

How to Captivate and Engage Constituents with Your Website

Presented by Firespring CEO, Jay Wilkinson





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 @firespring • @jaywilk

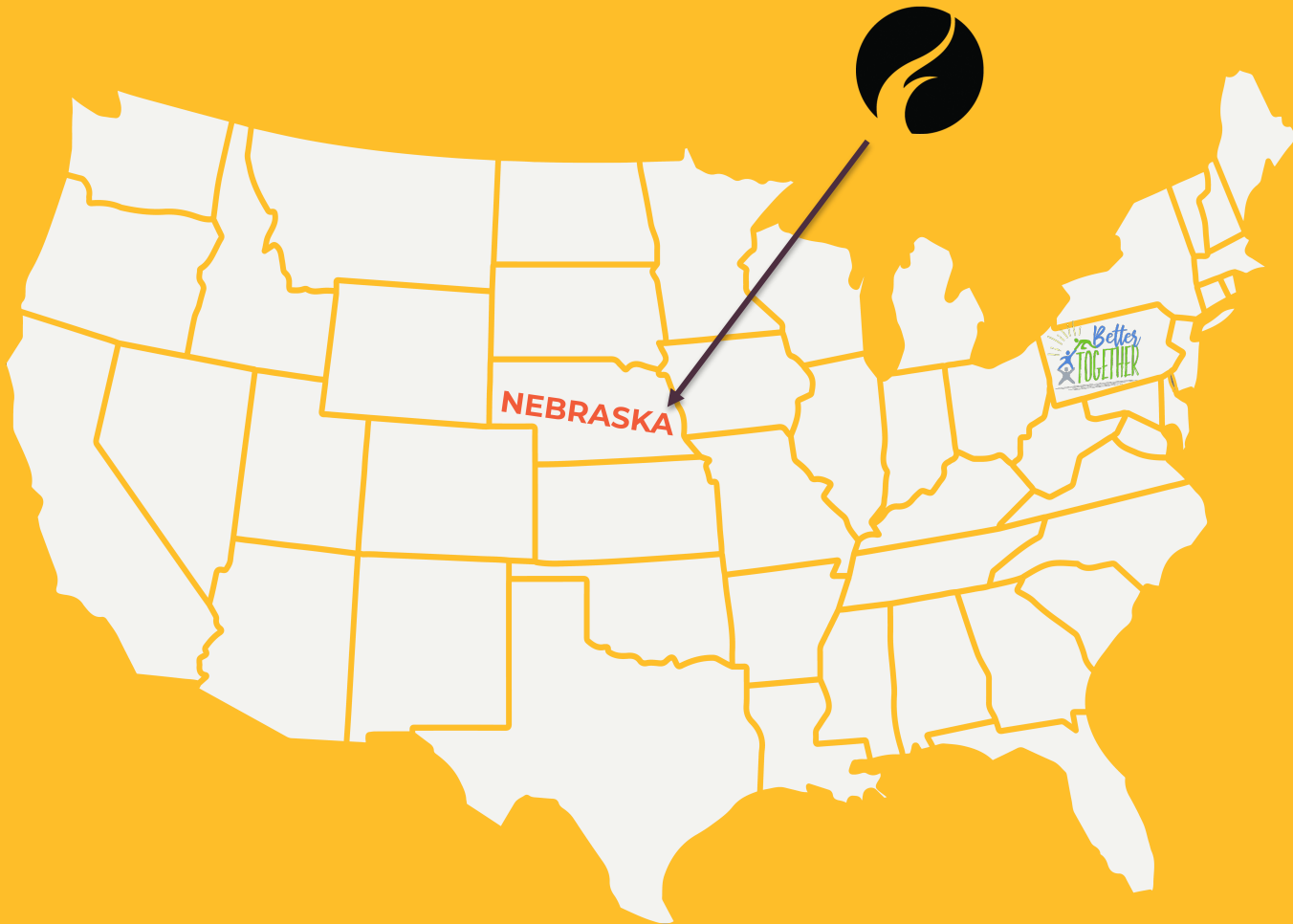




Firespring

provides marketing, printing, websites and strategic guidance to thousands of brands, businesses and nonprofits in all 50 states and in 14 countries.





About Firespring

WE LEVERAGE OUR
**PEOPLE,
PRODUCTS
& PROFIT** —  TO DO—
**MORE
GOOD**



About Firespring

POWER OF 3



1% of our Profits (top-line revenue donated to NPOs)
2% of our Products (in-kind products and services)
3% of our People (volunteer 1 day per month)





How to Captivate and Engage Constituents with Your Website

- ✓ The 5 elements of an engaging website.
- ✓ The one website principle every nonprofit should be following, but probably isn't.
- ✓ Action Steps.
- ✓ Q&A.



