How to Make Your Website Encourage Donations, Volunteering, and Action

Presented by **Jantcu**

#ABridgeToBetter
#MNNConference

Donations.

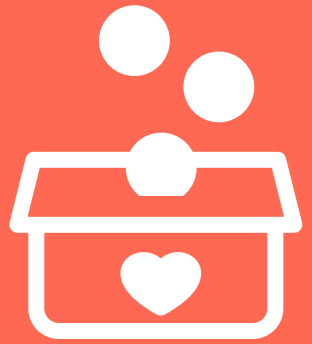
- Trust / Security
- Branding
- Giving Levels
- Recurring Payments
- Anchoring
- Emotional Response
- Storytelling
- Urgency

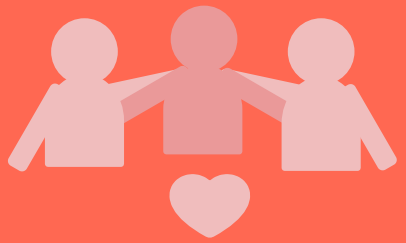
Volunteering.

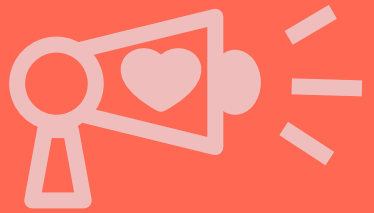
- “Job” Descriptions
- Volunteer Stories
- Intake Forms
- Duration
- Commitment
- Impact
- Motivations
- Posting Wins

Action.

- Split Testing
- Reciprocity
- 80/20 Rule
- Reading Levels
- Accessibility
- User Control
- Focused Content
- Performance



