



NONPROFIT WEBSITES IN 2024 AND MORE!

NonProfit HelpDesk

Nov. 21, 2023

with

Boris Kievsky @ dotOrgStrategy



TODAY'S PLAN

Agenda
& Introduction

Purpose of
Nonprofit
Websites

Elements of
Nonprofit
Websites in
2023+

Website
Platforms: Pros
& Cons

Questions/
Wrap Up

HI, I'M BORIS

- Nonprofit Strategy Advisor
- Digital Storyteller
- Website Developer
- NYU Adjunct Faculty
- Recovering Actor/Filmmaker
- Relapsed Geek
- Chief Storyteller and Nerd for Good

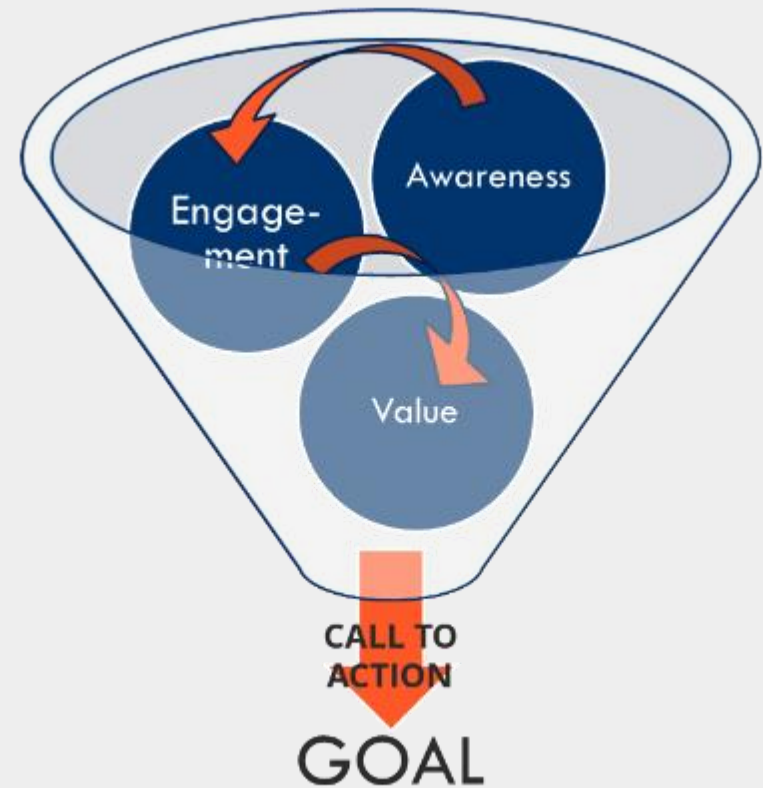


WHY WEBSITES?

THE BEST PLACE TO TELL YOUR STORY ... EFFECTIVELY!

A website is a powerful tool in every stage of your impact funnel.

- Most control over experience
- Unlimited storytelling options



1. GET FOUND

- Google Search
 - Biggest driver of awareness and discovery today
 - 8.5 billion searches/day; 99,000 searches/second
- Google Ads Grant for nonprofits
 - Billboards on a busy highway



2. KEEP ATTENTION

- Social media and the shrinking attention span
- 8 seconds to capture attention
 - And then the clock starts again
- Competing with multi-million-dollar and multi-billion-dollar marketing machines
- People are the commodity
 - No organic reach
 - Pay-to-play



POP QUIZ: IN WHICH OCEAN WOULD YOU RATHER SWIM?

1



2



3. GET (INTER)ACTION

You have more control over the types of actions you want people to take

- Sign up for a newsletter
- Register for an event
- Become a volunteer
- Take a quiz
- Watch a video
- Share a story



4. RAISE FUNDS

- General donations
- Specific campaigns
- Sell services/information
- Sell swag



A solid orange square on the left side of the slide.

KEY NONPROFIT WEBSITE ELEMENTS IN 2024 AND BEYOND

1. STEPPED-UP STORYTELLING

We evolved with (and survived because of) storytelling!

Websites allow you the most freedom to craft your narrative

- Organizational storytelling & program storytelling
- Individual stories: videos, quotes, testimonials, etc.





