

Effective Internet Strategy For Your Nonprofit Board

Every nonprofit should have a website that actually furthers its mission -- not just describes it...

MOWAA
September 30, 2010

Presented by:
Allan Pressel, CEO/founder
CharityFinders
877-456-3210

www.CharityFinders.com
Allan@CharityFinders.com

charityfinders
powering philanthropy

Agenda

1. E-philanthropy: Background & Statistics
2. Internet Strategy: The Gap
 - a. How are nonprofits using the web today?
 - b. How would they like to be?
 - c. How should they be?
3. Q & A (throughout)

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Background: E-Philanthropy Quote

"Internet portals are providing an interesting opportunity for people to contribute and provide their help. Many of the charities themselves welcome donations through Web sites. So I urge my fellow Americans to continue contributing through Web sites. Thus far, I'm proud to report through the Web sites of our charities, Americans have donated \$55 million in seven short days."

President George W. Bush, address to the nation, September 17, 2001

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

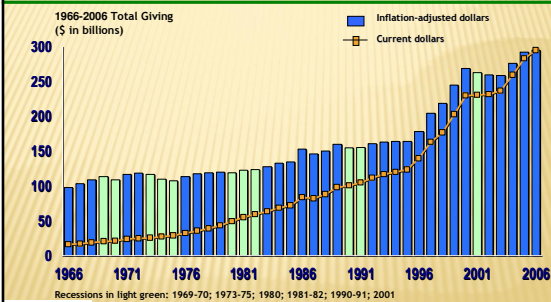
E-Philanthropy Statistics

- ✱ 2005 – watershed e-philanthropy events
 - Tsunami
 - Hurricanes Katrina, Rita, Wilma, etc.
 - ✱ In 1st 2 weeks, Americans donated \$867M to Katrina relief, 1/3 online
 - Pakistani earthquake
- ✱ U.S. donations = \$308B (90% from individuals)
 - 2001: 0.04% of donations were made online
 - 2007: 13% of individual gifts were made online
 - 10% of nonprofits receive 50+% of donations online
- ✱ Average 501c3 administrative overhead: 34% (!)
- ✱ Online donations are preferable to offline donations
 - Offline donations ~ \$30 vs. online donations ~ \$130 (for the same nonprofit)
 - Online donations cost less to process
 - Demographics of online donors are favorable
- ✱ Lots of Internet users visit nonprofit sites – AND take action
 - 89% of US households give to charity
 - 56% of Internet users have visited a nonprofit website recently
 - Nearly 100% of major donors (\$10,000+) were influenced by the web
 - 65% of (offline and online) donors were influenced by the web
 - 40% of nonprofit site visitors take some form of action

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

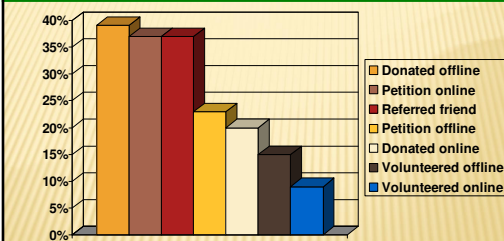
PHILANTHROPY OVER THE YEARS



charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Nonprofit site visitors take action



50+% said they would NOT have taken further action if they had not first visited nonprofit's website

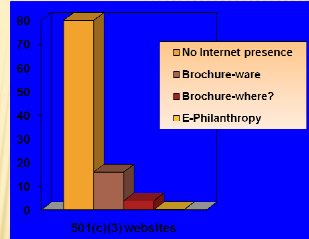
Courtesy: NetworkForGood, The Bridgespan Group, GuideStar

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Gap: How are most nonprofits using the Internet today?