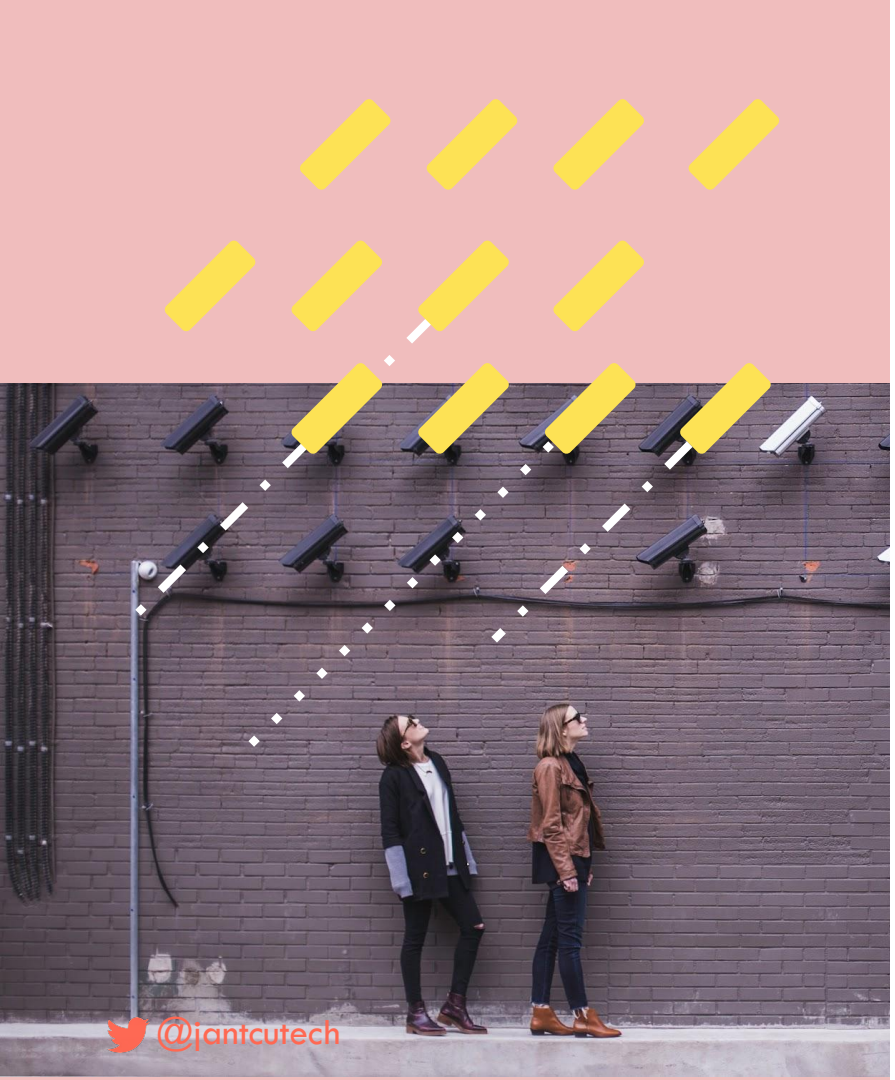




Donations.

Volunteering.

Action.



Trust & security.

- Design quality matters
- SSL/TLS: Let's Encrypt + Certbot
- Visible phone # and address
- Use images of real people
- Display third party endorsements

6x Your Conversions On Donation Forms

- maintain branding (logo, fonts, colors)
- fully integrate into website
- do not redirect to a third party payment processor

- Network For Good Online Giving Index

Giving Levels.
Select an amount to give.
$25
$50
$100
$200
Other Amount
Monthly contribution
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Anchoring impacts donation amounts.

Would you be willing to pay…

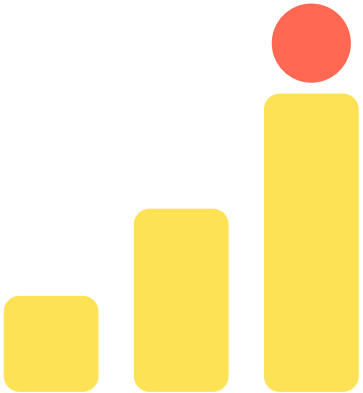
$5 ➡ $20

$400 ➡ $143

Recurring **donations.**

On average, donors who set up a **recurring gift** donate 42 percent more per year than those who give a one-time donation.

- Constant Contact



Use images that create an **emotional response.**

People donate with their hearts.

https://app.sli.do/event/ae9hksam

A) Food shortages in Malawi are affecting more than three million children. In Zambia, severe rainfall deficits have resulted in a 42% drop in maize production from 2000. As a result, an estimated three million Zambians face hunger. Four million Angolans — one-third of the population — have been forced to flee their homes. More than 11 million people in Ethiopia need immediate food assistance.

B) Any money that you donate will go to Rokia, a seven-year-old girl who lives in Mali in Africa. Rokia is desperately poor and faces a threat of severe hunger, even starvation. Her life will be changed for the better as a result of your financial gift. With your support, and the support of other caring sponsors, Save the Children will work with Rokia's family and other members of the community to help feed and educate her, and provide her with basic medical care.

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Which cause are you more likely to donate to?

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Appeals to the **Heart**

Appeals to the **Head**

http://knowledge.wharton.upenn.edu/article/to-increase-charitable-donations-appeal-to-the-heart-not-the-head/.

“Having more than one click on your donations form reduces conversion rates by an average of 35%.”

- Transform Foundation

Easy donation forms.

- Just a click away
- Lean data collection
- Confirmation email
- Branded

Transparency.

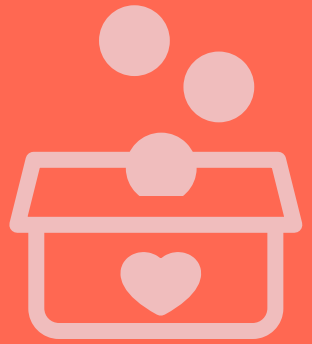
- Tie donations to a specific objective
- Disclose how donations are used
- Set tangible goals
- Share goals and when you reach them

Add some **urgency!**

Give a time limit for matching funds and/or hitting a goal for a specific objective.

Let supporters help.

Consider allowing individual fundraising pages.



Donations.

Volunteering.

Action.

Volunteer stories.

- Share volunteers stories
- Ask volunteers to share
- Emphasis strength of your group
- Use a video as a recruitment tool
- Show volunteer impact on the cause
- Easy sign-up & activities

Define the commitment.

Set clear expectations with a “job” description and eliminate vague or non-actionable statements.

