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

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Poll:

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

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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!

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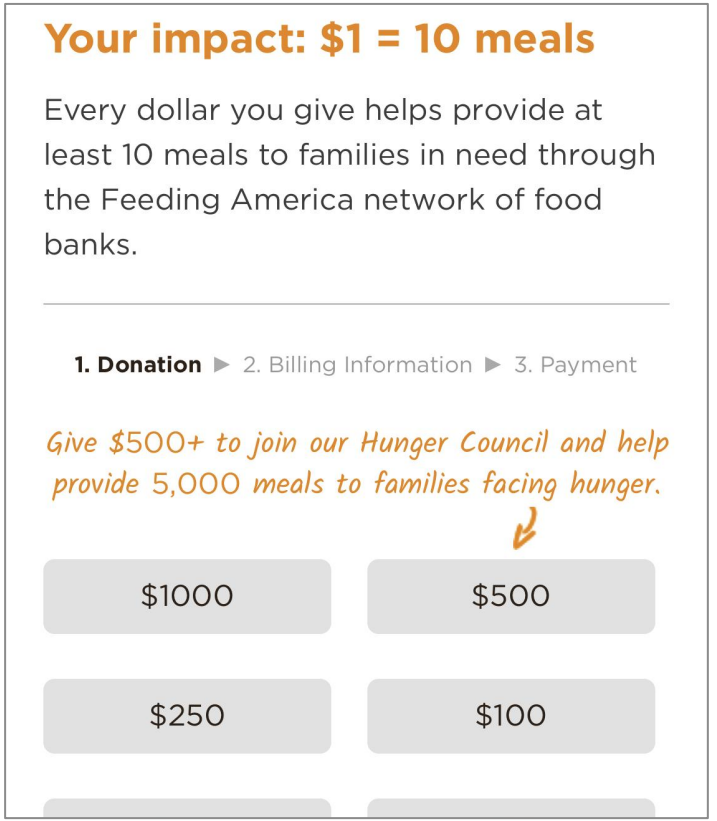
State of the Union

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



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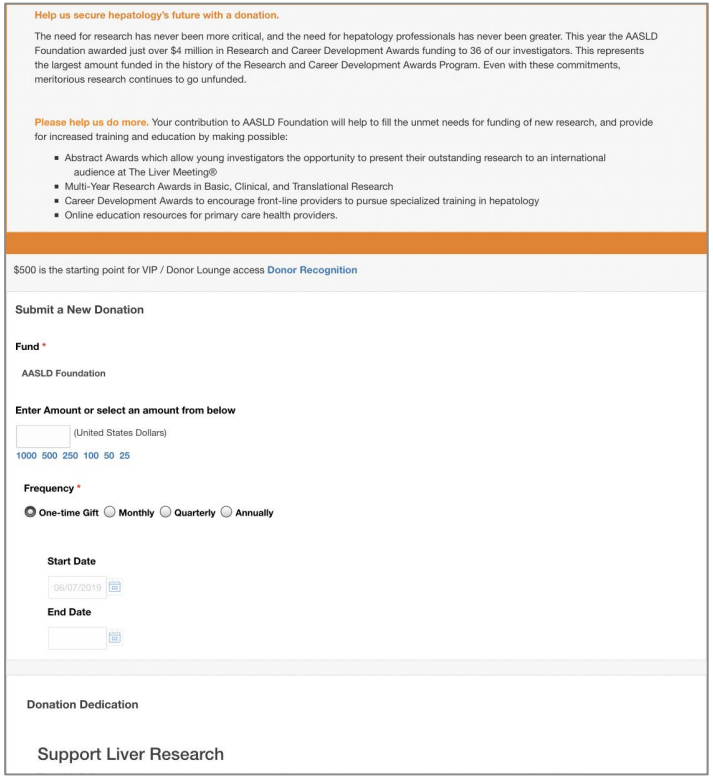
State of the Union

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



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Start with Strategy

Strategy is the making of an integrated set of choices.

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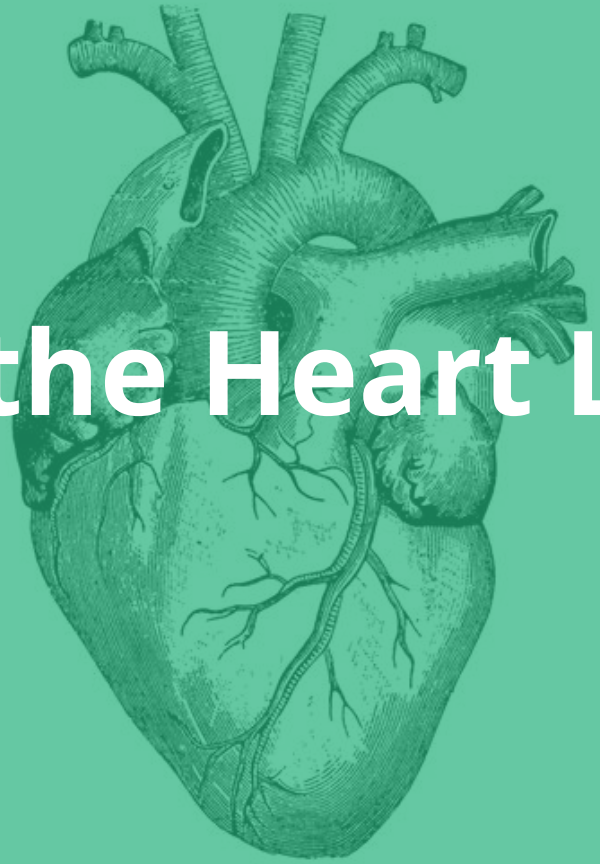
Let the Heart Lead



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

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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?

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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

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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.

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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

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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

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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?

