



Website Marketing Blueprint for Non-Profits

Discover How to Explode Your Online Presence, Increase the Number of Your Supporters, and Get More Donations This Year



WEBSITE MARKETING BLUEPRINT FOR NON-PROFITS

Discover How to Explode Your Online Presence, Increase the Number of Your Supporters, and Get More Donations This Year.

SUMMARY

Getting found online today is harder than ever. One of the biggest challenges Non-Profits have is standing out, attracting the ideal donors, and fundraising online.

Whether you are trying to increase your user base, convert offline donors to online donations, or increase your recurring donations, you must have an effective website that has the following:



People & Audiences: Getting your website found online. Discover the traffic channels that best fit your organization.



Communications & Content: Develop a campaign strategy that helps you get found online and engages your audience.



Supporters & Donations: Increase conversions online. Get people to sign up for your email list, newsletter, and donate online.



Maintenance & Security: Don't wait for a disaster to happen during your critical fundraising periods, campaigns, and gala's. Keep your website up to date and have a backup plan.

WEBSITE MARKETING BLUEPRINT FOR NON-PROFITS

1



PEOPLE & AUDIENCES

How does your ideal audience currently find you online?

What free and paid traffic channels can you most benefit from?

2



COMMUNICATION & CONTENT

How are you putting your content out there for people to consume and get engaged with you?

Are you publishing content on multiple channels?

3



SUPPORTERS & DONATIONS

Is it easy & seamless for people to sign up for your email list, follow you, & donate online?

Are your fundraising efforts maximized to your full potential?

HINT: Recurring Donations!

4



MAINTENANCE & SECURITY

Is your website working for you?

Do you have regular plugin and security updates, backups, and monitoring to prevent costly downtime?

Is your site optimized for mobile?

WEBSITE MARKETING BLUEPRINT FOR NON-PROFITS

Get more eyeballs to your website! Here are 7 major traffic channels to get you started.

1. **Paid Ads** - Google Adwords, Facebook, Instagram. Where do your ideal donors hang out? Choose one traffic source to start with paid ads.
2. **Google Grants** - up to \$120,000/yr
3. **Organic Traffic** - Search Engine Optimization. Are you updating the content on your website for the words you would like Google to rank you for?
4. **Crowdfunding** - Consider doing "Crowdrising" sites, similar to sites like Kickstarter and Indiegogo but for non-profits.
5. **Volunteers** - Consider sponsoring a volunteer to get the word out about your cause, OR partner with another for profit organization and co-sponsor together.
6. **Social Media** - Organic Facebook, Twitter, Instagram pages. Are you posting regularly and creating engagement to your followers?
7. **Offline.** Use offline to convert donors online and recurring donations.
 - Postcard and Newsletter mailings
 - Use trust seals for your payment processors like PayPal, Verisign, Mastercard, Visa, American Express, etc. on your mailings.
 - Make it easy for them to give online.
 - Don't underestimate the power of converting your donors from offline to online donations.



1

PEOPLE & AUDIENCES



2

COMMUNICATION & CONTENT

- Develop a multi-channel communication strategy that includes email, social media, organic content on your website, and offline mailings.
- Consider a sharing campaign for your supporters. Try a challenge that helps get the word out even further.
- Seasonal giving. The holidays can often be the highest donations of a year.
- Promote your offline events and galas online via multiple platforms: email, social media, website, etc.
- Include story-based marketing in your campaigns.
- Feature recipients that have benefited from your cause.
- Email and post often.
- Volunteers that have spread the word - feature them on social media, email campaigns and on your website or blog.
- Consider sponsoring a volunteer that has a good reach on social media that benefits your cause.

WEBSITE MARKETING BLUEPRINT FOR NON-PROFITS

How to get more people to sign up and donate online.

- Make it EASY. Reduce the number of steps they need to take to enter their payment details.
- Put your button clearly above the fold (at the top of your website before they have to scroll down) and stand out from other colors on your website.
- Display trust using seals for your 3rd party payment processors like Paypal, Verisign, Visa, Mastercard, and American Express.
- Give them multiple places to donate. Consider adding buttons to your footer, or having a donation page that they can learn about your campaign.
- Have a clean website design that is mobile friendly, responsive, and modern.

Consider adding a Chat functionality. Prominently put your contact information and phone number for people to easily contact you.

- Recurring donations. Is it easy for them to sign up for recurring donations?
- Consider adding an upsell or checkbox when people donate, add gifts or incentives,
- Convert offline readers and donors to online. Build a case for what the benefits are for giving online and how secure your site is. Give incentives for making the shift.
- Follow up when people have donated and on the donate page/form reminding them about the cause they're supporting.
- Showcase your successful events and campaigns to instill further confidence in your non-profit.



3

SUPPORTERS & DONATIONS



4

MAINTENANCE & CONTENT

- Don't get caught offguard. No one cares about security until they are hacked or experience significant downtime. Ensure your website team has these strategies in place so that you don't need to suffer expensive downtimes.
- Unreliability and downtime can greatly affect your audience's trust in your organization.
- Select trusted and reliable payment gateway vendors. Use their trust seals where personal information is requested.
- Upgrade your website theme and plugins often on a weekly basis.
- Use tools to detect hacking attempts in real time, respond to security issues immediately and tighten controls as needed based on the individual threat level.
- Consider additional web form security like Captcha or Askimet to prevent SPAM.
- Use an SSL Certificate for security that uses encryption for global standards making sure your entire site is protected under HTTPS.
- Back up 100% of the data on your site and save it daily on a secure cloud storage. If anything happens to your site, you have your core files and database stored remotely for easy access – and can restore everything.
- Make sure your website looks great in all the modern browsers (Chrome, Firefox, Safari, etc.) and devices (Desktop, Mobile, Tablet, Android, Apple, etc.).
- Your website is never "done." Add fresh content to your site frequently including photos, videos, events and articles. Fresh content is one of the most powerful ways to drive traffic to your website and keep those visitors interested as they learn about what you do.
- NO ONE likes a slow website. It's beyond irritating! Work to minimize page loading times.
- Optimize for mobile and Google will reward you with better rankings, greater visibility, and enhanced website traffic. Your supporters will reward you with higher engagement and larger donations!