Questions to consider include:

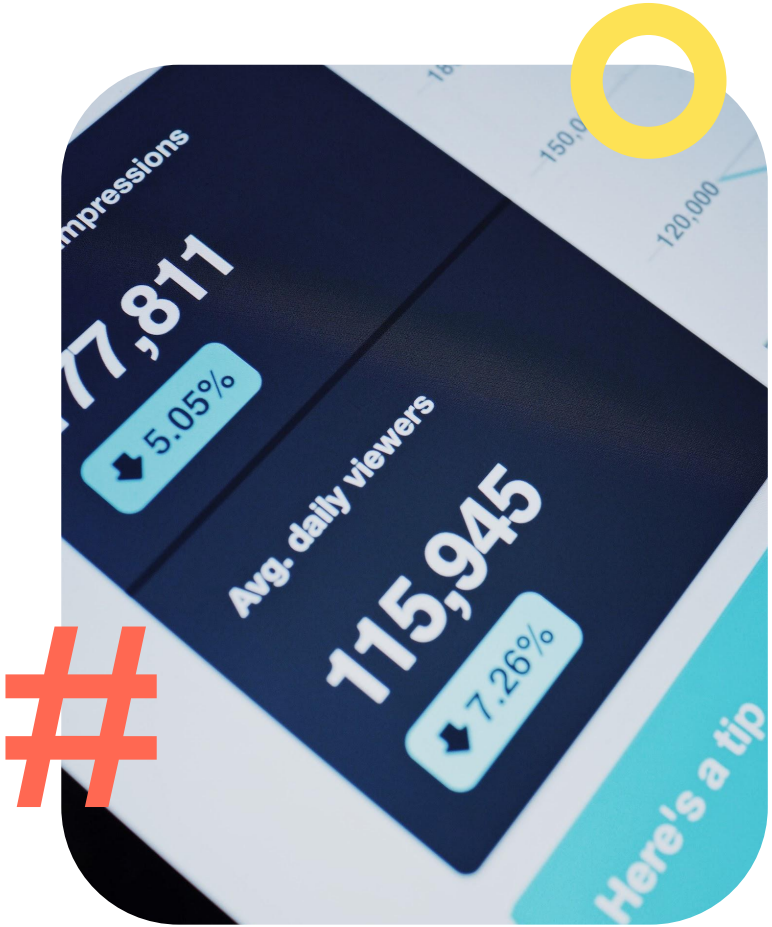
- How do they get involved?
- What would they be doing?

Convert better on intake forms.

- Make it easy to find
- Limit required information

"When an 11-field form was reduced to just 4 fields, the organization experienced a 160% lift in form completions."

- Unbounce



Start conversations with social media.

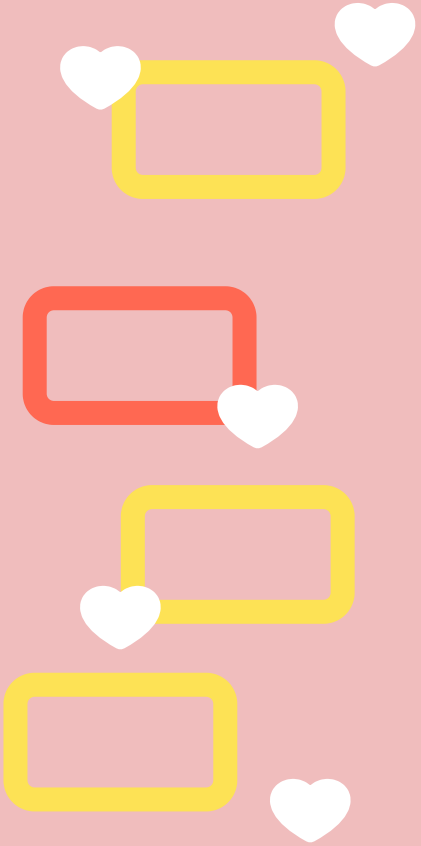
Choosing the right channels

- Facebook
- Instagram
- Snapchat
- Twitter
- LinkedIn
- TikTok
- YouTube

Pareto Principle (80/20 Rule)

80% of the time you should be providing value.

Reserve only **20%** for promoting services.