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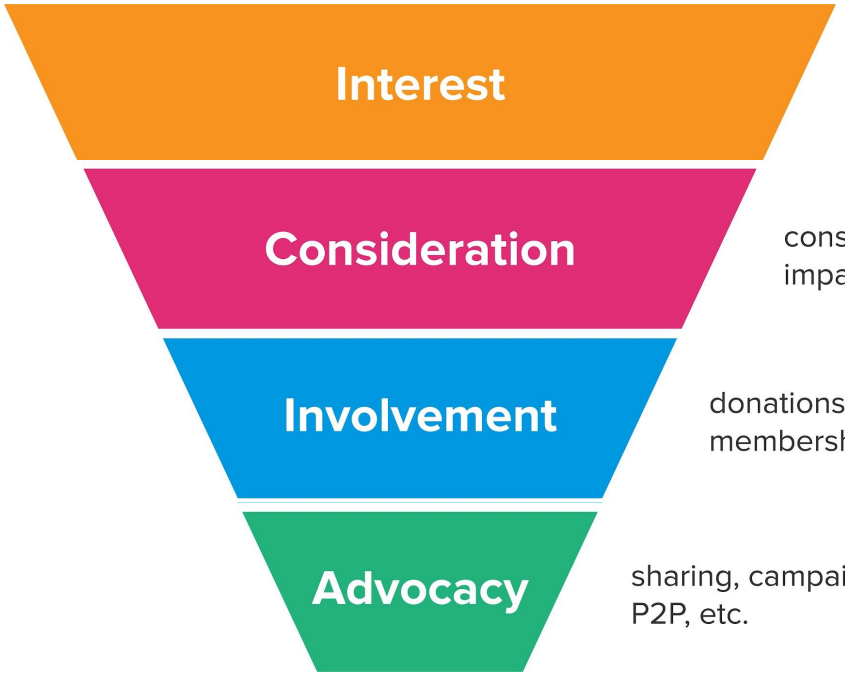
Understanding the User Journey



petitions, newsletters, etc.

consistent touches,
impact stories, news, etc.

donations, volunteering,
membership, etc.

sharing, campaigning,
P2P, etc.

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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

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RYANAIR.COM

Great Britain

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

ALGHERO	£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

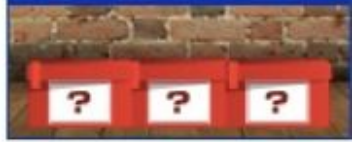
TRAVEL INSURANCE SINGLE TRIP COVER FROM £5.50

Hotel Deals

Rooms from only £17/€25

Cheap Car Hire

Todays Jackpot



Travel Deals

CAR HIRE | HOTEL 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

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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

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Let's play "What's the goal?"

I'll show you a few webpages.

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

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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

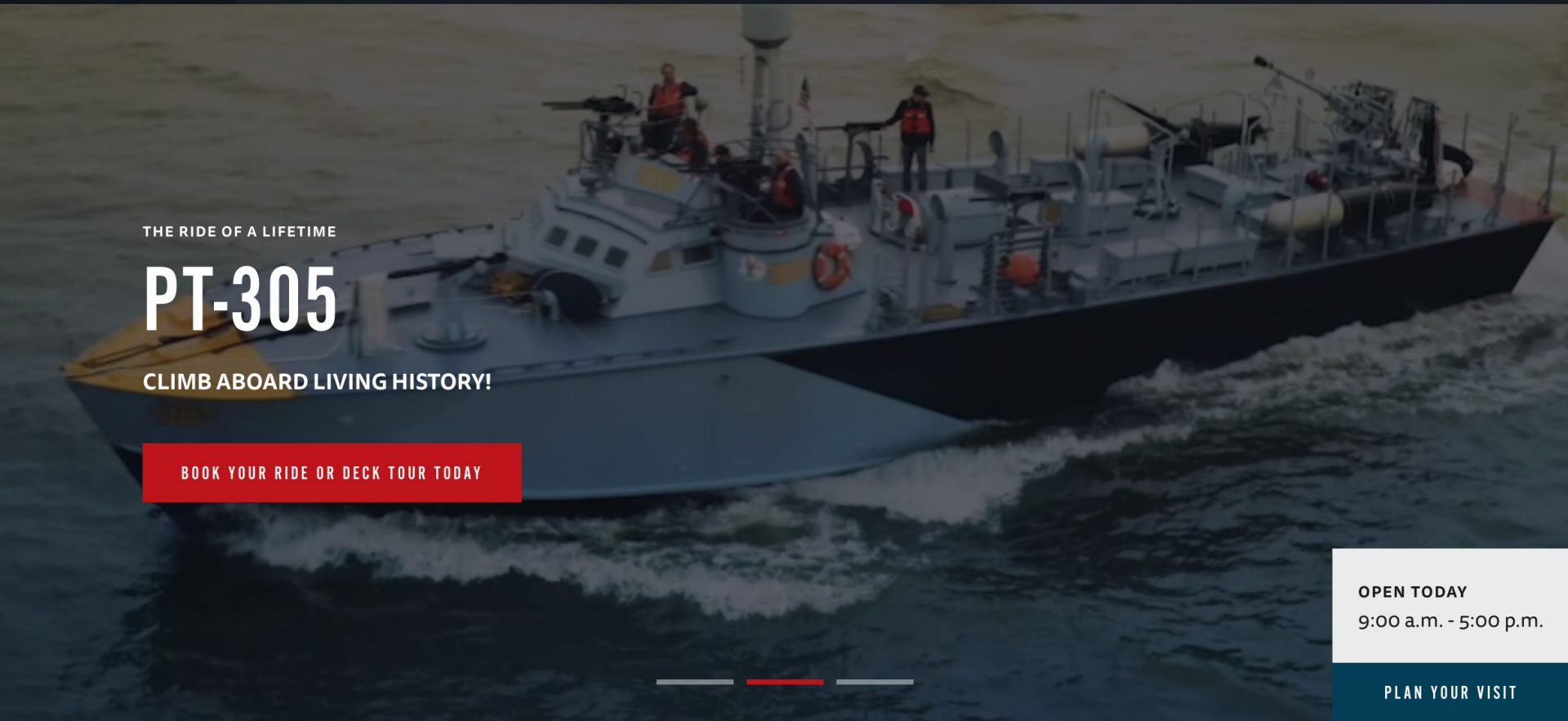
63¢ a Day

Help provide their first nourishing meal and save lives.

