

Your nonprofit's story is an important part of your website. Make your message stand out with an effective layout, good use of keywords and SEO, and easy-to-access content, sign-ups and donation landing pages. Here's a checklist to get you started.

## Home page elements

- Compelling imagery (real people)
- Donate button
- Email sign-up
- Social media links
- Testimonials

## Keywords and SEO

- Add meta descriptions to pages
- Be specific with location, city names, etc.
- Use alt tags when uploading images
- Use Google Keywords Tool for SEO/content ideas
- Use H1 and H2 tags with keywords

## Donation page elements

- Branded imagery
- Call to action - be specific
- Social media sharing capabilities
- Suggested giving levels
- The appeal

## Calls to action (CTAs)

- Additional ways to get involved
- Donate
- Download content (i.e.: gated content forms)
- Event registration
- Volunteer registration

**Remember the users.** Test your site on desktop and mobile devices to ensure that visitors can easily find where they want to go on your site. Aim for seven or less main navigation choices. Avoid long lists and drop-down menus if possible. Always include a contact page and if you are collecting information from others online, make your privacy policy easily accessible from a footer link or specific page within your website.

Check that your website is in compliance with the Americans With Disabilities Act (ADA). This means that all posts, pages, images and elements on your pages should have alt tags in the event that someone who is visually impaired visits the site. These tags help them understand page elements and meaning. For more information, visit: [ADA.gov](http://ADA.gov).

## Design your website around your nonprofit's story

Stories and emotions are what engage donors. When crafting elements on your website, think about the visual elements that speak to the services you provide, the stories of those who benefit from your services and the support donors provide that truly make a difference. When someone comes to your website, you want them to engage, interact, join, do, feel, donate, etc. The power of your storytelling online can do this. Content elements worth exploring and placing on your website and donation pages include:

### Impact stories

Share stories from donors, participants, board members, employees. Use quotes, pictures and testimonials.

### Story of 'one'

Share the name, background and history of one recipient. Share across channels and drive back to your website.

### Success stories

Exceed campaign goals? Reach fundraising milestones? Launch a new program? Highlight success!

*Connect with us online!*



**4aGoodCause.com**

**About 4aGoodCause** is an effective and easy-to-use fundraising platform for small nonprofits. Boost your revenue with our simple, mobile-friendly pages that donors love. Unlimited campaigns for online donations, event registration, membership, crowdfunding and peer-to-peer fundraising. Integrates with 2000+ third-party apps. Ask us about our CRM tool!