If you're tweeting today:
#poweredbypurpose
@jaywilk

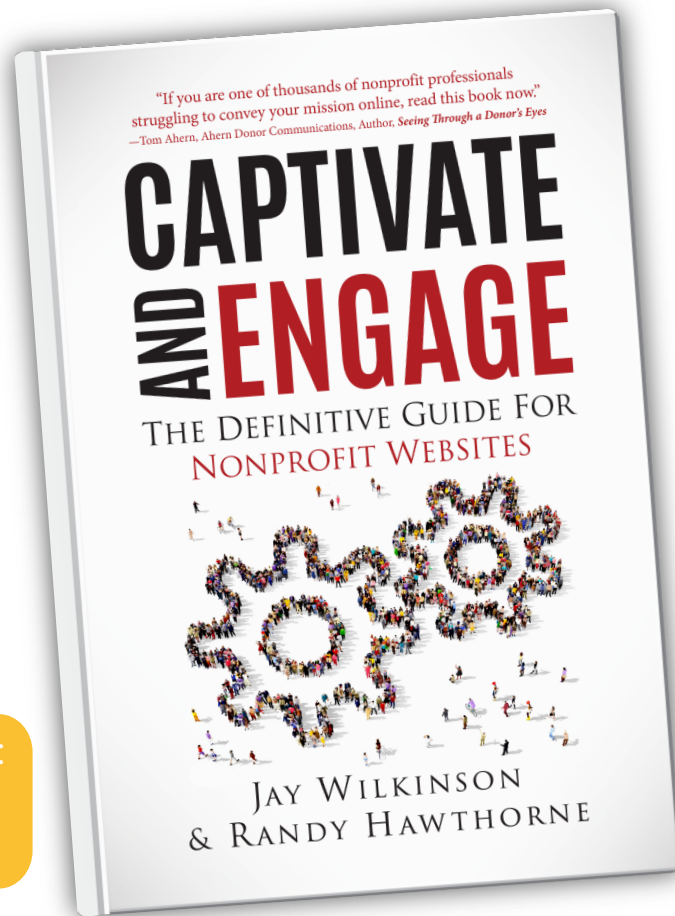




How to Captivate and Engage Constituents with Your Website



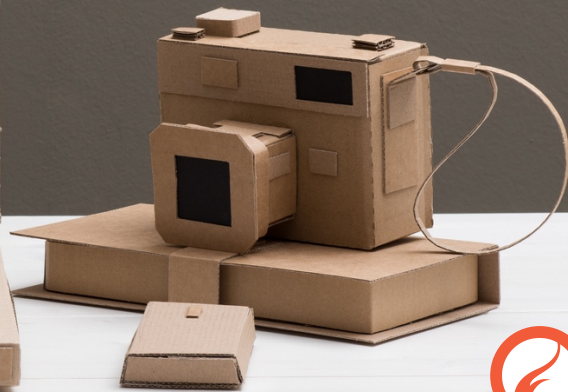
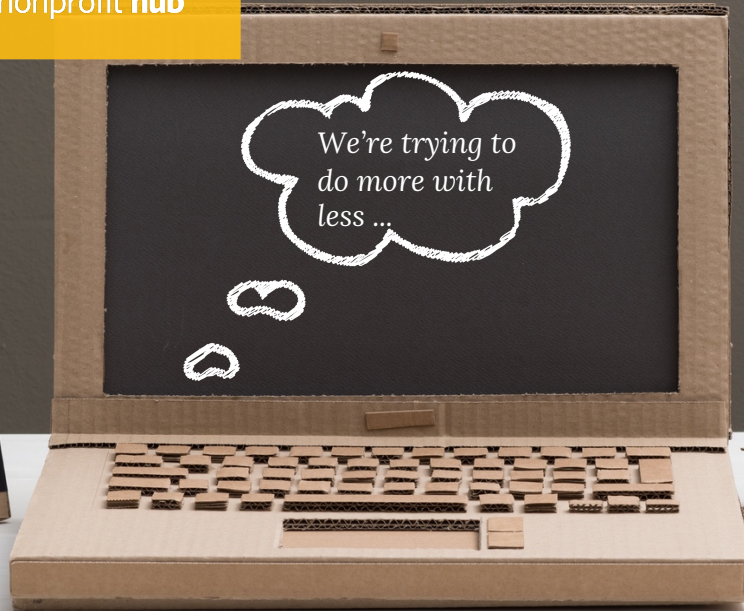
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“81% of nonprofit websites are designed for \$1,000 or less.”



Why do nonprofits struggle?





The “Do It Cheap” Mentality

Sometimes referred to as the “Executive Director’s really smart 14-year-old niece with a computer” syndrome ...

