



They're Not Users, They're People: 5 Ways to Improve Your Website Engagement Right Now

Jarrett Way, Senior Marketing Manager, Mighty Citizen

Association of Fundraising Professionals

Jarrett Way

Senior Marketing Manager,
Mighty Citizen

Strength:

Storytelling

Weakness:

Breakfast tacos



MIGHTY
CITIZEN



Poll:

**If your website were an employee,
how well would it be doing its job?**



**MIGHTY
CITIZEN**

By the End, You'll Be Able to:

- Establish goals and strategize solutions
- Develop compelling content
- Understand what makes for a better user experience
- Make quick website fixes that result in immediate improvements
- Raise more money!



MIGHTY
CITIZEN

State of the Union

Where we're winning:

- Mobile: We're collecting donations on mobile, but it's not always as easy as desktop
- Why: We're sharing why we exist
- Sustaining: Most are offering monthly donation options
- Suggesting: We're offering donation amounts



Your impact: \$1 = 10 meals

Every dollar you give helps provide at least 10 meals to families in need through the Feeding America network of food banks.

1. Donation ► 2. Billing Information ► 3. Payment

Give \$500+ to join our Hunger Council and help provide 5,000 meals to families facing hunger.



\$1000

\$500

\$250

\$100

State of the Union

Where we struggle:

- Accounts: Don't make me create an account!
- Nudges: Few are using psychology to further our fundraising
- Segmentation: Not collecting data about our audiences
- Thank you pages: We're not taking advantage of our thank you pages



Help us secure hepatology's future with a donation.

The need for research has never been more critical, and the need for hepatology professionals has never been greater. This year the AASLD Foundation awarded just over \$4 million in Research and Career Development Awards funding to 36 of our investigators. This represents the largest amount funded in the history of the Research and Career Development Awards Program. Even with these commitments, meritorious research continues to go unfunded.

Please help us do more. Your contribution to AASLD Foundation will help to fill the unmet needs for funding of new research, and provide for increased training and education by making possible:

- Abstract Awards which allow young investigators the opportunity to present their outstanding research to an international audience at The Liver Meeting®
- Multi-Year Research Awards in Basic, Clinical, and Translational Research
- Career Development Awards to encourage front-line providers to pursue specialized training in hepatology
- Online education resources for primary care health providers.

\$500 is the starting point for VIP / Donor Lounge access [Donor Recognition](#)

Submit a New Donation

Fund *

AASLD Foundation

Enter Amount or select an amount from below

(United States Dollars)

1000 500 250 100 50 25

Frequency *

☒ One-time Gift ☐ Monthly ☐ Quarterly ☐ Annually

Start Date

06/07/2019

End Date

Donation Dedication

Support Liver Research

Start with Strategy



Strategy is the making of an
integrated set of choices.



MIGHTY
CITIZEN



Let the Heart Lead

Why Should They Care?

- A mission-centric message must be woven into your website's DNA
- Again, think of all the ways your users will discover you
- Put your mission-centric content first
- Tell the **stories** your users want to hear



MIGHTY
CITIZEN

Creating Compelling Content

Focus on your visitors' top questions:

- What does this org do?
 - Show who you are and whom you serve immediately
- How are you making change?
 - Include a statement on the impact of your work
- How can I take action?



MIGHTY
CITIZEN



**Create clear goals
for each page**

Start with Goals

- What are you trying to accomplish with the site?
 - This becomes your main Call To Action (CTA)
- Get early buy-in from all stakeholders
- Document your goals and how you'll measure them

Awareness as a Goal

- If the job of your website is to raise awareness, that happens outside of your website.
 - Ads, digital marketing, SEO are activities that drive new awareness and visits to your website.
 - A new site typically doesn't drive awareness.
- You want to drive awareness so that _____ can happen.