Focus on their benefits, not your needs.

Find their secondary and tertiary motivations:

- build resume
- sharpen skills
- meet new people

Long vs short duration.

"Microvolunteering takes a simple idea – that people are more likely to volunteer their time in **short and convenient, bite-sized chunks** – and turns it into a new approach to community action. It offers volunteers a series of easy tasks that can be done anytime, anywhere, on your own terms."

- Donorbox

Provide opportunities for **different levels** of engagement to fit **individual preferences.**

Don’t skip orientation just because you’re remote.

- Make introductions
- Provide support / resources

Share volunteer successes.

Shows appreciation for current volunteers and helps attract new ones.

- volunteer of the month
- completed projects
- funds raised

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What % of all global traffic do you think is done on a mobile device?

ⓘ Start presenting to display the poll results on this slide.

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What % of all social media browsing is done on a mobile device?

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What % of donations are made using a mobile device?

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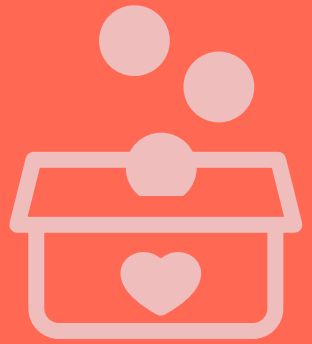
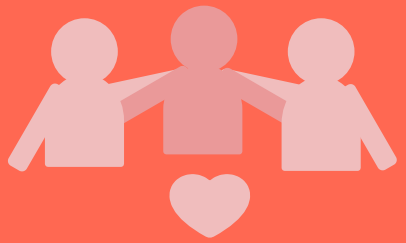
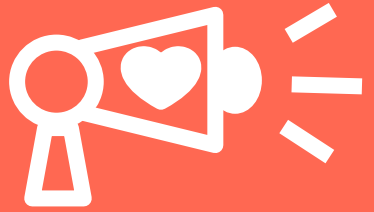
Since April 21, 2015 **responsive design** has simply become “design.”

“Content is like water”
-Josh Clark







Donations.

Volunteering.

Action.

Don’t just ask for someone’s email, **give** them something they want **first.**

Nobody will praise you for complex writing.

They judge you by the **clarity** of your **message**.

Eliminate distractions.

- Large text with good contrast
- Correct spelling / grammar
- Imagery that matches text
- Simple language
- Clear calls to action