- ✗ Studies show 70% to 93% of nonprofits have websites
 - + They are wrong!
- ✗ The smaller the nonprofit, the more likely to have no Internet presence, or brochure-ware



These statistics were NOT the result of a scientific study.

charityfinders
powering e-philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Common Internet issues for nonprofits

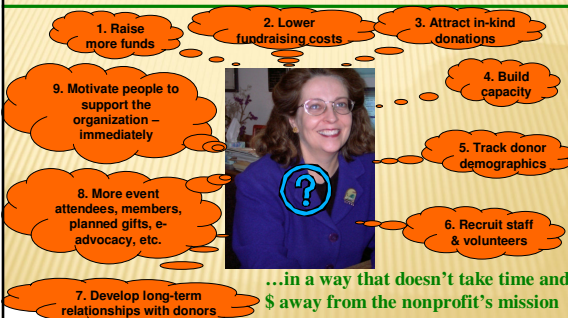
Nonprofits typically build sites by “custom development”

- ✗ Cost: Expensive to build/maintain
- ✗ Technology
 - + Requires technological expertise
 - + Requires infrastructure
- ✗ Time: Time-consuming
- ✗ Difficult to maintain → obsolete info on website
- ✗ Reliance on third parties → expensive and risky
- ✗ Lack of cohesive Internet strategy → lack of prioritization
- ✗ No secure server (+ privacy/security policy) → hinders e-commerce
- ✗ Brochure-ware (vs. e-philanthropy) → missed opportunities

charityfinders
powering e-philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Gap: How would nonprofits like to be using the Internet?



charityfinders
powering e-philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

How should you be using the Internet? The Strategic Objectives of Your Site

How does CharityFinders assess your site?

1. **Inform** website visitors -- about your organization and its mission
2. Elicit support

charityfinders
powering a philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Private Website Consultation

I'd like to offer each of you a free private website consultation

- ✳ One hour
- ✳ Consultation includes:
 - + CharityFinders' assessment of your site
 - + Recommendations
 - + Building your nonprofit's most-needed functionality
- ✳ In person or by webinar
- ✳ Include anyone you want (e.g., ED, DD, board members, etc.)
- ✳ In one location or several
- ✳ We'll contact you in 1-2 business days to schedule the consultation

charityfinders
powering a philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Developing An Internet Strategy

How can nonprofits bridge the gap between what they are doing on the Internet and what they want to/should be doing? They need an effective Internet Strategy!

Internet Strategy Components

charityfinders
powering a philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: *Planning*

Planning Pre-Live Go-Live On-Going

1. Conduct Internet strategy planning session(s)
2. Understand existing business goals, objectives, and critical success factors
3. Develop an Internet strategy
4. Select website features
5. Develop an action plan
6. Develop objectives

charityfinders
powering a philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: *Pre-live*

Planning Pre-Live Go-Live On-Going

1. Designate someone to be in charge of your Internet strategy
2. Allocate sufficient budget \$
3. Collect e-mail addresses
4. Design your website
5. Develop content – text and images

charityfinders
powering a philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Website Content Guidelines

Planning Pre-Live Go-Live On-Going

- ✱ Think about what others want to know – not what you want to tell them
 - + Donors
 - + Volunteers
 - + Prospects
 - + Media
 - + Staff
 - + Clients, grantees, etc.
- ✱ Determine how existing and new offline documentation should be incorporated
- ✱ Save or bookmark features you like from other sites
- ✱ Include graphics
- ✱ Keep text short. Use bullet points. Keep paragraphs short.

charityfinders
powering a philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Website Content Guidelines (cont'd)

Planning Pre-Live Go-Live On-Going

- ✕ Text you post on your site should be:
 - + Interesting
 - + Credible
 - + Present your nonprofit and cause in a positive light
 - + Well-written
 - + Error-free
 - + Up-to-date
 - + Motivate the user to take action (e.g., donate, volunteer, sign up for an event, etc.)
- ✕ If you want the user to do something for you, ASK!
- ✕ Use pdf downloads for long documents
- ✕ Solicit feedback from various types of users

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: Pre-live (cont'd)

Planning Pre-Live Go-Live On-Going

7. Build your website
8. Test and proofread your website
9. Consider a “soft launch” versus a “hard launch”
10. Set realistic expectations



charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: Go-live

Planning Pre-Live Go-Live On-Going

1. Solicit input from your constituents
2. Fix bugs
3. Create enhancement list
4. Publicize your new site

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: Ongoing

Promote your site

Planning Pre-Live Go-Live On-Going

1. Develop a strategy to attract new donors to your website. Key features include:
 - + Bring prospective donors (and volunteers) to your site
 - + Make your site donor-friendly
 - + Ask for donations – of various types – and make it easy to donate
 - + Collect e-mail addresses

Hint: Your site should be more than just brochure-ware! Make it dynamic, not static. Make people want to “do” as well as “see” on your site. Make people want to return.

