Website Audits for Fundraising Success –
A Deep Dive
-
Bloomerang

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Introduction

Who Am I?

Background & "My Why"

23 slides – approx. 45 mins. with time for questions

*Put any **questions or comments into chat** or save to end*

Thank you for your investment in self!

"The Big Four"

- Website
- Email
- Google
- Facebook

Website

- Your website is the key to online donations
  - **Audit website**
  - Check all links
  - Look at on mobile platform
  - Have a best practices landing page
  - Have a best practices donation page
  - Invest in SEO

Audit Website – Home Page

- Address & phone # in header
- Donate <u>button</u> in header
- Tagline (optional)
- Social Media buttons*
- Is it "thumbable"?
- Email sign up

Website – Home Page

Audit Website – Home Page

- Trust marks in footer
- Updated copyright date
- Tax ID in footer
- Tag in Header (Google Tag Manager)

Website – Home Page cont.

Donation Page

- Donation page as landing page
- With or without lead paragraph
- Trust marks
- Look at on mobile platform
- Horizonal ask string $50
- Paypal Merchant Pro or equivalent
- Auto zip code the address

Website – Donation Page

- **Trust marks are very important**

Donation Page

- Look at on mobile platform
- Horizonal ask string $50
- Anchoring
- <u>Paypal Merchant Pro</u> or equivalent
- Auto zip code the address

Website – Donation Page cont.

Donation Page Footer

- Let's talk about reverse print
- Font size
- In honor of & in memory of
- Comment box
- Contact info for donation questions
- Auto generated thank you

Website – Donation Page cont.

PayPal

Sign up for PayPal Nonprofit

When approved only 2.2%, add to website

Website – Search Engine Optimization (SEO)

- Need good SEO needed for high ranking
- Goal is top 3 rank per keyword
- AIOSEO – WordPress Plugin
- SEO checklist
- Cost approx. $199

Website – AIOSEO

Website – Donor Advised Fund (DAF) Widget - Free

WHAT IS DAF DIRECT?

DAF Direct welcomes donors to recommend grants from their donor–advised fund, also known as a DAF, directly from your website. Neither you nor your donors will incur any download or transaction fees.

SPONSORING ORGANIZATIONS

FIDELITY Charitable®
Make more of a difference

SCHWAB CHARITABLE

BNY MELLON
Charitable Gift Fund℠

Website – DAF Widget

Donor-Advised Funds (DAF) are a tax-efficient way to manage charitable donations

Donor-Advised Funds allow donors to make a charitable contribution, receive an immediate tax deduction and then recommend grants from the fund over time.

UNICEF USA partners with some of the largest DAF sponsor organizations and their philanthropic services teams in the United States.

Grants made to UNICEF USA through Donor-Advised Funds can be designated in one of two ways:

- for UNICEF to use wherever the need is greatest
- for UNICEF to use for a specific thematic area that matches the donors' interests, such as education, emergency response, health, nutrition or child protection
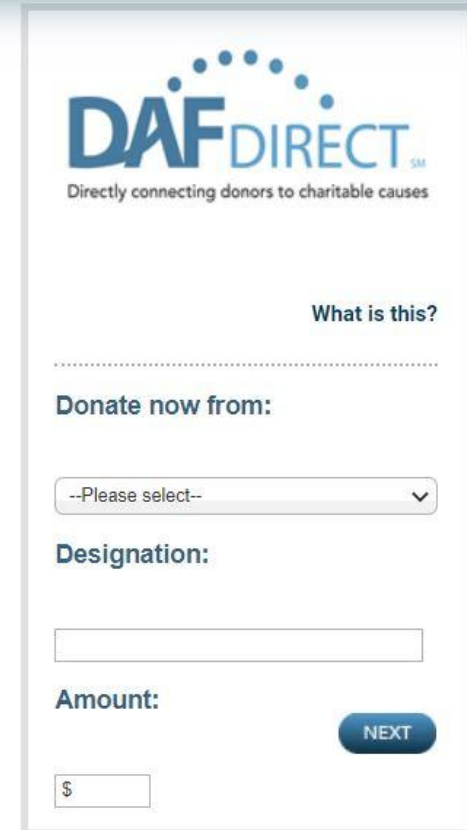
Clients of BNY Mellon, Fidelity Charitable and Schwab Charitable can make a designation through the DAF Direct window on this page.

UNICEF USA's tax I.D. number is 13-1760110.

For more information, please connect with your **nearest UNICEF USA team**.

Why UNICEF?

There are many reasons to support UNICEF's work around the world. Here are a few:

DAFDIRECT_{SM}

Directly connecting donors to charitable causes

What is this?

Donate now from:

--Please select--

Designation:

Amount:

NEXT

$

Website - Wrap up

- Great home page
- Splash pages? 3-5 sec
- Great donation page
- Planned gift tab
- Contact us tab w/ leadership!
    - Phone & email
- Connect to analytics
    - Track visits & referrers
- A/B test pages
- Invest capacity (time & money)

AI Advanced Techniques

- **Artificial Intelligence** (AI)
  - Future of website design
  - Content creation for online blogs
  - Website page analysis
  - Donation page analysis
  - AI task automation
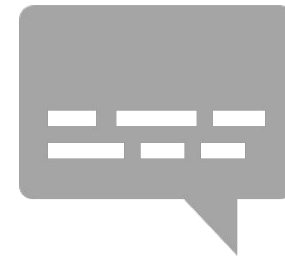
Questions? Comments?

Presenter's Contact Information

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- **Blogs and websites to favorite**
- Nonprofit Tech for Good – www.nptechforgood.com
- Jeff Brooks – "Future Fundraising Now"
- Roger Craver – "The Agitator"
- Tom Ahern – "Donor Communications"

Thank you!