“

STORYTELLING IS OUR
SPECIALTY. IT'S THE
BASIS FOR EVERYTHING
WE DO AS A SPECIES.

”

— Yuval Noah Harari
Sapiens: A Brief History of Humankind

2. PERSONALIZATION AND RELEVANCE

- Speak to people, not abstract wallets
- Know your audience
- Know how you can help them (*not* how they can help you)



WHAT'S AN AVATAR?

Hinduism: A manifestation of a deity or released soul in bodily form on earth; an incarnate divine teacher.

Marketing: A virtual representation of your ideal audience member, for whom you are creating your stories.



WHAT'S OUR ROLE?



Our Target Avatar

Our Program(s)

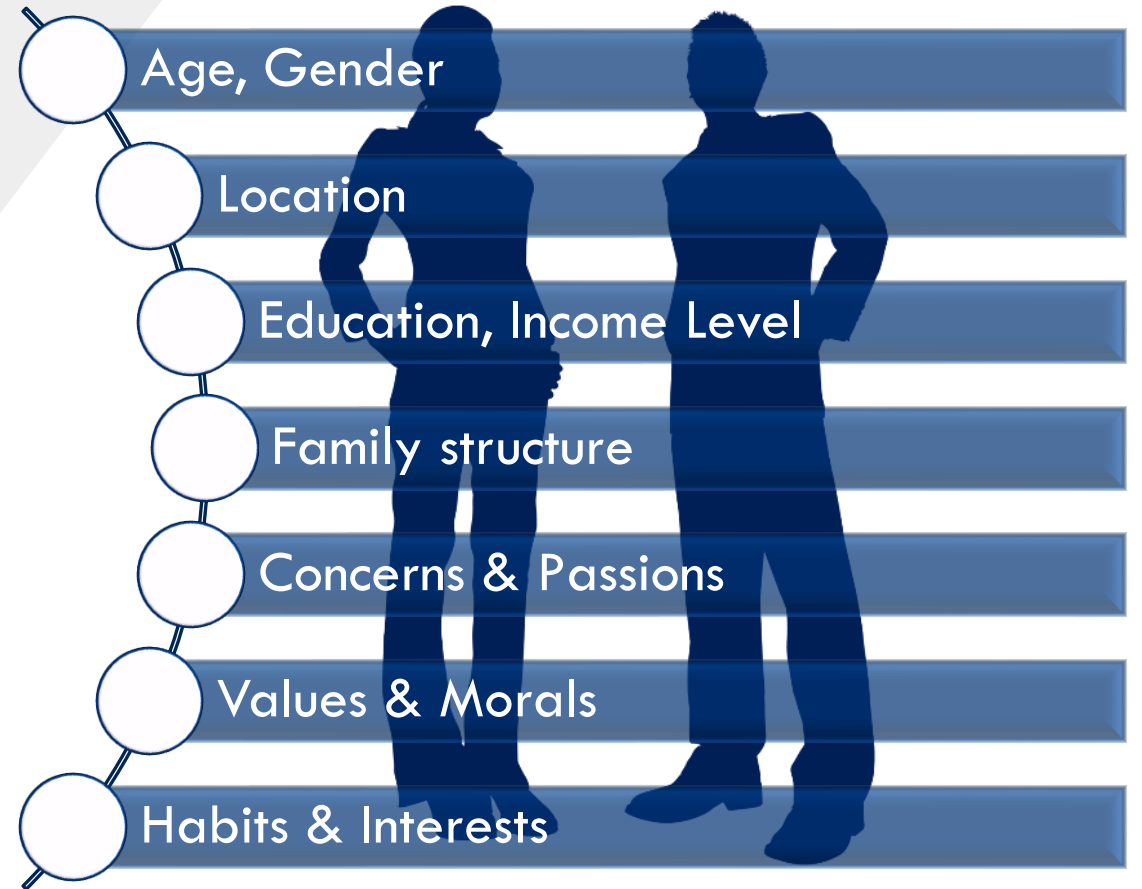
Our Program's Results

We empower "ordinary" people with potential to become the heroes of their own stories.