7

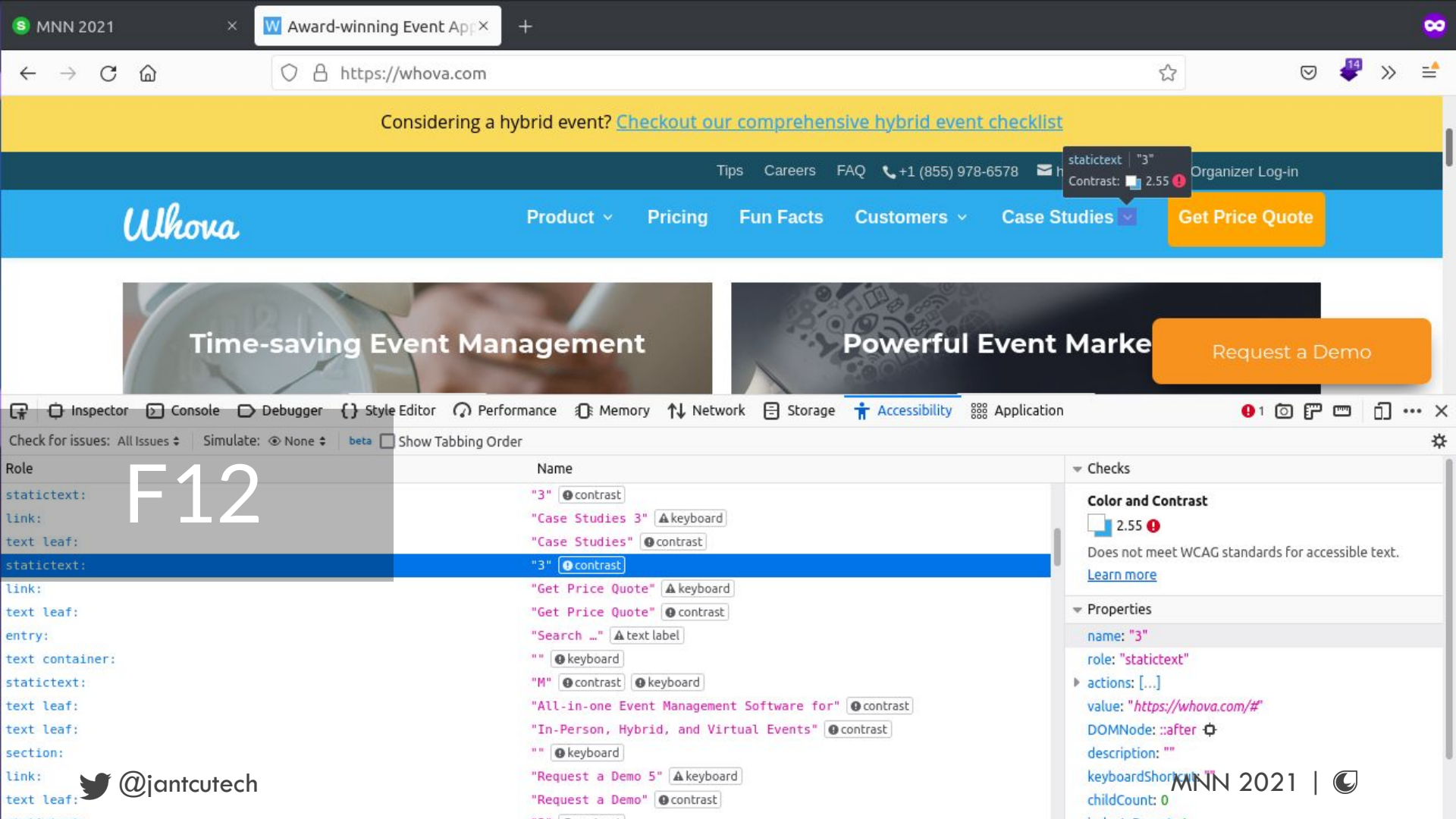
Shoot for a 7th grade reading level

Add headings, write shorter sentences and paragraphs, and use less complex versions of common words (Example: “Use” vs. “Utilize”)

- https://hemingwayapp.com/
- https://readable.com/

Accessibility wins.