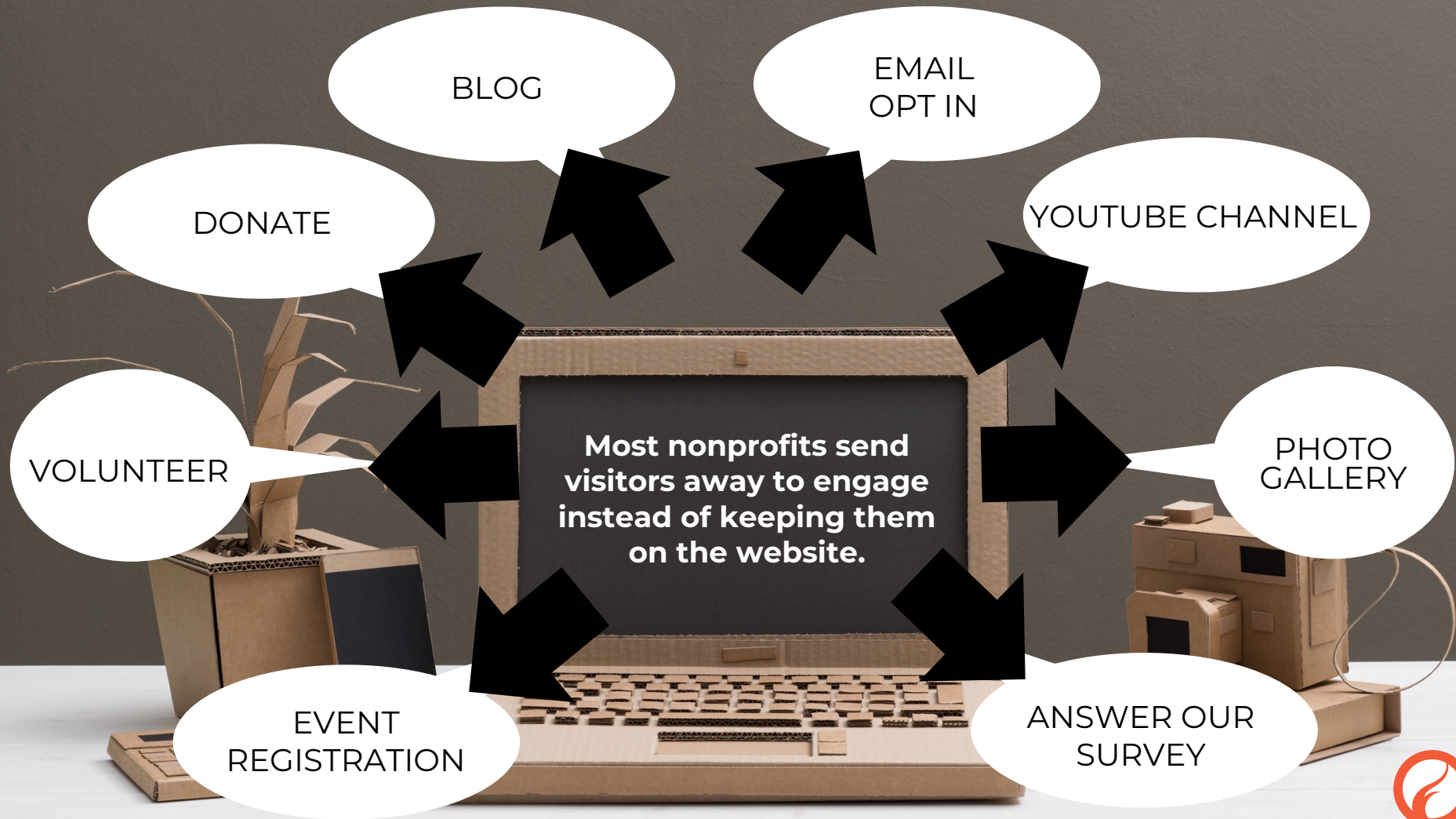


Is your website cheap **or** effective?

You shouldn't have to choose

ROI > Cost





“82% of donors visit a nonprofit’s website before giving.”



Your Website

The Foundation of Your Online Presence



5 Elements of a Powerful & Engaging Web Presence





5
REQUIRED
ELEMENTS OF
A POWERFUL
& ENGAGING
WEB PRESENCE

#1

Structure





5
REQUIRED
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& ENGAGING
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nature.org

[ABOUT US](#)[WHAT WE DO](#)[GET INVOLVED](#)[MEMBERSHIP & GIVING](#)[RENEW](#)[DONATE](#)

support

SEARCH

Supporting the Farm Bill

A Bold Vision for Nature

A new campaign to help protect 30% of Earth's valuable lands and waters by 2030—and that's just the start.