TARGET AVATAR (HERO) PROFILES

Create a profile (or “avatar”) of your ideal heroes.

- Identify every trait possible that they have in common, as clearly as you can
 - Demographics
 - Psychographics

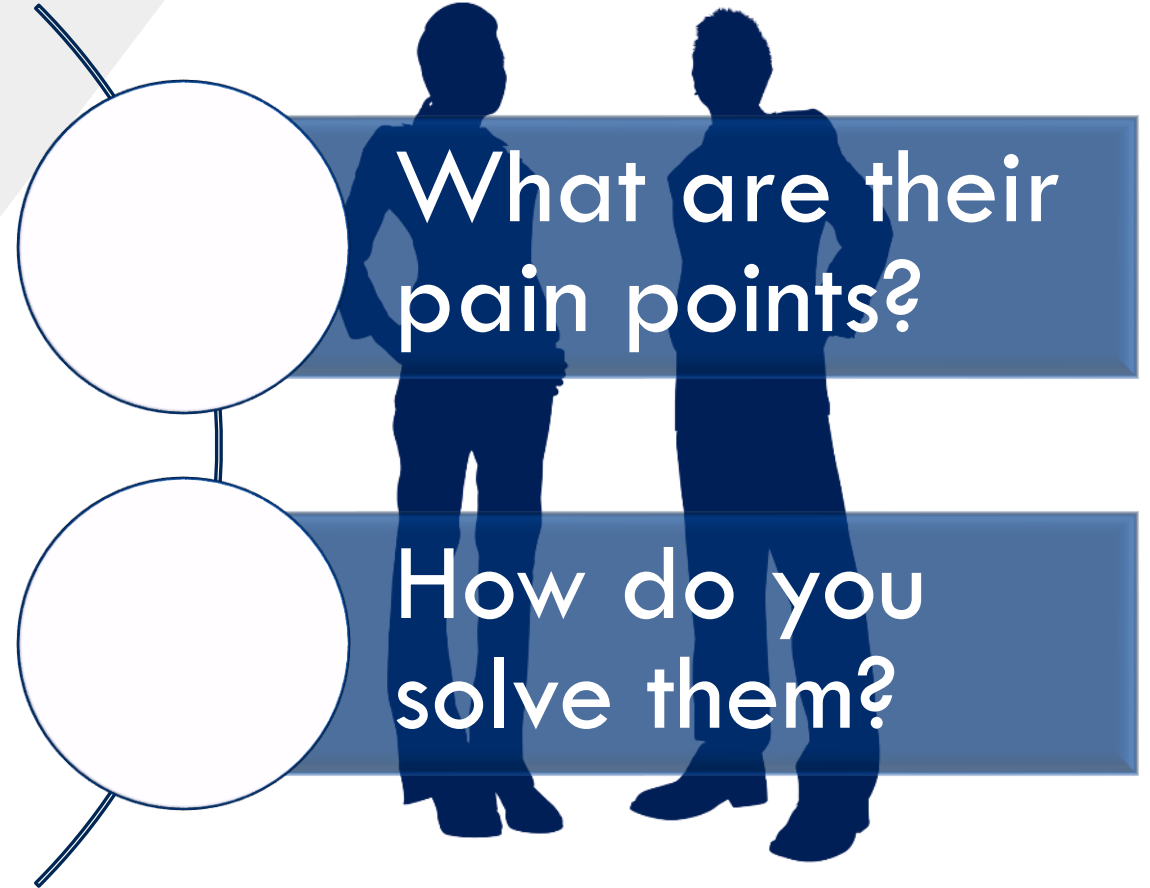


AVATAR PROFILE CONT'D — THE MOST IMPORTANT PART

Q: Why should they expend their resources on you?

A: Because you help them solve a problem that they can't solve on their own.

Give this avatar a name



3. INCREASE TRUST

More so than other types of business, nonprofits live and die on trust

- Inspire confidence
 - Past results
 - Accolades
 - 501(c)3 status
 - .org domain
- Cookie compliance
- Reassure with social proof



POP QUIZ: WHOM WOULD YOU RATHER TALK TO?