1. Alternative text
2. Descriptive links
3. Color contrast
4. Proper HTML
5. Screenreader testing
6. Captions for videos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Award-winning Event App
https://whova.com
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Organizer Log-in
statictext "3"
Contrast: 2.55
Whova
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Pricing
Fun Facts
Customers
Case Studies
Get Price Quote
Time-saving Event Management
Powerful Event Marke
Request a Demo
Inspector
Console
Debugger
Style Editor
Performance
Memory
Network
Storage
Accessibility
Application
Check for issues: All Issues
Simulate: None
beta
Show Tabbing Order
Role
Name
F12
statictext: "3" contrast
link: "Case Studies 3" keyboard
text leaf: "Case Studies" contrast
statictext: "3" contrast
link: "Get Price Quote" keyboard
text leaf: "Get Price Quote" contrast
entry: "Search …" text label
text container: "" keyboard
statictext: "M" contrast keyboard
text leaf: "All-in-one Event Management Software for" contrast
text leaf: "In-Person, Hybrid, and Virtual Events" contrast
section: "" keyboard
link: "Request a Demo 5" keyboard
text leaf: "Request a Demo" contrast
Checks
Color and Contrast
2.55
Does not meet WCAG standards for accessible text.
Learn more
Properties
name: "3"
role: "statictext"
actions: […]
value: "https://whova.com/#"
DOMNode: ::after
description: ""
childCount: 0
@jantcutech
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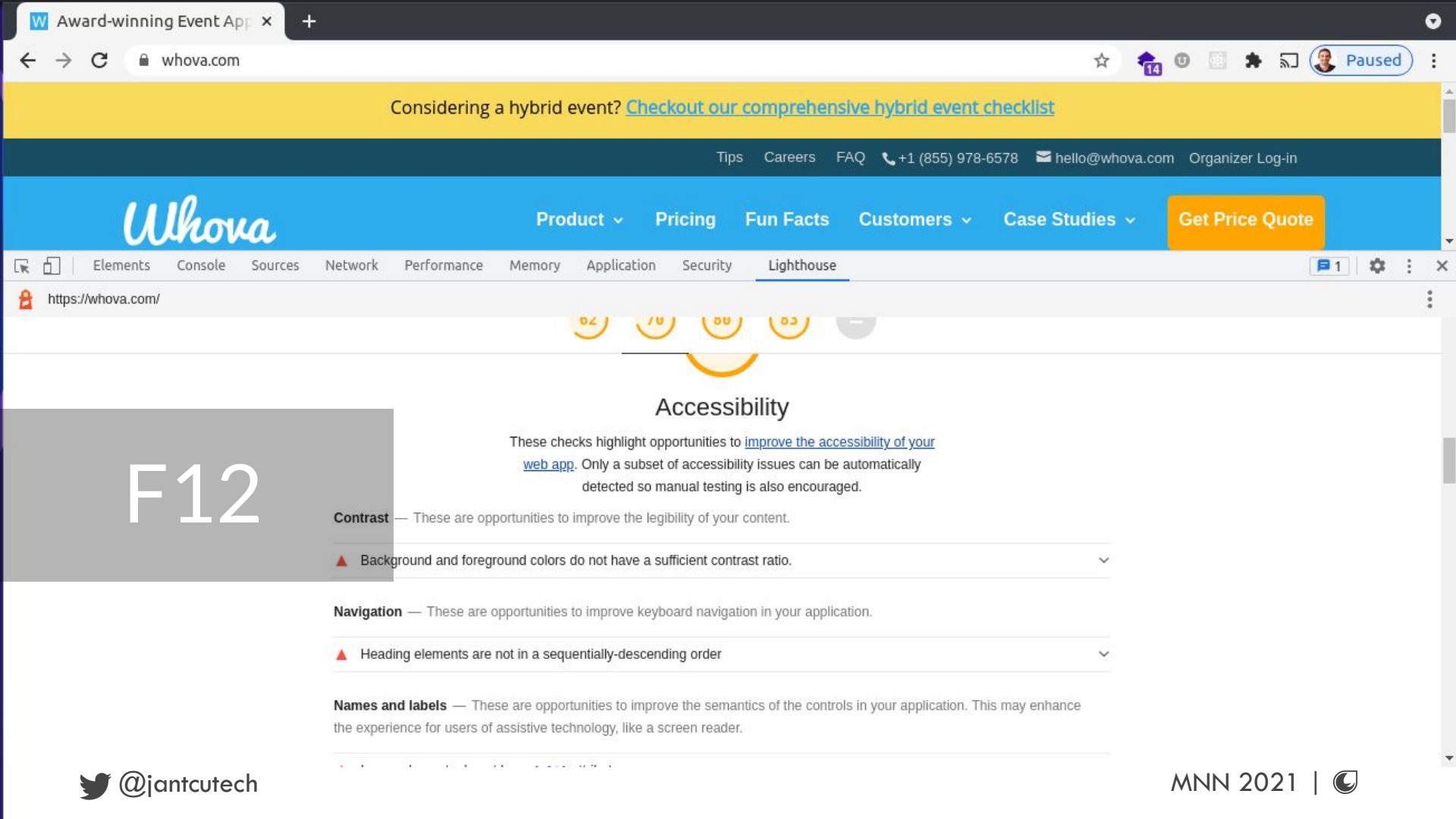
Award-winning Event App
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Considering a hybrid event? Checkout our comprehensive hybrid event checklist
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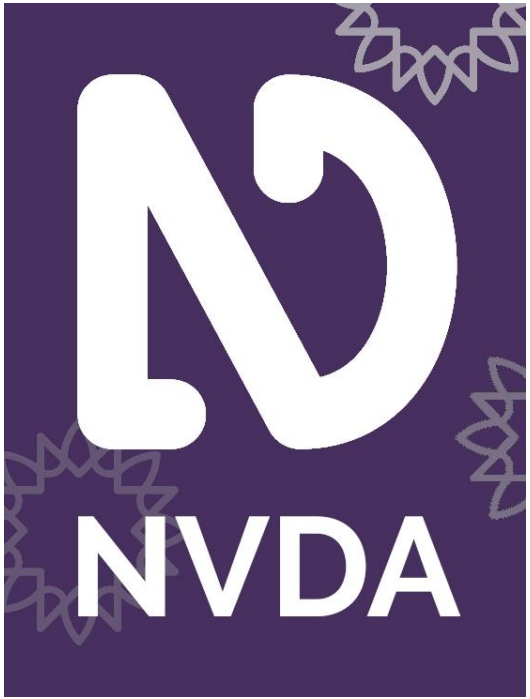
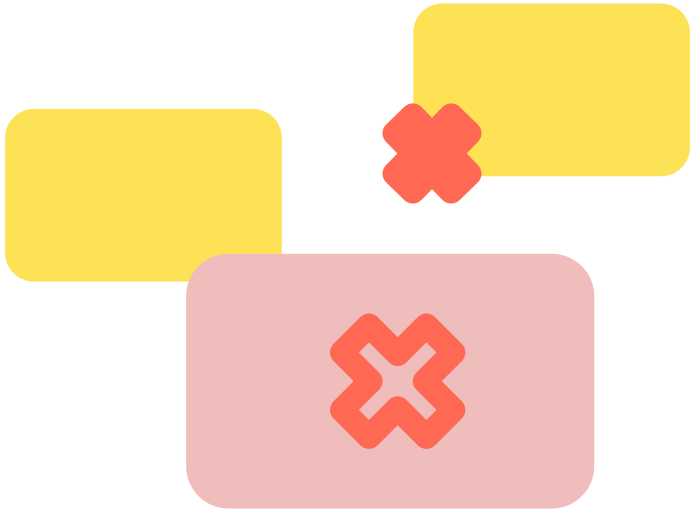
Product Pricing Fun Facts Customers Case Studies Get Price Quote
Elements Console Sources Network Performance Memory Application Security Lighthouse
https://whova.com/
Accessibility
These checks highlight opportunities to improve the accessibility of your web app. Only a subset of accessibility issues can be automatically detected so manual testing is also encouraged.
Contrast — These are opportunities to improve the legibility of your content.
Background and foreground colors do not have a sufficient contrast ratio.
Navigation — These are opportunities to improve keyboard navigation in your application.
Heading elements are not in a sequentially-descending order
Names and labels — These are opportunities to improve the semantics of the controls in your application. This may enhance the experience for users of assistive technology, like a screen reader.

