



A MARKETING
FIELD GUIDE
AND HANDBOOK

5
QUESTIONS

TO CONSIDER BEFORE CREATING
YOUR NONPROFIT WEBSITE



graybird
FOUNDATION

Where nonprofits soar.

QUESTION 1

WHO IS GOING TO MANAGE AND UPDATE YOUR WEBSITE?

In a perfect world, you will have someone on staff with the ability and bandwidth to dedicate significant time to keeping your website updated. However, for most nonprofits, that is not a reality. Decide upfront who will update the site, and how much time they will be able to devote to doing so. Is this person tech-savvy? That is to say, do they feel comfortable learning and using new platforms and applications? Will they be pressed for time? Consider building the website in a user-friendly platform like Squarespace or Wix to save yourself headaches down the road.

QUESTION 2

WHO IS GOING TO BE USING YOUR SITE, AND FOR WHAT PURPOSE?

Is your site intended to draw in more clients?

To attract more donors? Keep your ideal audience (or audiences) in mind, as this messaging goal will shape what you highlight in your website content and design. If you're building the site to motivate potential supporters, be sure to make donation information readily accessible. A visible "donate" button on your homepage is a must! If you're trying to attract more clients with your site, make sure to keep information about services easy to find.



QUESTION 3

WHAT CONTENT WILL YOU INCLUDE AND HOW WILL YOU ORGANIZE YOUR WEBSITE?

Trim your content to the essentials. People have a short attention span online—brevity is a virtue! In addition to editing down your content, take some time to consider how you will organize vital information. Make it as easy as possible for visitors to find what they're looking for on your site. Highlight key details, like your financial information and your preferred method of donation. A great way to make sure your site is easily navigable is to have a few people test it and give you feedback before you make it live.

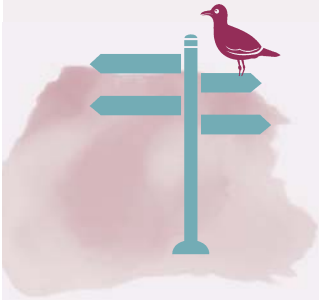


QUESTION 4

ARE YOU USING PHOTOS/VIDEOS TO THEIR FULL POTENTIAL?

Good photos or videos can go a long way toward highlighting the impact of the work you do. What better way to showcase your organization to donors than through a powerful visual? Stock photos can work, but they aren't quite as compelling as the real thing. Consider hiring a photographer or videographer to document your nonprofit's efforts. And definitely showcase your amazing volunteers and staff!





QUESTION 5

IS YOUR WEBSITE AN EXTENSION OF YOUR BRAND?

Make sure that the messaging of your website aligns with your brand identity. The content and tone should match the vision and tenor of your organization. Color scheme, font, layout—these may seem like trivial decisions, but they should reflect the brand essence of your nonprofit. The best websites give donors and clients alike a sense of the values and mission of your organization, in more ways than just words.

NONPROFIT WEBSITES THAT WE LOVE:

reachforhome.org

lifemoves.org

tippingpoint.org

girlsinc-alameda.org

invisiblechildren.com

826dc.org

acumen.org



www.graybirdfoundation.org

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