1



2



DEMONSTRATING SOCIAL PROOF

- Who else believes in you? (And what are they saying about you?)
 - Donors
 - Corporate sponsors
 - Institutions / Foundations
 - Board
- How do I know you're telling the truth?
 - GuideStar? Charity Navigator?
 - Awards and honors
 - Press mentions



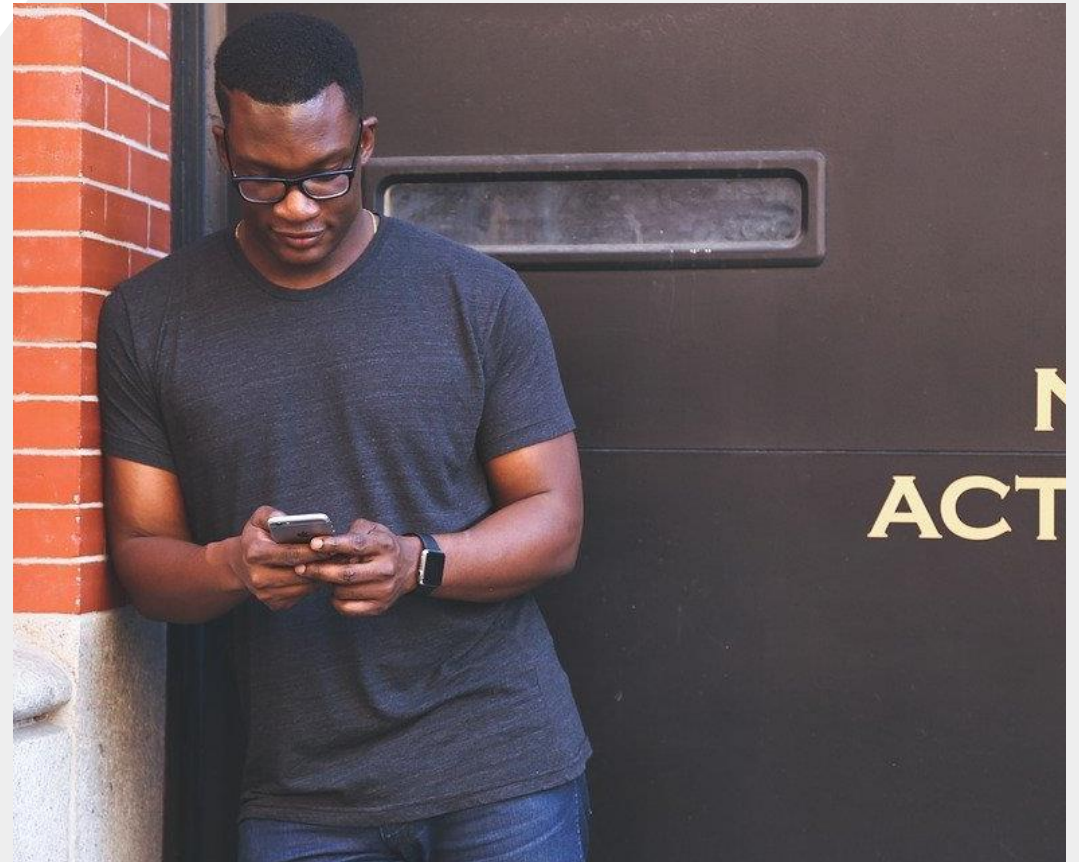
3.5 STRENGTHEN SECURITY

- Turn on MFA (multi-factor authentication)
- Train your staff on protocols
- Use security tools to harden your website and monitor for vulnerabilities
- Maintain regular backups



4. MOBILE-IZE YOUR MESSAGE

- Over 60% of traffic worldwide is on phones
 - This is lower in the US as people spend more time at work, at their computers
 - Mobile users represented 57% of all visits to nonprofit websites, with 43% of traffic from users on desktop devices.
- 63% of US search traffic comes from mobile
- Your avatars are everywhere
- Your stories reach them on their phones before anywhere else
- Design for mobile first



5. SIMPLIFY SUPPORTING YOU

- Let them support you how they want, when they want, from whatever device they want
- Remove all friction
- Accept Apple Pay / Google Pay
- Accommodate cryptocurrency



6. CREATE MORE CALLS TO ACTION

- Give your audience more opportunities to become heroes for your cause
- Do it everywhere
- Make it easy



PLATFORMS COMPARED

HOW MUCH DOES A PLATFORM MATTER?