DONATE

Our Response

- Animal Rescue
- Animal Placement
- Animal Protection



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

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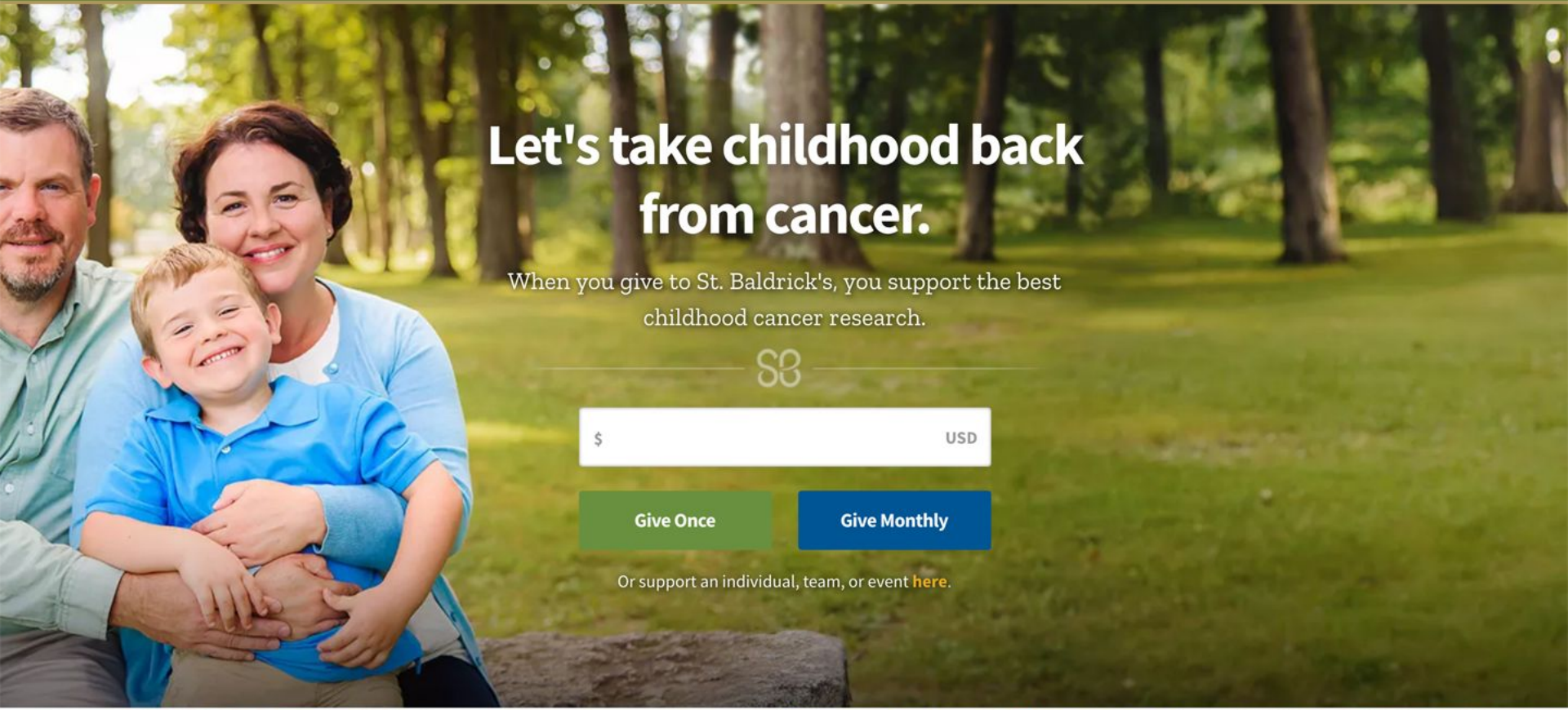
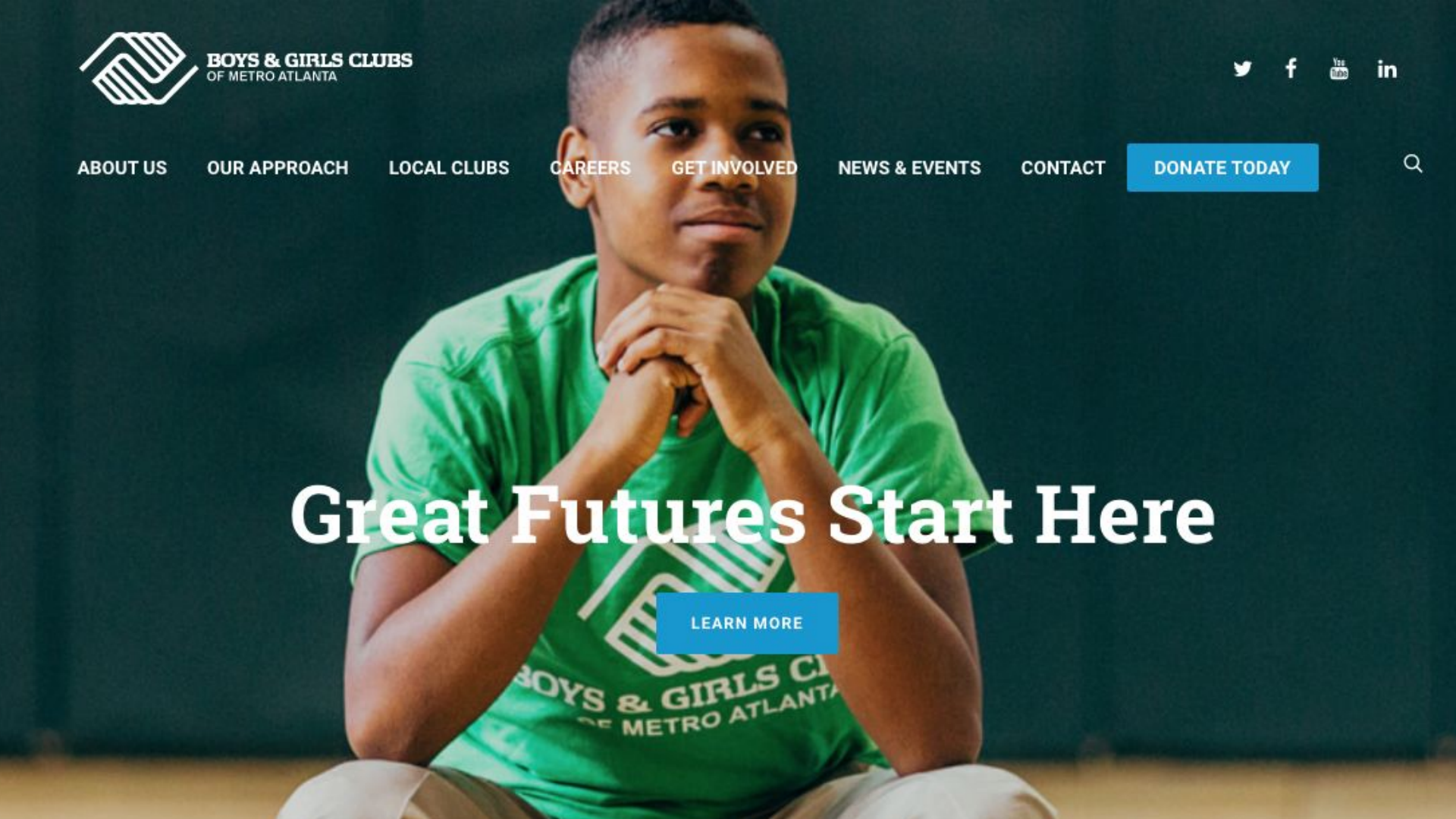
St. Baldrick's FOUNDATION
Conquer Childhood Cancers

