



*Website Audits for Fundraising
Success –
A Deep Dive*
-
Bloomerang

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Denali Fundraising Consultants
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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 button in header
- Tagline (optional)
- Social Media buttons*
- Is it “thumbable”?
- Email sign up



1101 East 3rd Avenue Anchorage, AK 99501
PO Box 100940 Anchorage, AK 99510

Bean's Café

Feeding the hungry, and sheltering those in need since 1979

Donate

- Home
- Our Story
- Events
- Donate
- Ways to Help
- Contact
- Employment
- The Children's Lunchbox



Website – Home Page

Audit Website – Home Page

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

The Bean's Café Story



The Children's Lunchbox



Newsletter Signup

Your Name (*)

Email Address (*)

Please enter the text to proceed (*)
o g z x

Welcome to Bean's Café!

"The underlying premise of Bean's Café is a deep belief in the inherent dignity of every person, a belief that people respond with kindness when treated kindly, with trust when trusted, and respectfully when respected. Our aim is not to set up a value system – determining what is right or wrong – or a way of life for persons, but to allow them to form their own. In this situation a person is not pressured into acting in a special way, and their eventual response is free, lasting, and more fully themselves"

Upcoming Event - 5th Annual Bean's Café "The Pour" (Dec. 4, 2014)



[Click here to learn more!](#)

[Tickets](#)

Member of:



Useful Links

- > [Donate](#)
- > [Volunteer](#)
- > [Events](#)
- > [Google+](#)
- > [Privacy Policy](#)
- > [The Children's Lunchbox](#)

Accredited Charity



This BBB Accredited Charity meets all 30 Standards for Charity
Accountability and is a Seal Holder.

Get in Touch

Bean's Café
PO Box 100940
Anchorage, AK 99510

(907) 274-9595
info@beanscafe.org

Website – Home Page cont.



Donation Page

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

Website – Donation Page

The screenshot shows a web browser window displaying the donation page for Bean's Café. The browser's address bar shows the URL <https://beanscafe.org/beans-donate/>. The page features a navigation menu with buttons for Home, Our Story, Events, Donate (highlighted), Ways to Help, Contact, Employment, and The Children's Lunchbox. The main content area is titled "Online Donation Form" and contains the following text:

Since 1979, with your help Bean's Café has been feeding and sheltering the needy in Anchorage. Supplying food, shelter, transportation, social services, and mail service to our clients can only be accomplished with your help.

Thank you for your gift and please feel free call us with any questions at (907) 433-8620. With your help today Bean's Café will serve over 300,000 meals in 2013.

Use this form to make an online donation. If this is for something specific, please note that in the comment box.

Below the text is a "Donor information" section with a form. The "Program" dropdown menu is set to "Beans Cafe".

On the right side of the page, there is a "Donate" button and several accreditation logos: Beans Cafe, Inc. (The Children's Lunchbox) is a GUIDESTAR Exchange GOLD PARTICIPANT, CHARITY NAVIGATOR Four Star Charity, and BBB ACCREDITED CHARITY.

- Trust marks are very important



Donation Page

- Look at on mobile platform
- Horizontal ask string \$50
- Anchoring
- Paypal Merchant Pro or equivalent
- Auto zip code the address

Website – Donation Page cont.

← → <https://beanscafe.org/beans-donate/> Google Gr... Google+ C... One Today About Goo... Dashboard... Google My... Display Ne... How it wor... YouTube how to ins... Donate x

Donor information

Program Beans Cafe

First & Last Name *

Address *

Zip *

City *

State * Select State

Phone

Email *

Information

Donation Type One Time Recurring

Amount \$50 \$100 \$250 \$500 \$1,000
Other \$

Method * Credit Card Paypal

Credit Card Number *

Expiration Date * 11 / 2014

Card (CVV) Code *

Type * Visa

In memory of:



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.