This is the base on which you will build your website.

You want to select the foundation that will best meet your needs today and as you grow.



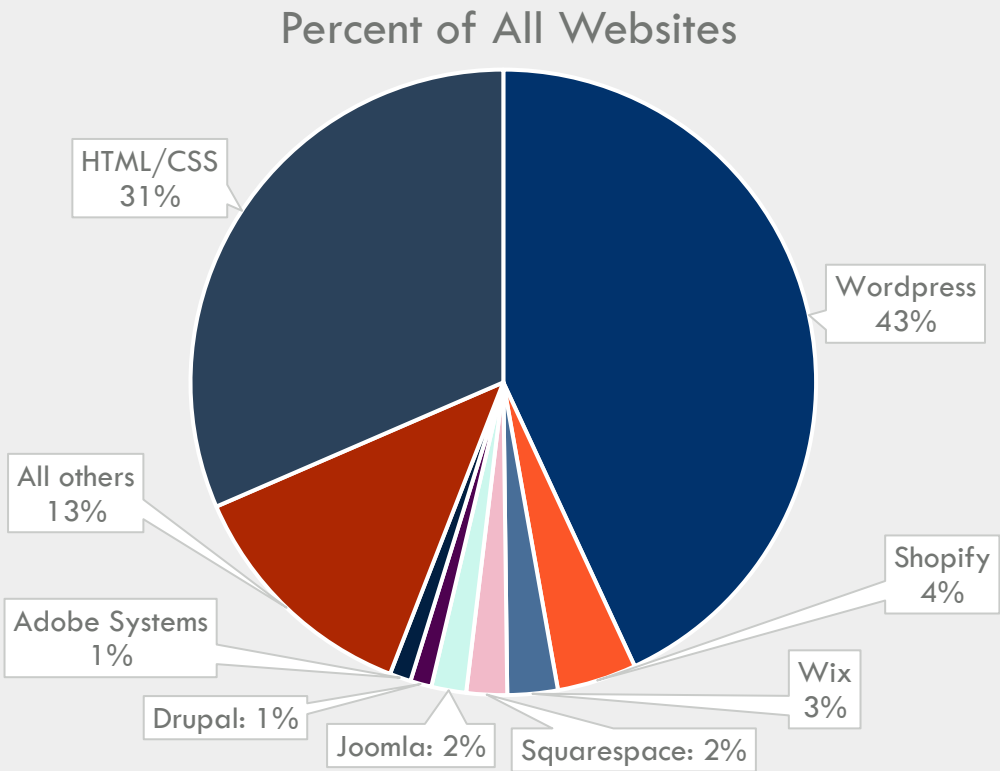
PLATFORM OPTIONS

- Website Builders
 - Wix
 - SquareSpace
 - GoDaddy/HostGator/Etc.

