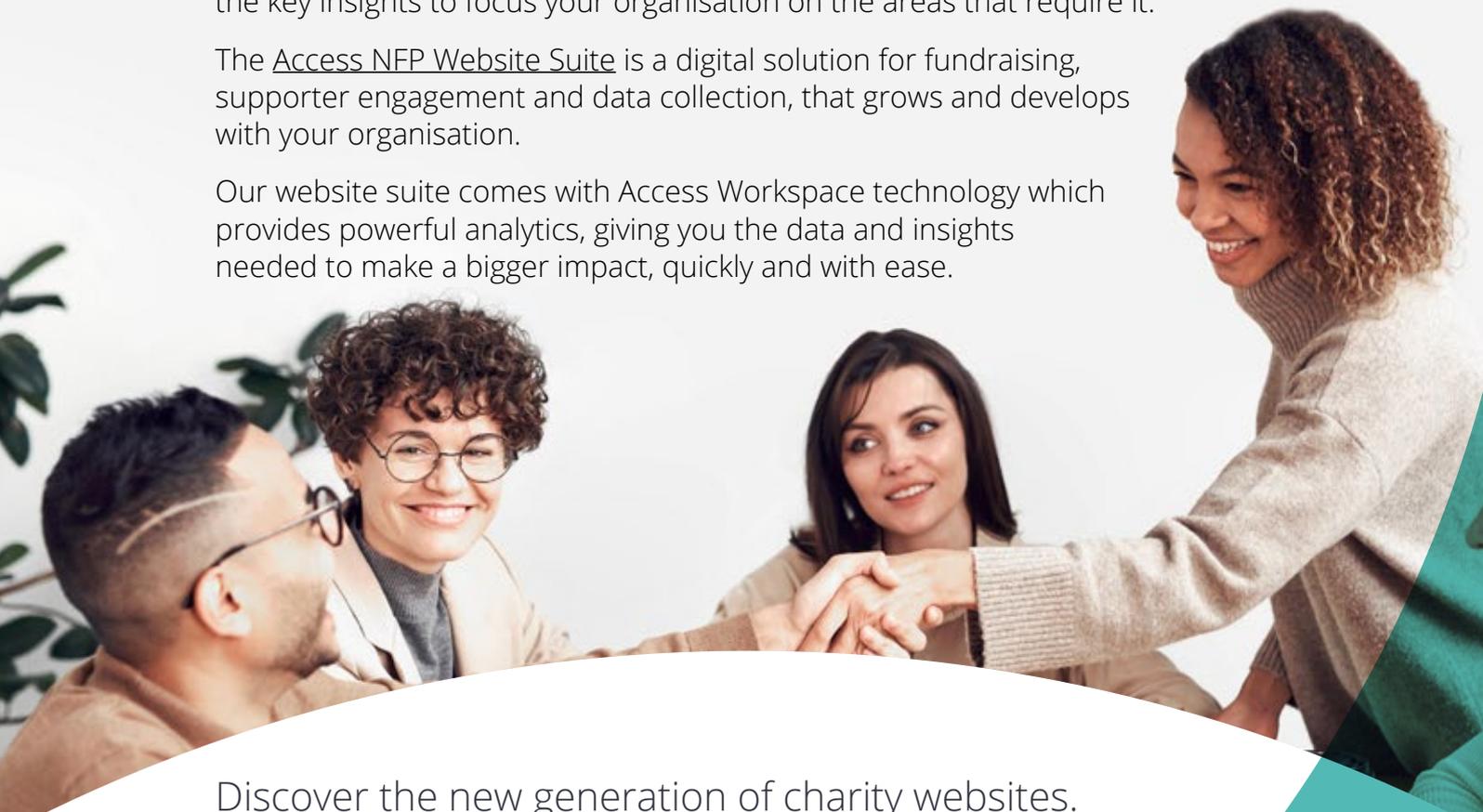
Freedom to make an impact

Whether you are looking to generate income, deliver services or raise awareness for your charity, the quality and effectiveness of your website is essential in seeing increases in impact and donations.

But more than that, your website should be part of a solution that gives you the key insights to focus your organisation on the areas that require it.

The Access NFP Website Suite is a digital solution for fundraising, supporter engagement and data collection, that grows and develops with your organisation.

Our website suite comes with Access Workspace technology which provides powerful analytics, giving you the data and insights needed to make a bigger impact, quickly and with ease.



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