MIGHTY
CITIZEN

Have Clear Goals for Each Page

- A website is a collection of goals – both overall and for each page
- What are you trying to accomplish with this page?
 - This becomes your main Call To Action (CTA)
- Be sure to speak with owners of that page/section



MIGHTY
CITIZEN

Have Clear Goals for Each Page

Page Name	Purpose of the Page	Ideal User Actions	Audience (by Priority)
Join	Make the case for membership	Sign up to become a member	General prospects
Advocacy	Showcase advocacy work	Learn more about advocacy issues	Members General prospects
Education	Feature available professional devel. programs	Review all educational events/trainings	Members General prospects
Indiv. Education Event/Training	Share learning objectives	Sign up for event	Members General prospects

Website Content Audit Template: mightycitizen.com/insights

Several Types of Users to Consider

Who are your users?

- Donors/Funders/Sponsors
- Volunteers
- Clients
- Partners
- New users
- Returning users

New Users AND Returning Users

- How will you bring new users to your site?
 - Consider all the ways they'll discover you
- How will you keep existing users returning?



MIGHTY
CITIZEN

Understanding the User Journey



MIGHTY
CITIZEN

Users Should Navigate with Ease

- Also known as cognitive ease
- Success or failure often depends on the ease with which visitors can navigate your site
- Your job is to sacrifice for the greater good
- Make the journey pathways clear



MIGHTY
CITIZEN

RYANAIR.COM

Great Britain

HOME

HOTELS

CHEAP
CAR HIREHOSTEL
WORLDTOURS &
ACTIVITIESTRAVEL
GUIDESTRAVEL
INSURANCEREASONS
TO TRAVELRYANAIR
CASINOAIRPORT
TRANSFER**ONLINE CHECK-IN**

FLIGHTS

HOTELS

HERTZ

Departing from

Going to

☒ Return ☐ One Way

Depart Date

14

Jul 2007



Return Date

14

Jul 2007



Number of Passengers

1

Adults

0

Children

(under 16 years)

0

Infants

(under 2 years)

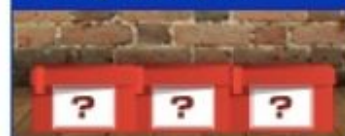
BOOK CHEAP FLIGHTS

SUPER SUMMER FARES



ONE WAY FROM

ALGERO	£10	MONTPELLIER	£10
MARSEILLE	£10	PORTO	£10
MILAN BERGAMO	£10	SANTANDER BILBAO	£10

INCLUDES TAXES AND CHARGES**SALE ENDS MIDNIGHT MONDAY****RYANAIR'S LOWEST FARE GUARANTEE - BOOK NOW****TRAVEL INSURANCE SINGLE TRIP COVER FROM £5.50****Hotel Deals**Rooms from only
£17/€25**Cheap Car Hire****LOW COST
CAR HIRE**
*Hertz***Today's Jackpot****Travel Deals**CAR
HIREHOTEL
DEALS

Search Engine Optimization Is a Must

- SEO is essential for getting your target audience to your site
- Best to plan for SEO in the Strategy phase
 - Keyword research
 - Keyword selection
 - Most importantly = good optimized content
- Moz.com



MIGHTY
CITIZEN

Accessibility Is a Must

- 60 million in the U.S. have a disability
- How will your website work for those with disabilities?
 - Thoughtful page structure
 - Alt-tags
 - Visual contrast
- Accessibility Resources for Mission-Driven Organizations



MIGHTY
CITIZEN

Let's play “What's the goal?”

I'll show you a few webpages.

You'll tell me the primary goal of the site.



MIGHTY
CITIZEN



Speak up for a child who's been
abused or neglected.

Volunteer with CASA

[LEARN MORE >](#)



become a **VOLUNTEER**




watch our **VIDEO**



meet a **CHILD**



meet a **VOLUNTEER**



our next big **EVENT**



make a **DONATION**

CASA of Travis County **speaks up for children** who've been abused or neglected by **empowering our community to volunteer** as advocates for them in the court system.

[Learn more about CASA](#)

63¢ a Day

Help provide their first nourishing meal
and save lives.