EXPLORE

[Our Mission](#)
[Newsroom](#)
[Magazine](#)
[Events](#)

CONNECT

[Contact Us](#)
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[Our World Campaign](#)

GIVE

[Donate Now](#)
[Membership](#)
[Gift & Estate Planning](#)
[Gift Catalog](#)

SOCIAL



SIGN-UP FOR E-NEWS

Join the million supporters who stand with us in taking action for our planet



*Get text updates from The Nature Conservancy





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#2

Design



Our story.





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habitatnewburgh.org



VOLUNTEER HUB

WHO WE ARE WHAT WE DO HOW TO HELP OWN A HOME NEWS & EVENTS Q



every family

deserves a decent place
to call home

Become a Homeowner





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cryptologicfoundation.org



Welcome to the National Cryptologic Museum Foundation. The NCMF directly supports the National Cryptologic Museum (NCM), the first public museum in the U.S. Intelligence Community.

EDUCATE

STIMULATE

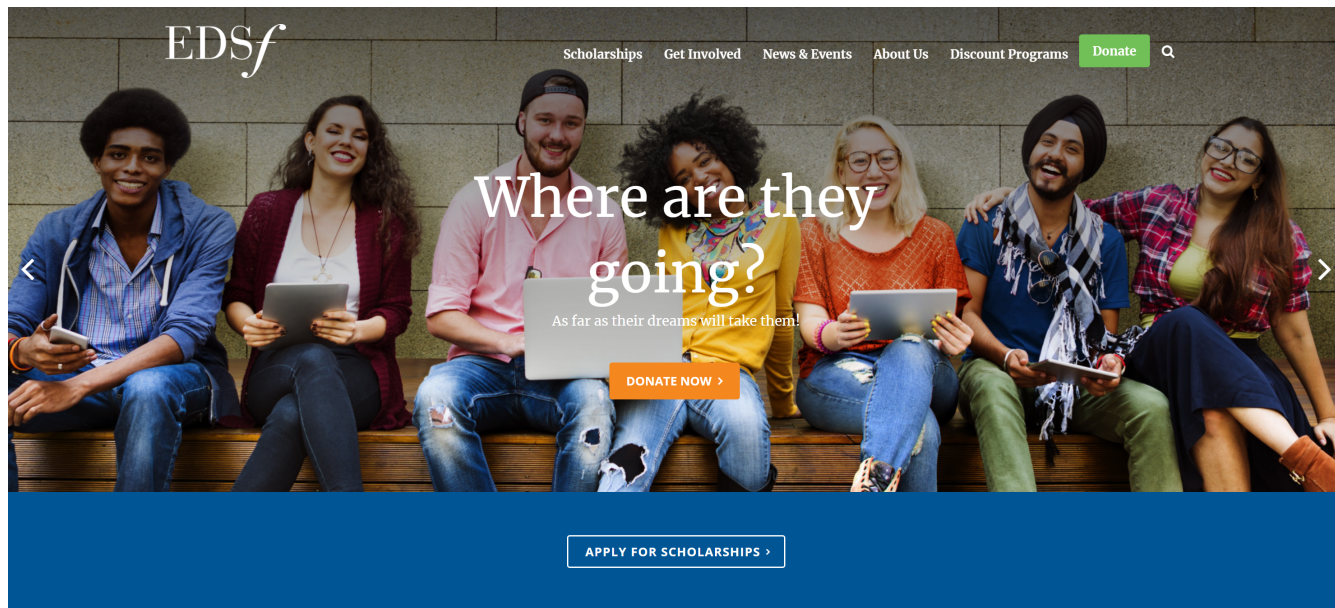
COMMEMORATE





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edsf.org



Electronic Document Scholarship Foundation

EDSF attracts the best and brightest to the industry by granting scholarships and recognizing leaders.





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#3

Content





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WEB PRESENCE

#3

Context





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& ENGAGING
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nonprofitrisk.org

NRMC | Find the answer here

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Consulting ▾

Membership

Speaking ▾

Books

Apps

Resources ▾

Risk Summit ▾

[Affiliate Login](#)



Areas



Youth Protection



Workplace Safety



Volunteer
Management



Reputation

Legal

Resource Library

Keywords, Topics, Authors



Featured Articles

June 21, 2017

[Designing a Durable, Doable Risk Management Function & Capabilities >](#)

[Featured](#) [General Risk Management](#) [Risk Assessment](#)

Featured Infographics

[5 Riveting Reads for Risk Champions >](#)

[Culture](#) [Featured](#) [General Risk Management](#) [Leadership](#)
[Risk Champions](#) [Risk Management Basics](#)

Featured RISK eNews

August 30, 2017

[What Star Trek Taught Me about Risk Leadership >](#)