Sign In • Contact Us | Donate | Search for people or events...

Why We Exist • Get Involved • Our Community • See the Impact • Blog



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

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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)

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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%.

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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.

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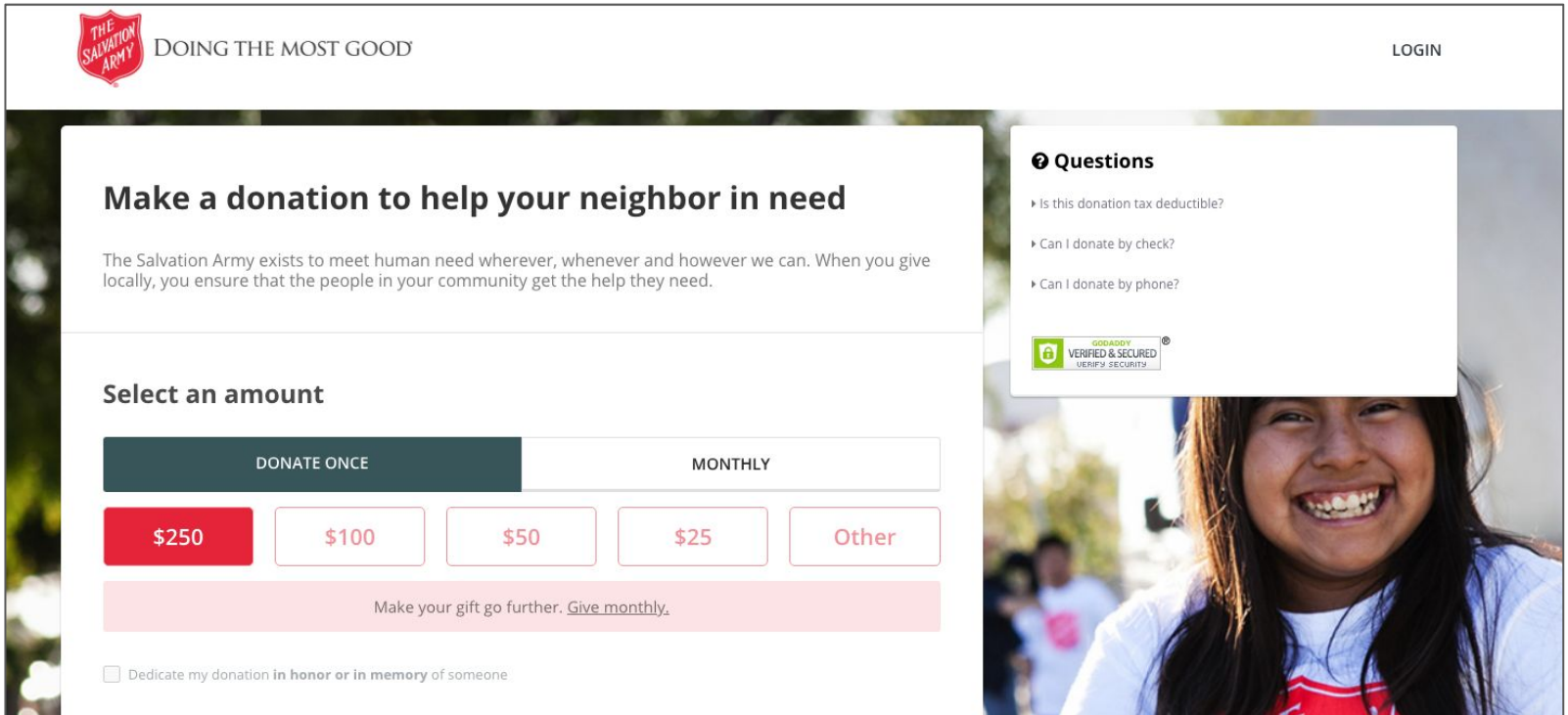
Your Forms Are Critical