[DONATE](#)[Our Response](#)[Animal
Rescue](#)[Animal
Placement](#)[Animal
Protection](#)

[Visit](#)[Events & Programs](#)[The War](#)[Students & Teachers](#)[About Us](#)[Give](#)[ADMISSION TICKETS](#)

THE RIDE OF A LIFETIME

PT-305

CLIMB ABOARD LIVING HISTORY!

BOOK YOUR RIDE OR DECK TOUR TODAY

OPEN TODAY

9:00 a.m. - 5:00 p.m.

PLAN YOUR VISIT



**Craft a great
hero message**

Crafting Hero Messages

- A hero message is a short, intriguing statement that captures the essence of what your organization does
- Be simple, compact, and concrete
- Don't get too flowery with it



MIGHTY
CITIZEN



Let's take childhood back from cancer.

When you give to St. Baldrick's, you support the best
childhood cancer research.



\$

USD

[Give Once](#)

[Give Monthly](#)

Or support an individual, team, or event [here](#).



BOY SCOUTS OF AMERICA

[Join](#)

[Give](#)

[Shop](#)

[My.Scouting Login](#)



[Menu](#)

A photograph of three young men, likely Boy Scouts, wearing yellow shirts, green safety vests, and helmets, riding bicycles on a trail. They are smiling and looking at each other. The background is a lush green forest with mountains in the distance.

Some kids avoid obstacles.
SCOUTS OVERCOME THEM!

[JOIN NOW](#)



BOYS & GIRLS CLUBS
OF METRO ATLANTA

[ABOUT US](#)[OUR APPROACH](#)[LOCAL CLUBS](#)[CAREERS](#)[GET INVOLVED](#)[NEWS & EVENTS](#)[CONTACT](#)[DONATE TODAY](#)

Great Futures Start Here

[LEARN MORE](#)

Carousels/sliders? Nope!

- They lessen the emotional impact of your home page's hero message
- Often feels like clutter
- Metrics: Click throughs generally drop off a cliff after the first one

Home Page Essentials

1. Hero message
2. Obvious calls-to-action
 - Every department wants real estate, but the main CTA should represent the overall driving goal
3. Clear contact information
4. Impact information
5. Social proof (testimonials, 3rd party endorsements, etc)



MIGHTY
CITIZEN

Home Page Essentials

For donors whose browsing session lasts between 10 and 35 seconds before viewing the donation form, the conversion rate peaks at 35%.



MIGHTY
CITIZEN



**Get your form
buttoned up**

Your Forms Are Critical

- Connect your organization to your donors' money.
- Keep it as simple as possible.
- Notice what the private sector is doing.
- Keep research questions separate from the information you need for someone to donate, become a member, or renew.



MIGHTY
CITIZEN

Your Forms Are Critical

Keep it as simple as possible



DOING THE MOST GOOD

LOGIN

Make a donation to help your neighbor in need

The Salvation Army exists to meet human need wherever, whenever and however we can. When you give locally, you ensure that the people in your community get the help they need.

Select an amount

DONATE ONCE

MONTHLY

\$250

\$100

\$50

\$25

Other

Make your gift go further. [Give monthly.](#)