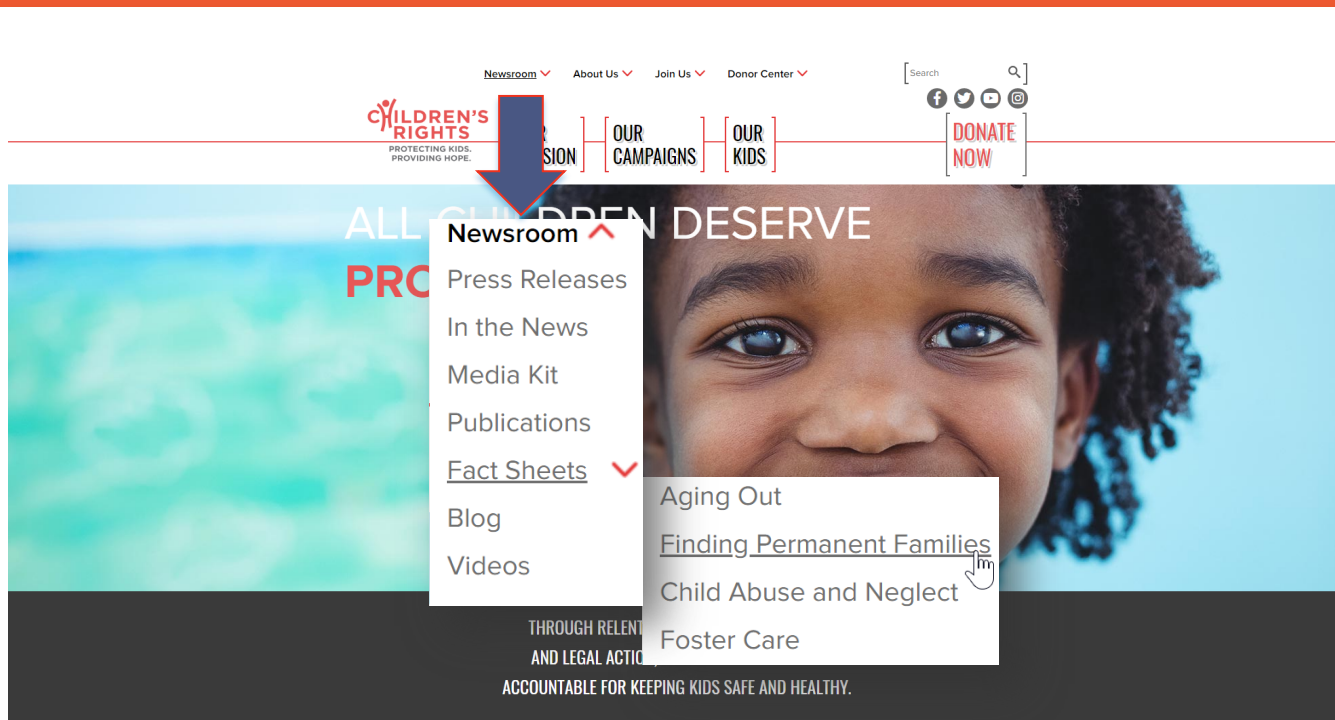
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childrensrights.org



FEATURED STORIES: Children's Rights Spotlight

Protecting



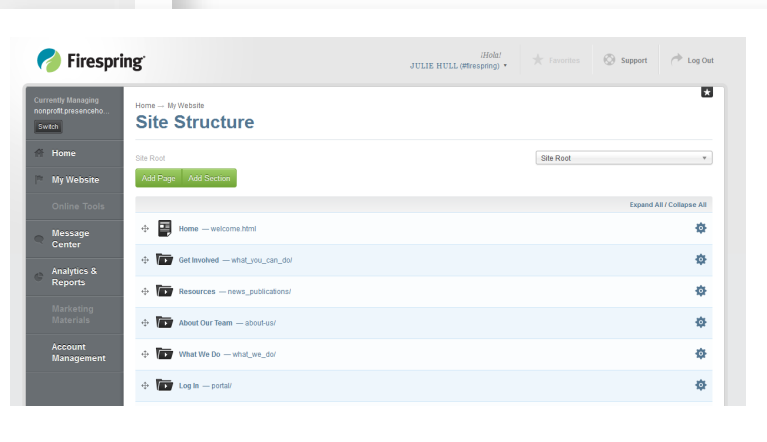
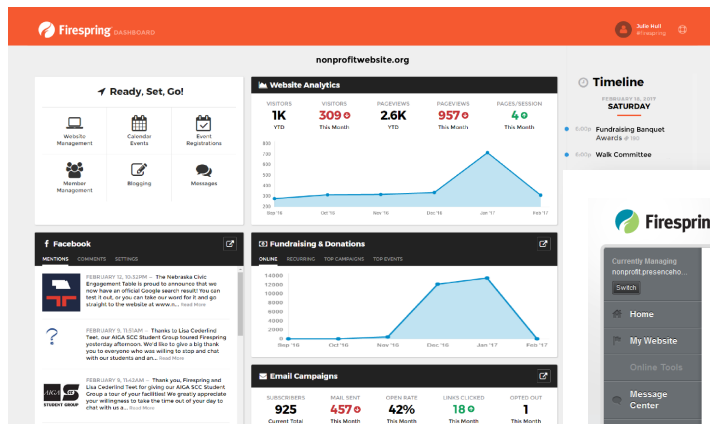