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: Ongoing

Promote your site (cont'd)

Planning Pre-Live Go-Live On-Going

2. Integrate online and offline fundraising initiatives
3. Publish your website's URL at every opportunity
4. Send a regular (e.g., monthly) e-newsletter
5. Maximize the likelihood people will find you using a search engine
6. Get other websites to link to yours
7. Ask for referrals
8. Consider providing a free, compelling service to your users

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: Ongoing

Maintain your site

Planning Pre-Live Go-Live On-Going

1. Back up your data
2. Update your content frequently

charityfinders
powering philanthropy

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: *Ongoing*

Improve *relationships*

Planning Pre-Live Go-Live On-Going

1. Think about how you can use the Internet to build better relationships with your constituents
2. Where possible, replace U.S. mail with e-mail
3. Publish a letter from the Executive Director periodically (e.g., monthly)
4. Focus on outcomes/results
5. Consider which programs or services (to your clients) you can deliver, improve or create using the Internet
6. Include an "unsubscribe" option with every e-mail and on your website
7. Implement an ongoing process to solicit, evaluate, and act upon feedback
8. Cultivate donors on your website – including major donors

charityfinders
powering collaboration

© CharityFinders, proprietary & confidential, not for reproduction

Internet Strategy: *Ongoing*

Improve *business processes*

Planning Pre-Live Go-Live On-Going

1. Evaluate each piece of paper you send outside your organization
2. Re-engineer key business processes
3. Integrate your website with your donor management system
4. Conduct regular Internet strategy meetings
5. Include Internet strategy as an agenda item at board meetings

charityfinders
powering collaboration

© CharityFinders, proprietary & confidential, not for reproduction

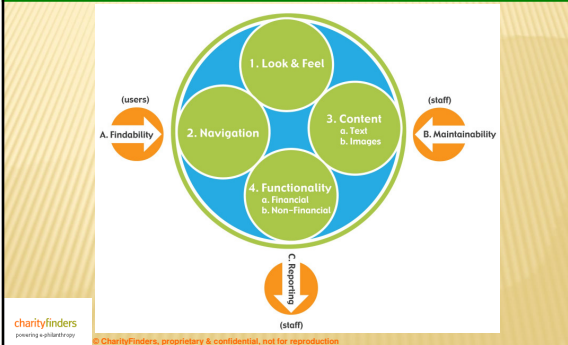
Board-specific Functionality

- ✕ RSVP for board meetings
 - + Indicate meeting preferences (e.g., food, drink)
- ✕ Donate
- ✕ View meeting materials
 - + Agenda
 - + Notes
 - + Minutes
 - + Handouts
- ✕ View board-only documents
- ✕ Collaborate
 - + Within committees
 - + As a board
- ✕ Refer friends, family, neighbors, and colleagues
- ✕ Complete board-only forms

charityfinders
powering collaboration

© CharityFinders, proprietary & confidential, not for reproduction

7 Key Components of an Effective Site



Your website: 7 Key Goals of an Effective Website

You should strive to achieve these goals for your site:

- Findability
- Stickiness
- Loyalty
- Referability
- Maximum conversion rate
- Dynamism
- Positive ROI

charityfinders
powering philanthropy
© CharityFinders, proprietary & confidential, not for reproduction

Contact Information

Allan Pressel, CEO/founder

Allan@CharityFinders.com

www.CharityFinders.com

1-877-456-3210

641 21st St.
Hermosa Beach, CA 90254

charityfinders
powering philanthropy
© CharityFinders, proprietary & confidential, not for reproduction