Keep it as simple as possible



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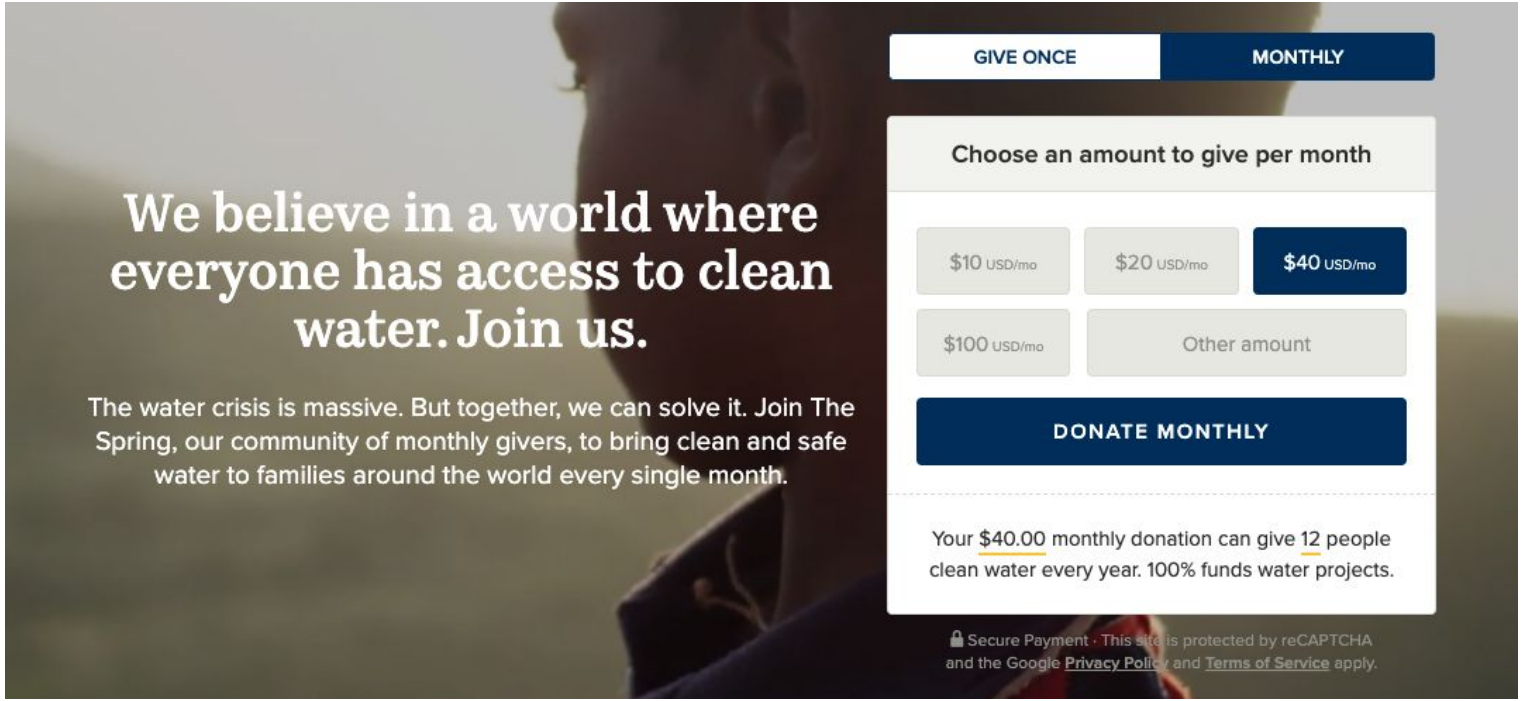
Your Forms Are Critical

Consider multi-step forms for better tracking



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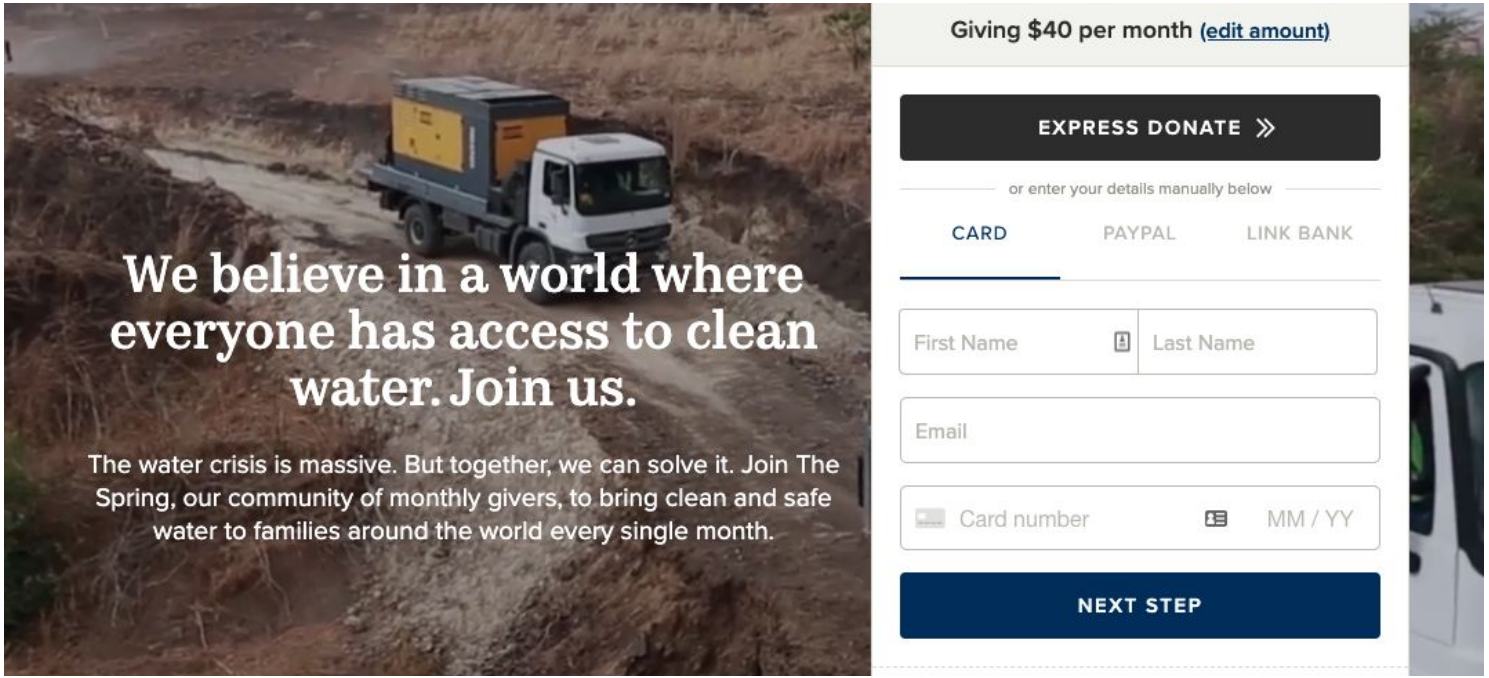