- Shopify
- MailChimp
- Canva

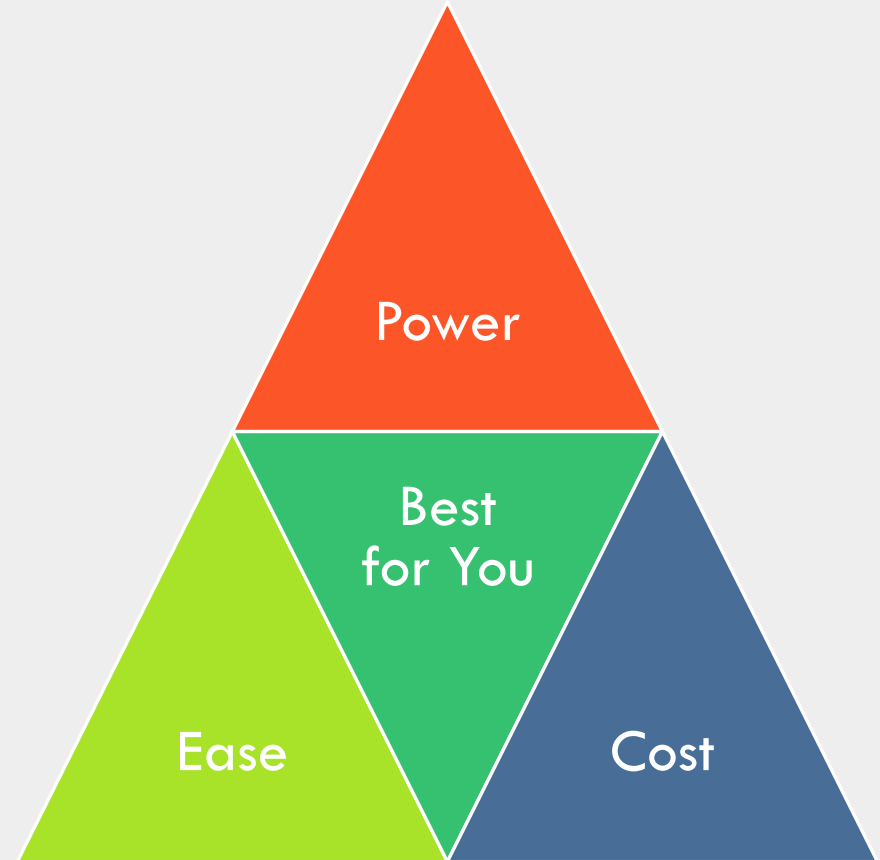
CMSES

- WordPress
 - Wordpress.com
 - Self-hosted
- Joomla
- Drupal



CONSIDERATIONS: EASE VS. POWER VS. COST

- What are your top priorities?
- What are your current resources?
 - Time
 - Peoplepower
 - Funding



CONSIDERATION: EASE

- Do you need design skills?
- Coding skills?
- How much is available “out of the box”?
- How long to get it up and running?



CONSIDERATION: POWER

What does your site need to do for your heroes?

- Navigate easily with good UX
- Integrations and automations
 - CRM / donation platform
 - Newsletters
 - Zapier, et al.
- Forms/applications
- E-commerce
- Gated content
 - Membership/paid access
 - Email gates
- Extensibility



CONSIDERATION: POWER — WHAT TO LOOK (OUT) FOR

- Will you need a designer?
 - Are there templates you can use?
- Can it grow with your needs? (Extensibility)
- Flexible design
- 3rd-party integrations
 - Newsletter tools
 - Cookie compliance
 - Analytics
 - Google Search Console
- Access control?
 - Can you have multiple/different level users?
- Automatic backups?
- Portability – can you keep your data?
- Is email included?



CONSIDERATIONS: COST

- Website hosting can cost from \$3/mo. to \$300/mo.
- Design (\$50 – \$50,000)
- Implementation (building)
- “Hidden” costs
 - Maintenance / support
 - Hosting
 - Email
 - Add-ons/plugin-ins/power-ups
 - Losing users/heroes/donors



COMPARISON

	Wordpress	Wix	Squarespace	Shopify
Power/flexibility	*****	**	**	****
Extensibility	*****	*	*	*****
Scalability	*****	***	***	*****
Support	*****	*	*	****
Themes/Templates	***	*****	*****	***
Drag-n-Drop Page Builders	****	*****	*****	—
Ease of Use	***	****	****	*
Cost	**	*****	****	*
E-Commerce	****	**	**	*****

GETTING STARTED

5-Year Blue Sky

- What do we want (our heroes) to be able to do?
- How can we serve them?
- What can we do digitally to move our mission forward?