☐ Dedicate my donation in honor or in memory of someone

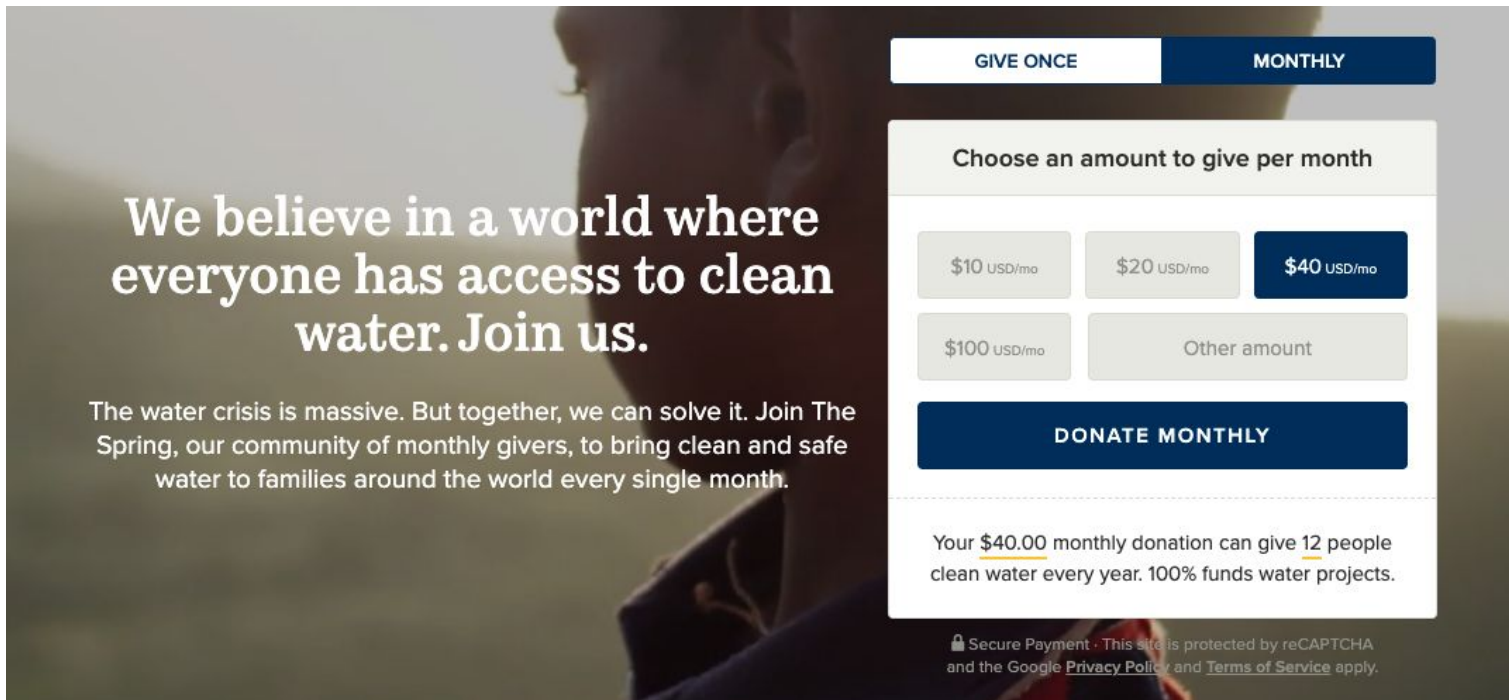
Questions

- Is this donation tax deductible?
- Can I donate by check?
- Can I donate by phone?



Your Forms Are Critical

Consider multi-step forms for better tracking



We believe in a world where everyone has access to clean water. Join us.

The water crisis is massive. But together, we can solve it. Join The Spring, our community of monthly givers, to bring clean and safe water to families around the world every single month.

GIVE ONCE

MONTHLY

Choose an amount to give per month

\$10 USD/mo

\$20 USD/mo

\$40 USD/mo

\$100 USD/mo

Other amount

DONATE MONTHLY

Your **\$40.00** monthly donation can give **12** people clean water every year. 100% funds water projects.

Secure Payment • This site is protected by reCAPTCHA and the Google [Privacy Policy](#) and [Terms of Service](#) apply.