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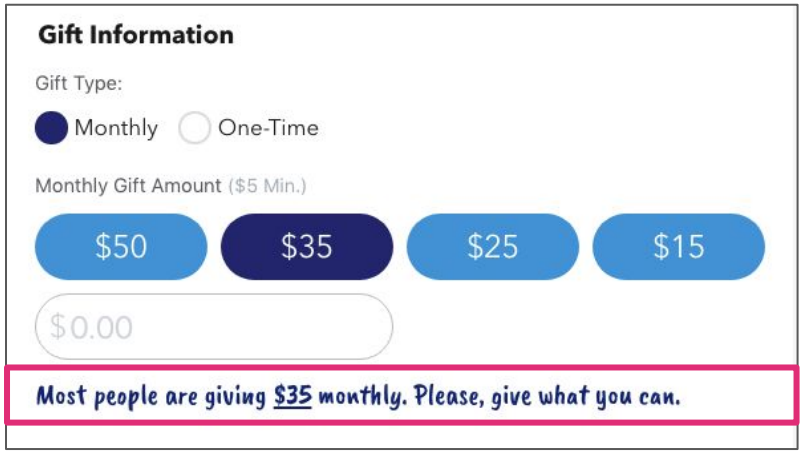
Your Forms Are Critical

Include nudges



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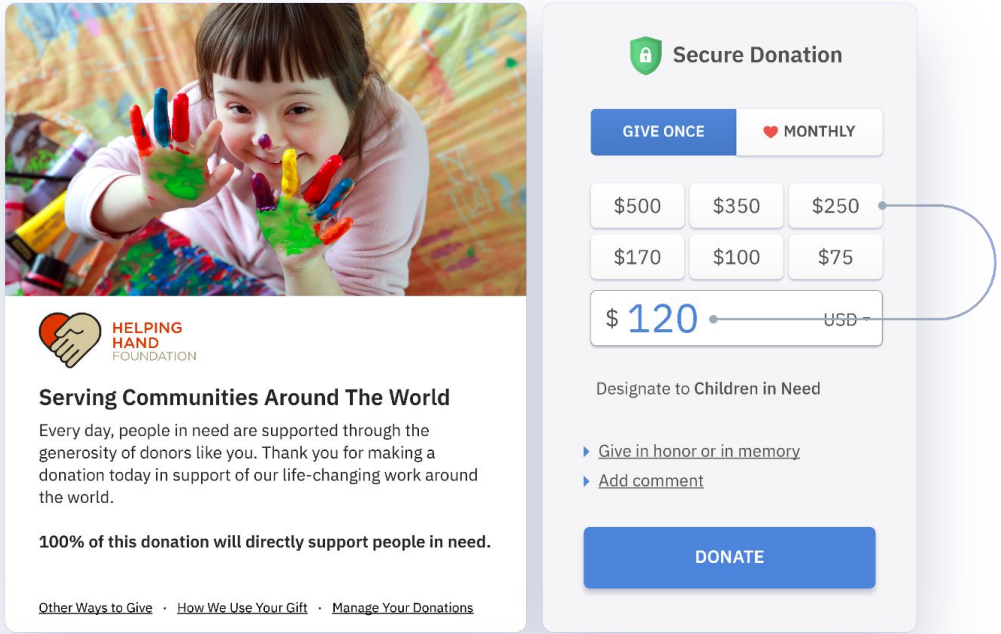
Your Forms Are Critical

Use AI



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

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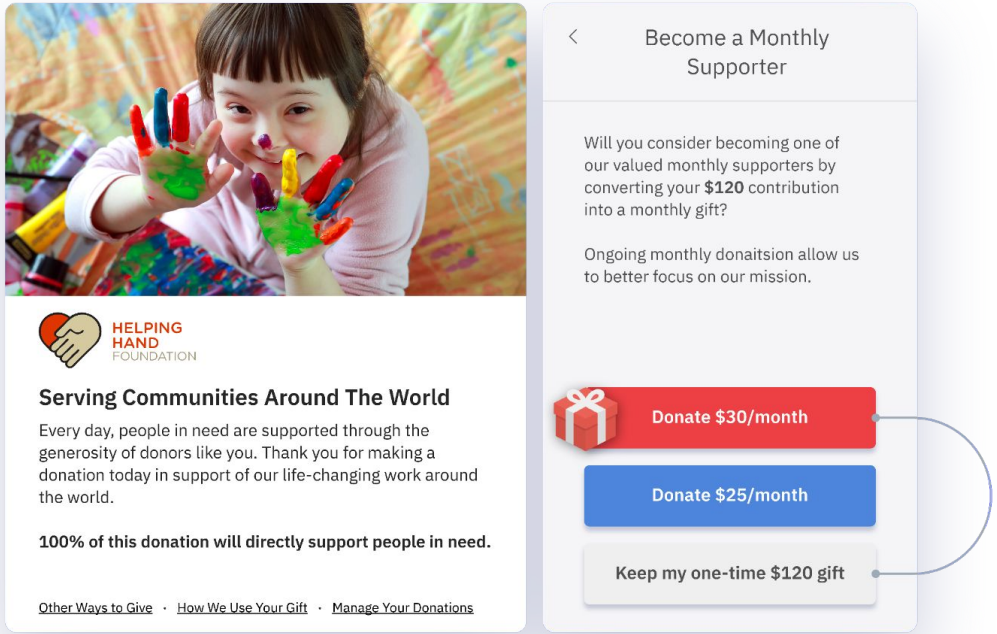