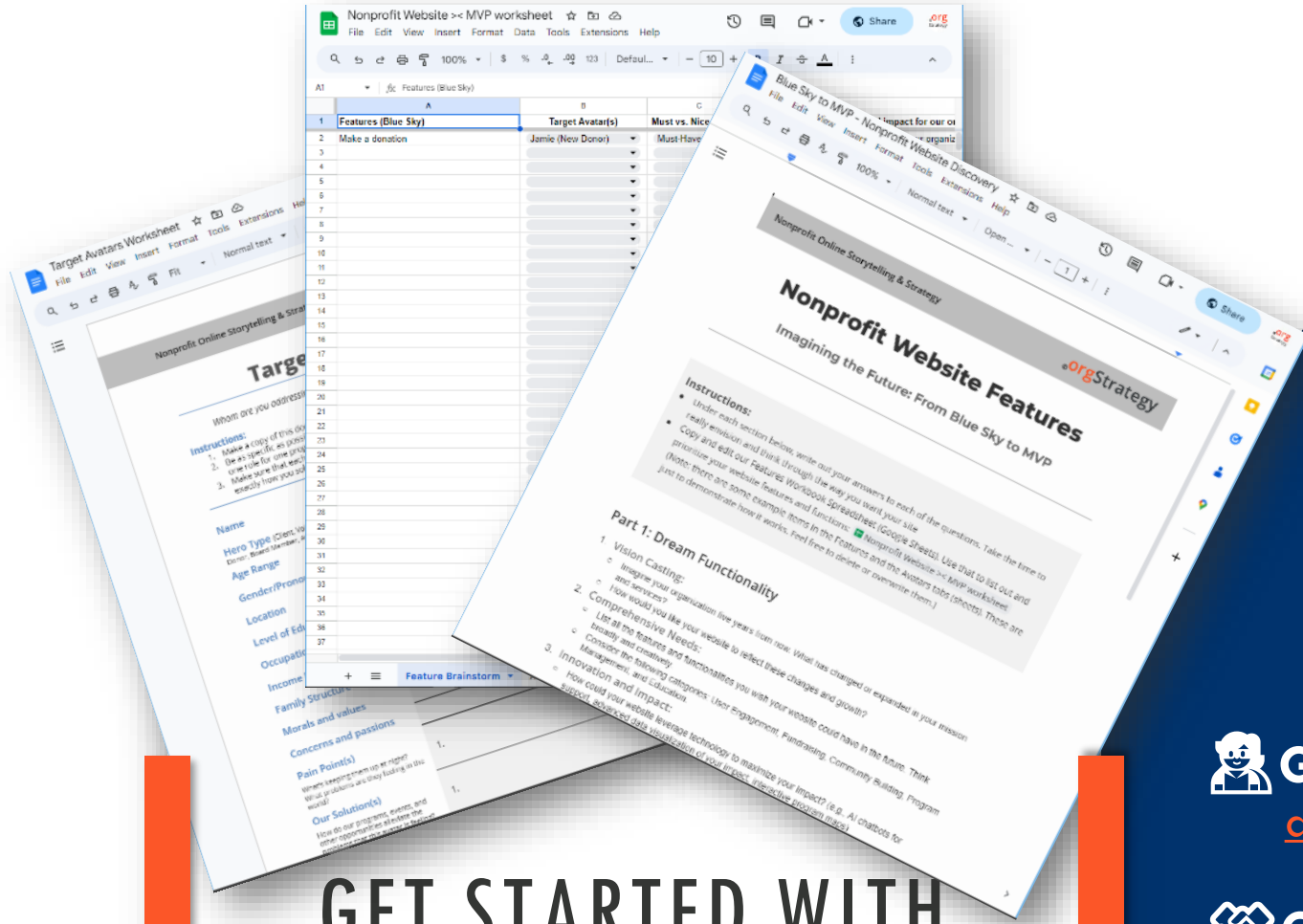
What do we need to do today?

- “Minimal Viable Website”

What are our resources?

- Funds
- Staff





GET STARTED WITH THE WORKBOOKS



Get the Workbooks

dotOrgStrategy.com/NPHD1



Connect with Boris

boris@dotorgstrategy.com

linkedin.com/in/theboris





**WEBSITE
STORYTELLING**
DECEMBER 5TH, 2023

+

**FROM ATTENTION
TO DONATIONS**
DECEMBER 19TH, 2023

Thank you!

Tune in next time!

How to tell your story to maximize impact
from your website.



NonProfit
HelpDesk

FALL & WINTER
2023-2024



Nonprofits:
We're Here to
Help YOU

Thank you for Participating in Today's Webinar

To learn more about the NonProfit HelpDesk, and to register for upcoming workshops, please visit our website at:

<https://www.iccgci.org/our-services/management-support-systems/the-nonprofit-helpdesk/>



Scan me