F12


NVDA

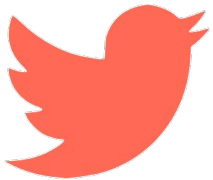
Reduce or eliminate things that take control away from users.

- Carousels
- Autoplaying videos
- Custom scrolling
- Fly-ins
- Popups / modals



Don’t fill the screen with unrelated content.

- Twitter feeds
- Latest news / events
- Calls-to-action for other services



Choose the right technology.

Proprietary vs Open Source

Website purpose

Audience and team needs

Integrations and workflows

Budget and timeline

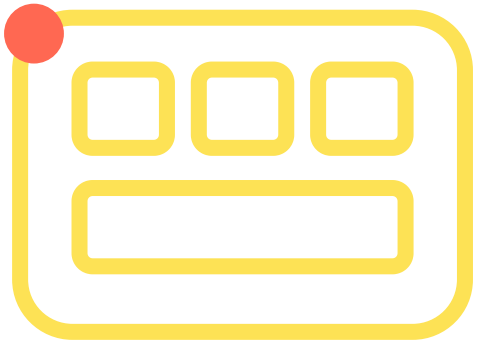
VS

VS

VS

or

Think about going static if you're concerned about...



1. **Speed.** Faster by default.
2. **Cost.** Cheaper to build, maintain, and host.
3. **Security.** Can't be hacked by traditional methods.

jekyll

Plentico

Gatsby

HUGO

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What do the following tags stand for: <h2>, <p>, <ol>, <tr>

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Questions?

Community-Minded
Software.