REQUIRED
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Content Management System

The Key to Fresh Content

1. Click **Website Management**.
2. Select the content to update.
3. Enter and save.





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#4

Functionality





5 REQUIRED ELEMENTS OF A POWERFUL & ENGAGING WEB PRESENCE

Connect

Programs

Event Calendar

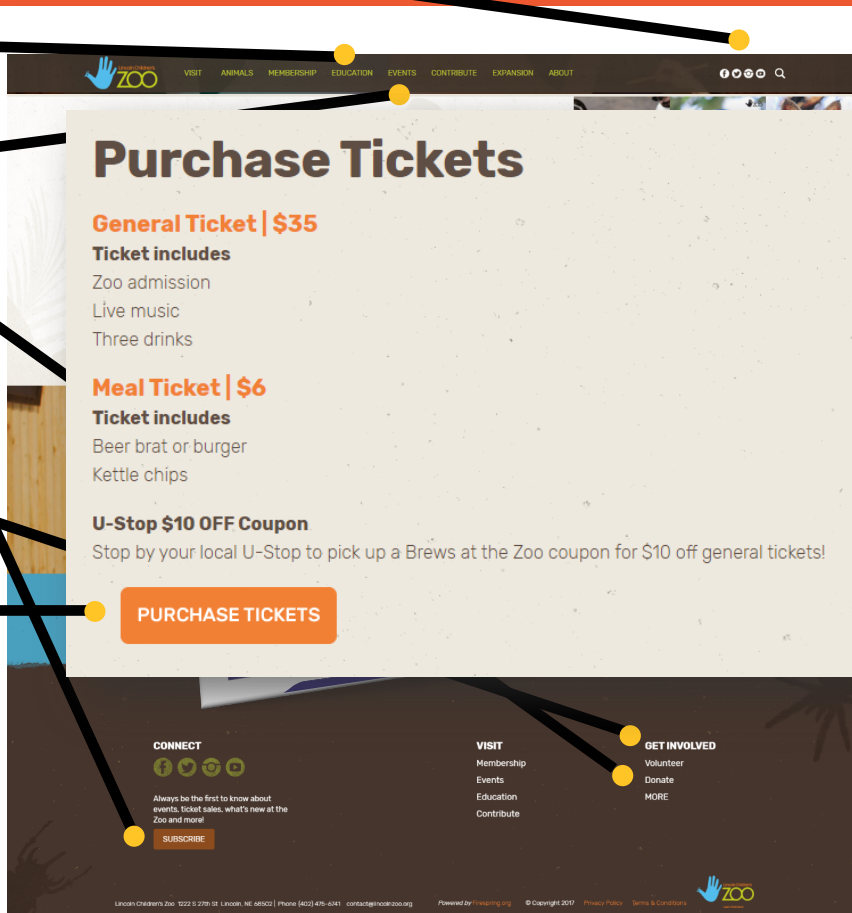
Online Donations

News Sign-up

Volunteer

Event Registration

lincolnzoo.org





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#5

Vitality





5
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#5

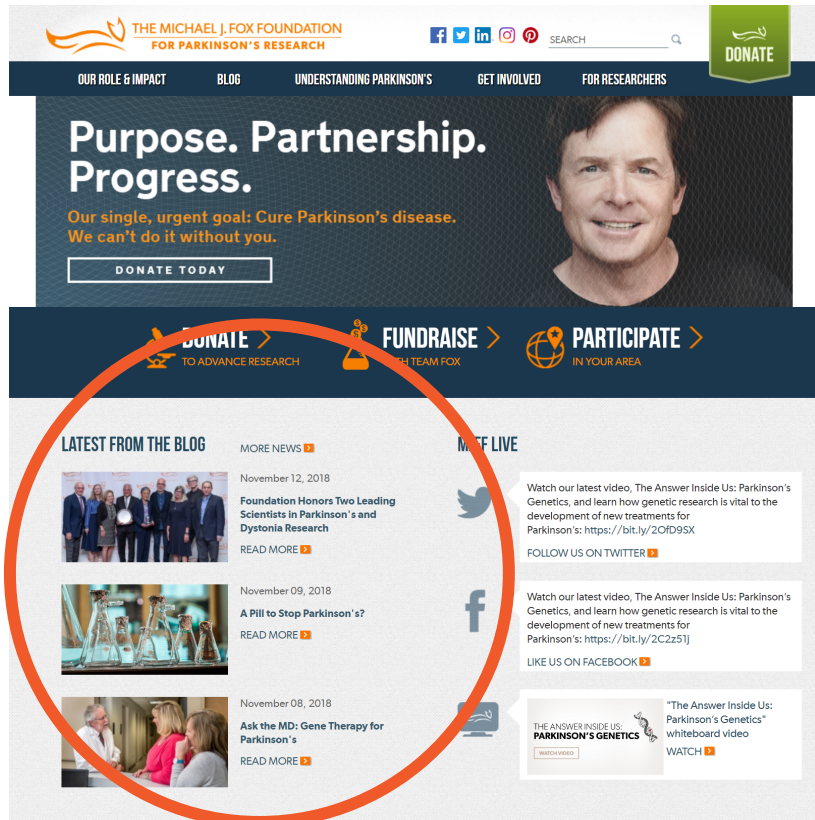
Vitality





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michaeljfox.org



Vitality Formula

- + Dated content on the front page
- + Never more than 7 days apart
- + 3 occurrences



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Online Fundraising
Best Practices for
Nonprofits



How to Avoid
Fundraising's Quiet
Killer: Donor Attrition



How to Maximize
Offline Events
in an Online World



Crowdfunding 101



How to Captivate
and Engage
Constituents with
Your Website



#GivingTuesday
Before, During and
After: Your 9-Week
Success Plan!



Convert Supporters
with Powerful
Landing Pages



Be Found: The Secrets
of SEO for Nonprofits



It's a New World—
How to Cultivate