Recurring upsells

- 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

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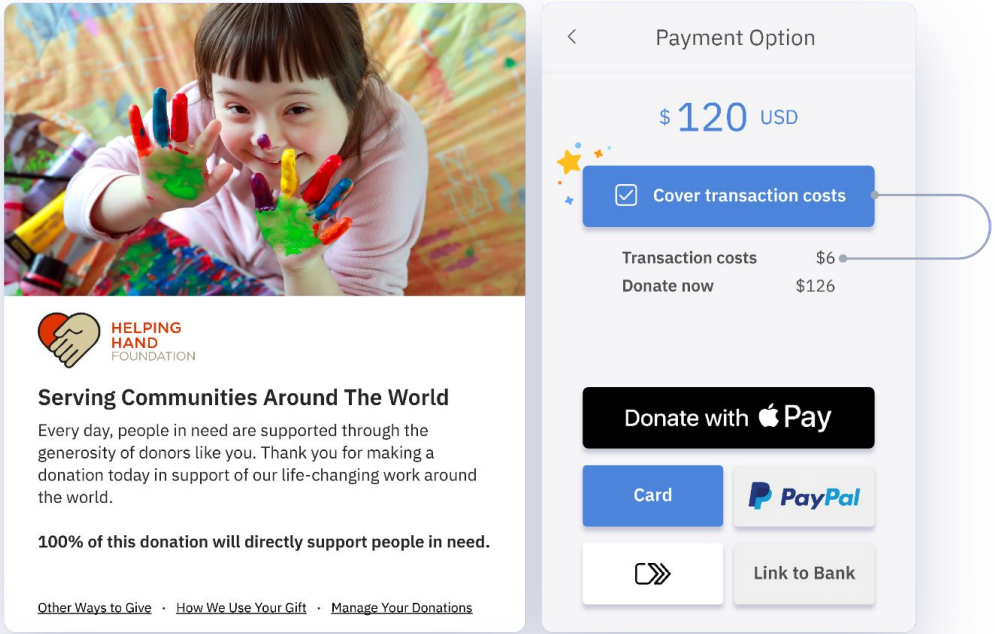

Cover costs

- 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

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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	-27.56%
Average	$32.00	$21	-34.16%
Median	$25.00	$21	-15.20%
TOTAL AMOUNT, USD	**$ 54,873.11**	**$77,022.39**	**40.36%** (22.43% excl. Outlier $10K)

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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.

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Put Your Thank You Page to Work

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Serving
Around

Helping Hand Fo
dedicated to me

Make a Donatio

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

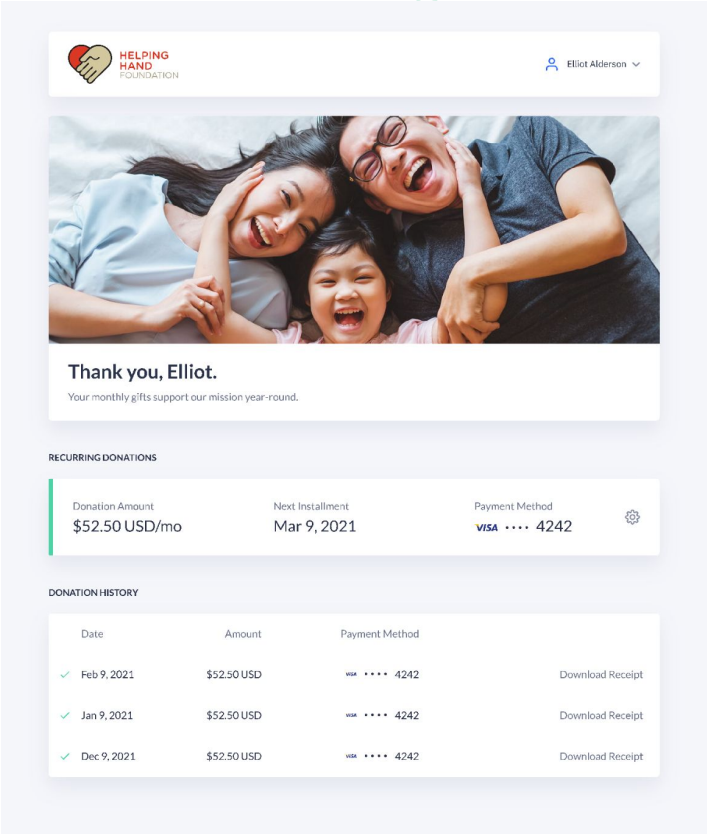
Recurring annual support helps carry out our mission year round. Would you like to give this donation again at this time next year?

Yes, I'll give annually

Not at this time

Is my donation secure
Is this donation tax-deductible

Give them a one-stop source



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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?