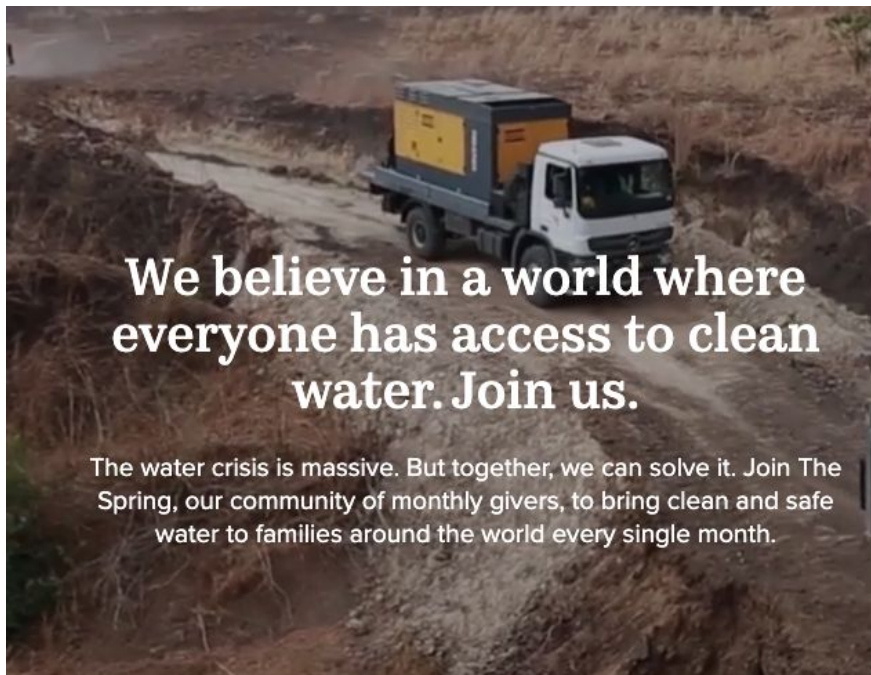


MIGHTY
CITIZEN

Your Forms Are Critical

Consider multi-step forms for better tracking





We believe in a world where everyone has access to clean water. Join us.


The water crisis is massive. But together, we can solve it. Join The Spring, our community of monthly givers, to bring clean and safe water to families around the world every single month.

Giving \$40 per month ([edit amount](#))



EXPRESS DONATE >>

or enter your details manually below

CARD PAYPAL LINK BANK

First Name  Last Name

Email

 Card number  MM / YY

NEXT STEP

Your Forms Are Critical

Include nudges

Gift Information
Gift Type:
☒ Monthly ☐ One-Time
Monthly Gift Amount (\$5 Min.)
\$50 \$35 \$25 \$15
\$0.00
Most people are giving \$35 monthly. Please, give what you can.



MIGHTY
CITIZEN

Your Forms Are Critical

Use AI



Serving Communities Around The World

Every day, people in need are supported through the generosity of donors like you. Thank you for making a donation today in support of our life-changing work around the world.

100% of this donation will directly support people in need.

[Other Ways to Give](#) · [How We Use Your Gift](#) · [Manage Your Donations](#)

Secure Donation

GIVE ONCE

♥ MONTHLY

\$500

\$350

\$250

\$170

\$100

\$75

\$ 120

USD

Designate to Children in Need

▶ [Give in honor or in memory](#)

▶ [Add comment](#)

DONATE

Suggested Amounts

- Based on 100+ data points
- AI learns donor behavior over time
- Over time, builds personas to help determine what amounts should be shown to lookalike donors



MIGHTY
CITIZEN

Your Forms Are Critical

Use AI



Serving Communities Around The World

Every day, people in need are supported through the generosity of donors like you. Thank you for making a donation today in support of our life-changing work around the world.

100% of this donation will directly support people in need.

[Other Ways to Give](#) · [How We Use Your Gift](#) · [Manage Your Donations](#)



Become a Monthly Supporter

Will you consider becoming one of our valued monthly supporters by converting your **\$120** contribution into a monthly gift?

Ongoing monthly donations allow us to better focus on our mission.



Donate \$30/month

Donate \$25/month

Keep my one-time \$120 gift

Recurring upsells

- 300% growth in recurring donor acquisition rates
- Amounts shown are calculated using machine learning
- Psychological cues including color and iconography are used to encourage donors to give the highest recurring amount



MIGHTY
CITIZEN

Your Forms Are Critical

Use AI



Serving Communities Around The World

Every day, people in need are supported through the generosity of donors like you. Thank you for making a donation today in support of our life-changing work around the world.