Your Community
Online



Social Media 101
for Nonprofits



5 Trends Shaping a
New Reality for
Nonprofits



5 Secrets of Email
Marketing Geniuses



Beyond the RSVP—
Crowdfunding for
Special Events



Advanced
Crowdfunding
Strategies



Pave the Way to
a Successful
#GivingTuesday



Online Tools that Help
Nonprofits Learn,
Listen & Engage



Develop a Winning
Nonprofit Culture
with Minimal
Resources



The Power of
Blogging & Thought
Leadership for
Nonprofits





5
REQUIRED
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WEB PRESENCE

- #1 Structure**
- #2 Design**
- #3 Content**
- #4 Functionality**
- #5 Vitality**

All 5 elements
necessary to
build a strong
foundation.



TOP SECRET

The Secret Weapon?

AIRMAIL

73Y

JUL

1

Firespring.org / LandingPages

MY LOGO

POWERFUL, ENGAGING HEADLINE

DESCRIPTIVE SUB HEADLINE

Lorem ipsum dolar

- CALL OUT
- CALL OUT
- CALL OUT

I'M IN! **REGISTER NOW**

TESTIMONIALS to build trust:

MEMBER OF:



Landing Pages: The Secret Weapon



NOKID HUNGRY
SHARE OUR STRENGTH

A MOVEMENT OF PEOPLE
COMMITTED TO MAKING SURE THAT
NO CHILD IN AMERICA
IS HUNGRY

TAKE THE PLEDGE

SPREAD THE WORD

ACT NOW

DONATE NOW

PLEDGE WITH US

I believe that no child in America should go hungry. By pledging today, I add my voice to the national movement of people committed to **ending childhood hunger in America**



