



# Website Makeovers with Donors in Mind



## Common characteristics of great nonprofit Web sites

- Compelling content, including a clear major message that emphasizes the benefits and impact of what you do.
- Easy to navigate and well organized with the reader in mind.
- Stick to the three-clicks rule. Every page is no more than three clicks deep from the home page.
- A design that matches your mission, from the colors to the graphics to the typeface.
- Easy ways for donors to give... and offer them options for getting involved.
- Interactive, multi-sensory and engaging.

## 10 tips for compelling content

- Make your messages sing. Emphasize the benefits and impact of what you do, not just the programs and services you provide
- Tell human interest stories.
- Be consistent.
- Be brief.
- Write lively.
- Steer clear of jargon.
- Include quotes and testimonials. Tell your story through the words of others.
- Consider offering “news you can use” – tips related to your mission that keep donors coming back to learn more.
- Get personal. Speak directly to donors with words like “you” and “we”.
- Make the ask, directly and passionately.
- Engage donors, invite their comments.



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