

FIELD NOTES



PUT OUT THE WELCOME MAT

People learn about your organization in a variety of ways. Some may find out about your mission when they turn to you in a time of need. Others might have heard about you through word-of-mouth or in the media. Some may have no idea that you exist and that you fill a vital need in the community.

At some point, however, they may be asked to support your organization. Have you put out the welcome mat for those prospective donors? How easy is it to find out more about your organization? How easy is it to connect? How easy is it to give?

WEBSITE

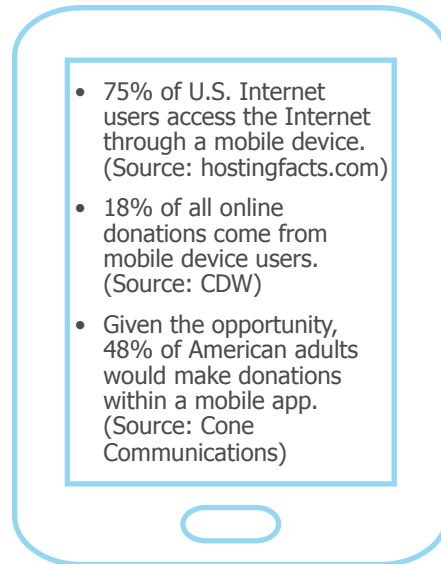
Your website has a lot of messages to convey. Is giving lost in a sea of “news” and program information? Make sure your site clearly:

- asks for donations
- offers compelling reasons WHY to donate
- gives information on what previous donations have accomplished
- provides information for bequests such as legal language and suggestions for planned giving

MOBILE-FRIENDLY

With smartphones in everyone’s hands, it’s imperative your website is mobile-friendly. For starters, Google prioritizes mobile-friendly sites in

mobile search results. And recently we’ve seen a tipping point where mobile (smartphone and tablet) digital media time in the US is higher compared to desktop/laptop.



SOCIAL MEDIA

If your website is your front door, social media is your kitchen door. It’s the way friends and family enter your world. It’s also the place where virtual word-of-mouth can be spread on your behalf.

- Do you share stories of impact on your feed?
- Are your posts something that current donors or supporters would share on their own page?
- Have you tailored your strategy to fit the network and

your target demographic? Facebook may work for the 35+ crowd, but younger supporters spend more time on Snapchat or Instagram.

- Along with stories of impact and appeal, consider behind-the-scenes posts to show supporters how you do the work you do.

PERSONAL GIVING PAGES

Make sure your organization’s supporters are able to invite others to join them in giving. By providing tools for your current donors, they can activate their own networks on your behalf.

- Give donors data on what impact their gift made, and encourage them to share it.
- Create personal giving pages and give your donors and volunteers rich content (data, photos and stories) to share on their own networks.

ASSESS YOUR PRESENCE

Not sure how your online presence stacks up? Ask a volunteer or friend to scrutinize your site and give you some feedback. Remember your online presence is always changing, so make sure your welcome mat is swept and ready for new donors!

Looking for an outside assessment of your online presence?

We’re happy to help.

Contact us: info@donorbydesign.com