100% of this donation will directly support people in need.

[Other Ways to Give](#) · [How We Use Your Gift](#) · [Manage Your Donations](#)

< Payment Option

\$ 120 USD

☒ Cover transaction costs

Transaction costs \$6
Donate now \$126

Donate with Apple Pay

Card PayPal

Link to Bank

Cover costs

- 92% of donors cover all costs
- Layout and design has been heavily A/B tested
- Psychological cues including color and iconography are used to encourage donors to cover costs

Your Forms Are Critical

A/B testing leads to constant improvement

	Control (Luminate)	Test (Fundraise Up)	Difference
Unique Website Visits	2,657,237	2,656,504	-0.03%
Unique CTA Views	2,446,806	2,409,541	-1.52%
Unique CTA Clicks	4,045	3,774	-6.70%
Unique Checkout Views	3,738	3,694	-1.18%
Unique Donations	695	741	6.62%
Click-to-Donate Conversion Rate	17%	20%	17.65%
View-to-Donate Conversion Rate	19%	20%	5.26%

ONE TIME DONATIONS

Total, #	716	730	1.96%
Total, USD	\$54,553.11	\$ 76,790.59	40.76%
Average	\$76.19	\$105.19	38.06%
Median	\$50.00	\$52.50	5.00%

RECURRING DONATIONS			
Total, #	10	11	10.00%
Total, USD	\$320.00	\$231.00	-27.56%
Average	\$32.00	\$21.00	-34.16%
Median	\$25.00	\$21.00	-15.20%
TOTAL AMOUNT, USD	\$ 54,873.11	\$77,022.39	40.36% (22.43% excl. Outlier \$10K)



MIGHTY
CITIZEN



**Put your confirmation
pages to work**

Don't miss an opportunity

- Your customers are happiest in this moment.
- Encourage them to explore more content.
- Ask for additional data.

Put Your Thank You Page to Work



TUTORS & LEARNERS

**Thank you,
Amanda!**



Learn how your contribution is making a difference:

+ [Video: Kayla's Graduation](#) >

+ [Our 2018 Results](#) >

WE WANT TO LEARN MORE ABOUT YOU!

"What's your highest level of education?"

CHOOSE AN OPTION



**MIGHTY
CITIZEN**

Serving
Around

Helping Hand Foundation
dedicated to me

Make a Donation



HELPING
HAND
FOUNDATION

Well Project

Helping Hand Foundation is raising funds to build a new well for people in need.

- 💧 Your support is urgently needed
- 💧 Gifts of any size help
- 💧 100% of your donation is used for construction

[Naming Opportunities](#)

Thank You!



Your donation of \$527
is being processed

Recurring annual support helps
carry out our mission year round.
Would you like to give this donation
again at this time next year?


Yes, I'll give annually


Not at this time

Is my donation secure ?

Is this donation tax-deductible ?

Give them a one-stop source

 ELLIOT Alderson




Thank you, Elliot.
Your monthly gifts support our mission year-round.

RECURRING DONATIONS

Donation Amount
\$52.50 USD/mo

Next Installment
Mar 9, 2021

Payment Method
VISA •••• 4242



DONATION HISTORY

Date	Amount	Payment Method	
✓ Feb 9, 2021	\$52.50 USD	VISA •••• 4242	Download Receipt
✓ Jan 9, 2021	\$52.50 USD	VISA •••• 4242	Download Receipt
✓ Dec 9, 2021	\$52.50 USD	VISA •••• 4242	Download Receipt

So, what can we do TODAY
to improve our website?



**Give your site
the 5 second test**

Give It the 5-Second Test

Does it pass the 5-second test:

- Why does the organization exist?
- How do they impact the world?
- How can I take action?

Why? Impact? Action?