Browser tabs: Google Gr..., Google+ C..., One Today, About Goo..., Dashboard..., Google My..., Display Ne..., How it wor..., YouTube, how to ins..., Donate x

In honor of:

Comment

[Next >>](#)

Member of:

- Beans Cafe, Inc. (The Children's Lunchbox) is a GuideStar Exchange Gold Participant
- CHARITY NAVIGATOR Four Star Charity
- United Way
- A RISING MEMBER OF CATALYST KITCHENS COLLABORATE-EMPOWER-TRANSFORM

Useful Links

- [Donate](#)
- [Volunteer](#)
- [Events](#)
- [Google+](#)
- [Privacy Policy](#)
- [The Children's Lunchbox](#)

Accredited Charity

ACCREDITED CHARITY

This BBB Accredited Charity meets all 20 Standards for Charity Accountability and is a Seal Holder.

Get in Touch

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info@beanscafe.org

© Bean's Café 2014 Bean's Café is a 501(c)(3) Tax ID# 92-0072522

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



Your Overall Site Score

A very good score is between 50 and 75.

For best results, you should strive for 70 and above.

[Read the Ultimate WordPress SEO Guide](#)

Complete SEO Checklist ?

Refresh Results ^

22 All Items 5 Important Issues 0 Recommended Improvements 17 Good Results

Basic SEO

✓ Your SEO title is set and is 41 characters long. >

✓ Your meta description is set and is 135 characters long. >

✓ One H1 tag was found on your page. >

✓ H2 tags were found on your page. (1) >

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



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

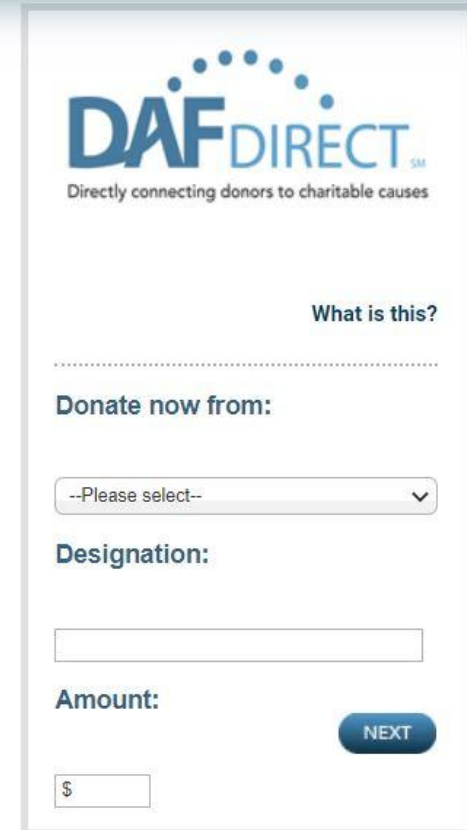
Clients of BNY Mellon, Fidelity Charitable and Schwab Charitable can make a designation through the DAF Direct window on this page.

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:



The screenshot shows the DAF Direct widget interface. At the top is the logo for DAF DIRECT with the tagline "Directly connecting donors to charitable causes". Below the logo is a link labeled "What is this?". A horizontal dotted line separates this from the main form area. The form starts with the label "Donate now from:" followed by a dropdown menu currently showing "--Please select--". Below that is the label "Designation:" followed by an empty text input field. The next section is labeled "Amount:" and includes a blue "NEXT" button to its right. At the bottom left of the form is a small input field with a dollar sign (\$) to its left.



Website - Wrap up

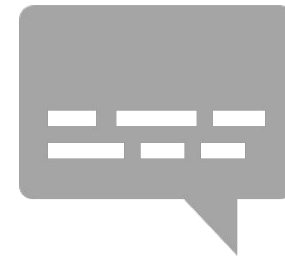
- Great home page
- Splash pages? 3-5 sec
- Great donation page
- Planned gift tab
- Contact us tab w/ leadership!
 - Phone & email
- Connect to analytics
 - Track visits & referrers
- A/B test pages
- Invest capacity (time & money)

AI Advanced Technique s

- **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

- **Ken Miller, CFRE**

- Denali FSP Fundraising & Grant Consultants

- www.denalifsp.com

- 907 250-8488

- ken@denalifsp.com

- **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!