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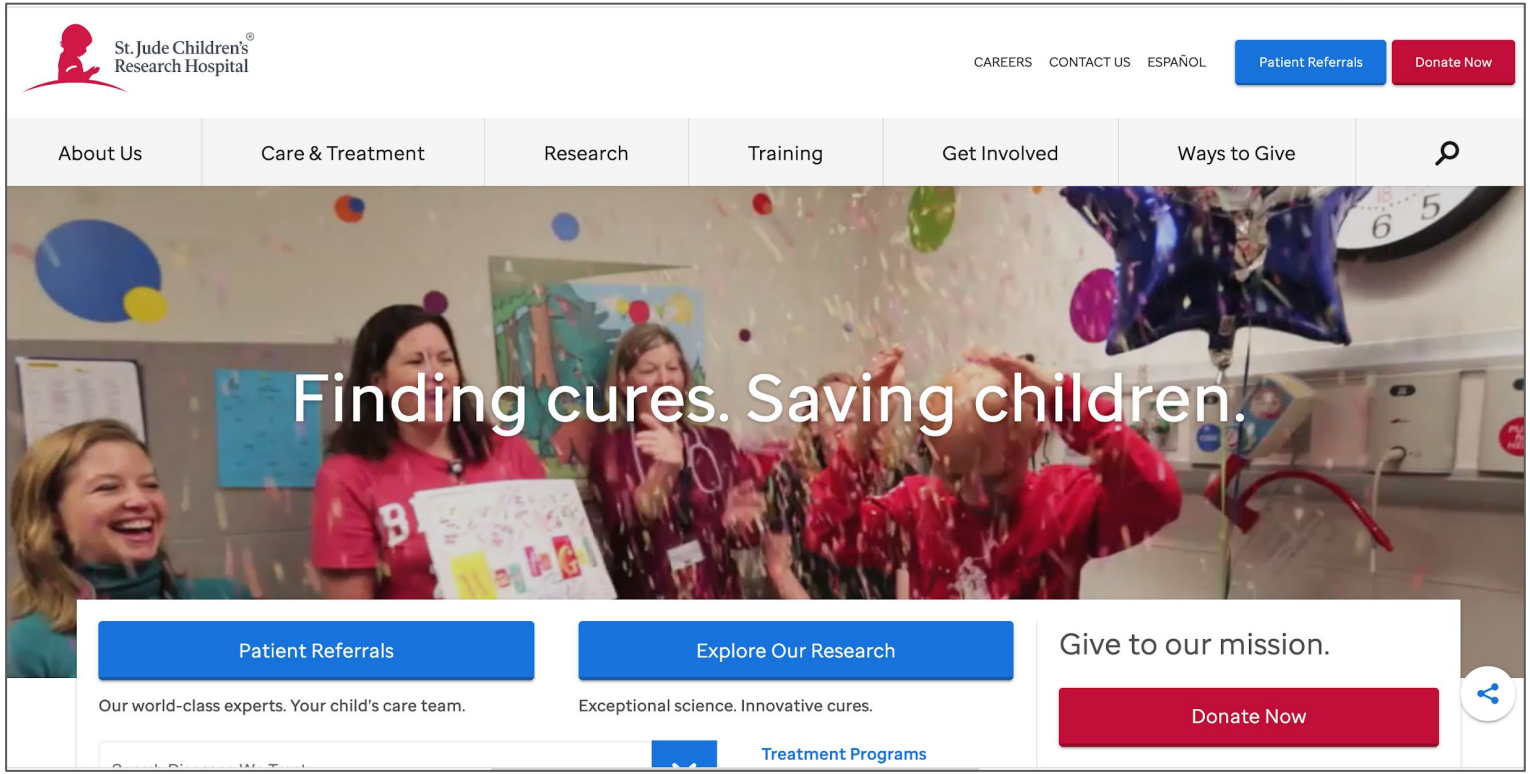
Why? Impact? Action?



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Give It the 5-Second Test

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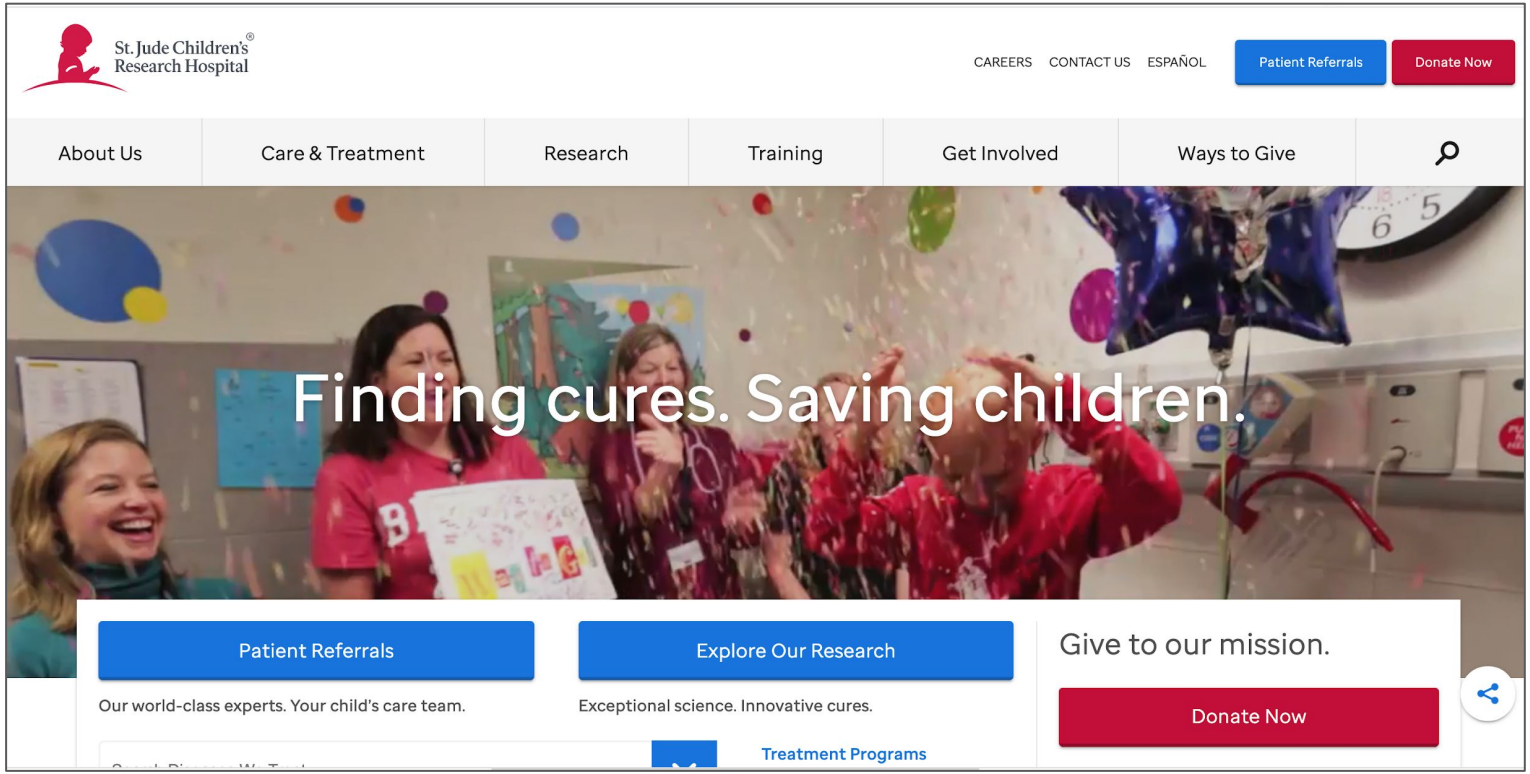

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Give Your Site the 5-Second Test

- 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?

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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

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

Get started at:
themightygps.com

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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

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Thank you!

Get the Slides and a
Website Evaluation Kit:

mightycitizen.com/iteration

Bonus tools and templates:

mightycitizen.com/insights