The screenshot shows the St. Jude Children's Research Hospital website. At the top left is the St. Jude logo and name. To the right are links for CAREERS, CONTACT US, and ESPAÑOL, along with blue 'Patient Referrals' and red 'Donate Now' buttons. A navigation bar below contains links for About Us, Care & Treatment, Research, Training, Get Involved, and Ways to Give, plus a search icon. The main banner features a photo of children and staff celebrating with confetti and balloons, with the text 'Finding cures. Saving children.' overlaid. Below the banner are three columns: 'Patient Referrals' with a blue button and text 'Our world-class experts. Your child's care team.'; 'Explore Our Research' with a blue button and text 'Exceptional science. Innovative cures.'; and 'Give to our mission.' with a red 'Donate Now' button. A 'Treatment Programs' link is also visible at the bottom.

St. Jude Children's[®] Research Hospital

CAREERS CONTACT US ESPAÑOL Patient Referrals Donate Now

About Us Care & Treatment Research Training Get Involved Ways to Give

Finding cures. Saving children.

Patient Referrals Explore Our Research Give to our mission.

Our world-class experts. Your child's care team. Exceptional science. Innovative cures. Donate Now

Treatment Programs



MIGHTY
CITIZEN

Give It the 5-Second Test

- Why does the org exist?
- How do they impact the world?
- How can I take action?

Why? Impact? Action?

The screenshot shows the St. Jude Children's Research Hospital website. At the top left is the St. Jude logo and name. To the right are links for CAREERS, CONTACT US, and ESPAÑOL, along with blue 'Patient Referrals' and red 'Donate Now' buttons. A navigation bar below contains links for About Us, Care & Treatment, Research, Training, Get Involved, and Ways to Give, plus a search icon. The main banner features a photo of children and staff celebrating with confetti and balloons, with the text 'Finding cures. Saving children.' overlaid. Below the banner are three columns: 'Patient Referrals' with a blue button and text 'Our world-class experts. Your child's care team.'; 'Explore Our Research' with a blue button and text 'Exceptional science. Innovative cures.'; and 'Give to our mission.' with a red 'Donate Now' button. A 'Treatment Programs' link is also visible at the bottom.

St. Jude Children's[®] Research Hospital

CAREERS CONTACT US ESPAÑOL Patient Referrals Donate Now

About Us Care & Treatment Research Training Get Involved Ways to Give

Finding cures. Saving children.

Patient Referrals Explore Our Research Give to our mission.

Our world-class experts. Your child's care team. Exceptional science. Innovative cures. Donate Now

Treatment Programs



MIGHTY
CITIZEN

Give Your Site the 5-Second Test

- Show the page for 5 seconds.
- Cover up the page and have them write down what they remember.
- Do they articulate whom the organization serves and how they can participate?
- You can also ask them any other questions in those 5 seconds. Ex: what org is the website for? What are our brand colors? How did you feel about the photos you saw?



Quick and Easy Updates

- Make phone numbers tappable on mobile
- Include descriptive links for those with disabilities
- Move social icons to the footer
- Simplify your donation form
 - Ex. don't require a phone number
 - Ex. Is a mailing address required?
- Improve your thank you page



MIGHTY
CITIZEN



A 10-minute self-assessment to measure your organization's marketing maturity.

Get started at:
 **themightygps.com**

MIGHTY
CITIZEN

The Mighty GPS

- An overall marketing maturity score and stage for your organization.
- Scores across six categories to identify areas of strength and opportunities for improvement.
- A customized report with next steps for each category to help you move into the next stage of marketing maturity.

Recap

Start with strategy

- What are your goals, who has buy-in, how you'll measure?

Let the heart lead

- People don't take action unless you make them care

Keep it moving

- Smart, iterative improvements lead to engagement



MIGHTY
CITIZEN

Thank you!

Get the Slides and a
Website Evaluation Kit:

mightycitizen.com/iteration

Bonus tools and templates:

mightycitizen.com/insights