45,289
PEOPLE HAVE TAKEN THE PLEDGE

email

zip

TAKE THE PLEDGE

*Disclaimer

Raise Awareness On Facebook

Build Momentum On Twitter

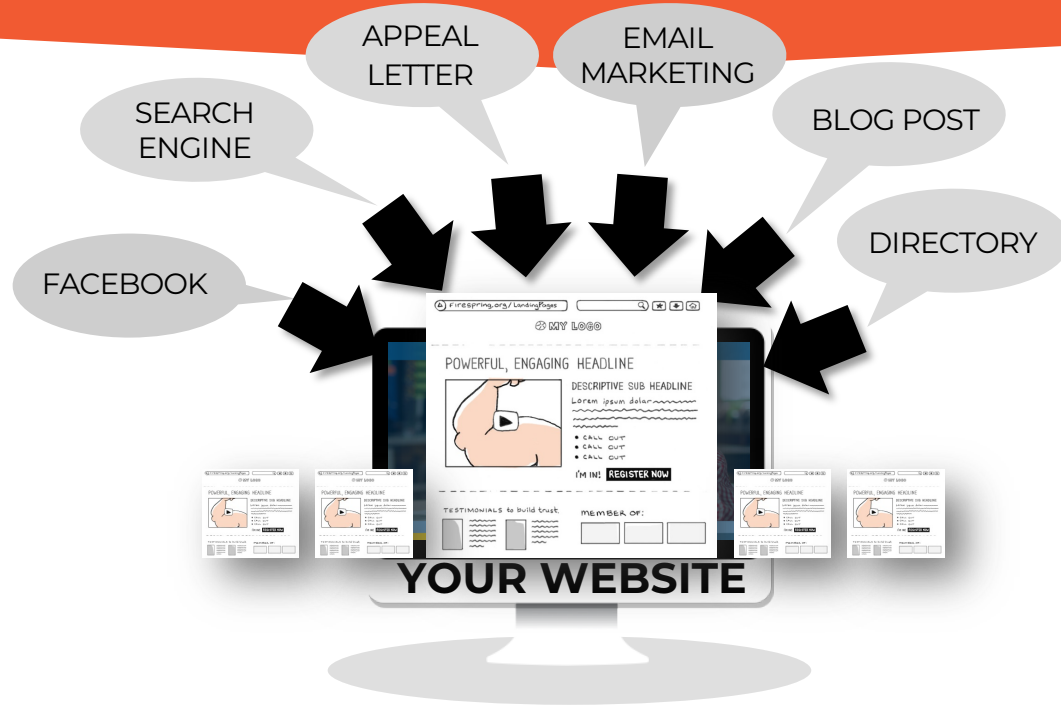
WHY TAKE THE PLEDGE?

Join celebrity chef Guy Fieri and take the No Kid Hungry Pledge today.

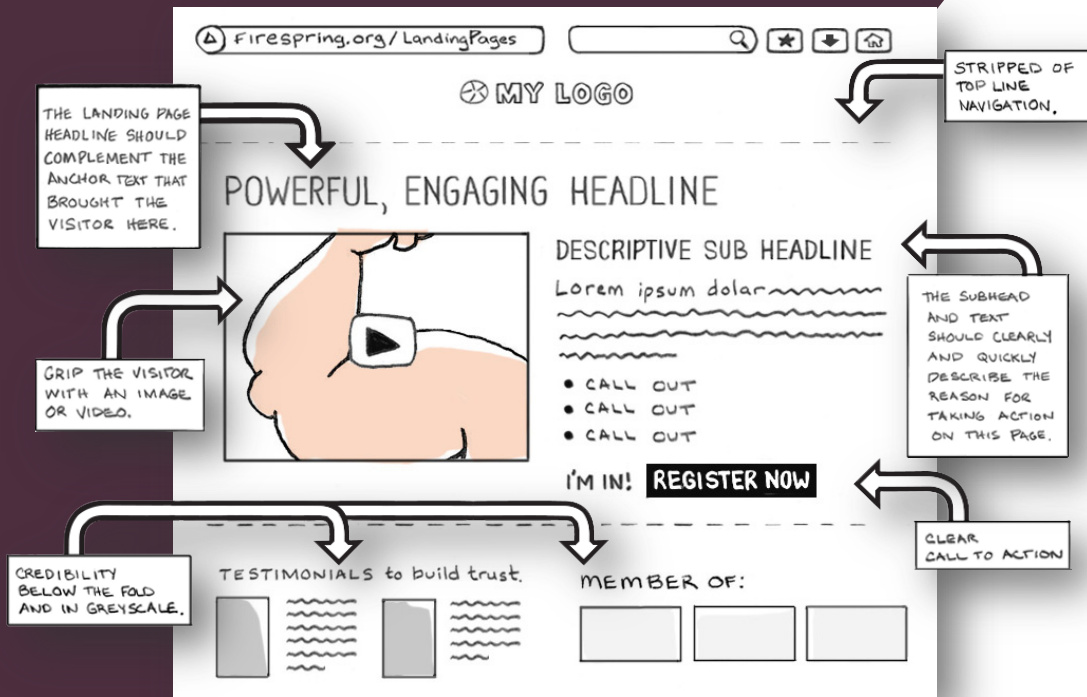
Guy Fieri
Food Network



The Secret Weapon



Anatomy of a Landing Page



Anatomy of a Landing Page



Site visitors who enter through a landing page increase conversions **10x** over visitors who start on a home page.



Action Steps



- ✓ Focus on **ROI** instead of **COST**.
- ✓ Build a logical site **STRUCTURE** including **3+** navigation options.
- ✓ Use a clean, professional **DESIGN** that tells the story of your organization.
- ✓ Provide **CONTENT** for all types of end-users.
- ✓ Build in key **FUNCTIONALITY** for constituents.
- ✓ Post dated content weekly for strong **VITALITY**.
- ✓ Use a **CMS** (Content Management System).
- ✓ Have a minimum of **5 LANDING PAGES** to increase conversion.
- ✓ Keep learning. Attend **FIRESPRING** webinars and visit **NONPROFITHUB.ORG** regularly.



Keep Learning with Us

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Jay Wilkinson

THANK YOU