

Q and A for Nonprofit Websites

(Recording of webinar on July 30)

Watch the recording: <http://www.nonprofitrd.com/nonprofit-website-qa-webinar>

Welcome to the webinar everybody. Today is the Q and A of all about nonprofit websites. So hopefully that is why you're here. We are recording this session, so it will be recorded and the recording will be made available as well as transcript. I'm gonna have it transcribed, a lot of people don't want to watch the video, they would rather read the answers to all of these great questions that you guys sent in so we will be doing that as well. So let's go ahead and let's jump right in here and start.

Your Speaker – Rich Dietz, Nonprofit R+D

First of all, quick introduction of myself, if you're on the previous webinars, you probably know a little bit about me already. My name is Richard Dietz. I'm the founder of Nonprofit R and D - Technology training for nonprofit professionals. We work with small medium sized nonprofits. We helped them with their online presence, everything from email marketing to online fundraising to website development. I've been in nonprofit sector in my entire career. I even have masters in social works so I worked in nonprofit organizations well before I became the technology person that I am today. So much likely, many of you work in small - medium sized nonprofit, no staff, no time, no money and you're told to do all these amazing things with technology and then of course, you're like, yea right. I try to focus on, if you're on the webinar, I try to focus on little small changes that you can make to your online presence that are gonna pay dividends long term. So it's not buying expensive software and changing everything that you do, making small little changes. And I think a lot of the questions that we have answered today can help further those other folks as well.

Agenda

- 1. Welcome**
- 2. Questions from the webinar**
- 3. Live questions**

So quick agenda, what we gonna be talking about, we gonna have quick welcome. A couple introduction slides and then we're gonna jump in to questions right from the webinars. These are all the questions that were submitted either during the webinar that we couldn't get to or submitted after the webinar on the post webinar survey.

So I compiled all of those questions, organized them into groups, took out some which are redundant or basically asking the same question. I organized them and we're gonna answer them live, and at the very end, I will open it up this live question, on really certain, 90% of your questions are gonna get answered as part of this webinar today but if I don't answer it, or need further clarification, we will open it up to at the for you to ask some of those live questions. You can type them in the chat box or you can even unmute the phone, and you can even ask it live on the phone itself.

10 things your website needs in 2014

So as I said, this is a follow up for the 4good webinar that we did before a couple of weeks back, on ten things your nonprofit websites need in 2014. You can actually go and download the slides from that

webinar and watch the recording if you happen to miss it or just want to watch it again. There's link on the screen down there for you to go and do that. You can also go to the 4good website. www.4good.org and just search for *10 things website*. It's gonna come right up for you there. It's probably easier than trying to remember the exact URL. So go and watch that if you want to.

Here's a quick recap of all the things that we cover from that webinar.

- 1. Most wanted response.**
- 2. Prominent Donate Button.**
- 3. Capture Email.**
- 4. Simple, clear Navigation and design.**
- 5. Simple donation and Registration Process**
- 6. Social Media Sharing buttons**
- 7. Obvious Contact Information**
- 8. What you do and Why.**
- 9. Tell stories**
- 10. Images and Videos**

We won't be talking all of those today but we will be touching on a few of them. We will talk about the most wanted response to your donate button to capturing emails, etc. you want to learn more about those and go ahead and watch that recording.

What You Talkin' About Willis?

And I also have this slide in, if you run the webinar you'll remember it, this is a reminder I have for yourself. When I was a kid, I have a favorite show on TV was *different strokes* with Gary Coleman, and he had this tagline *What you talkin' about Willis?*

And this is my reminder as I'm teaching about technology not to use all of these acronyms and all of these crazy tech terms without defining them. So if by ever saying a tech term or something you don't understand or without defining it, just type in to the chat box, what you talking about Willis and I will go back to make sure to define that. And hopefully, with these questions, I thought them through so we won't run into that dangerous hole.

Questions

So let's jump right in the middle. Jump in to the questions. Kind of organized by broad topic areas, and here we go.

Disclaimer:

I'm gonna start with quick disclaimer first.

Many of the questions were VERY broad, touched on larger topics and no way to easily answer them in Q&A format.

So I will say that many of the questions that were submitted were VERY broad, and they touch on very large topic that really is not gonna be able to cover in Q and A format. Like how can I do online video? How can I do social media better. Those are very big topics, I can't do that to explain in Q and A format.

However, most of those questions are topics that I do entire webinars and training around.

However, those are topic that I do other trainings about. I do a training on how to get started online video. I do a training on how nonprofits can use social media. I do a training on search engine optimizations.

So, make sure you are on our email list to hear when they get scheduled: NonprofitRD.com/email

So if you want to get invitations to those future trainings, you want to make sure to be on our email list. I know a lot of you are already signed up for our email list, if you're already signed up, you're good to go, you're gonna get the announcement at the future training coming up.

If you haven't sign up yet, I highly recommend, there are two ways you can sign up, one is if you just want update to notifications, you get our newsletter and you get, when we have the next webinar coming up, put it on npnprofitRandD.com/email. If you also want to get our online fundraising 101 e-course. And sign up in the URL over here. NonprofitRD.com/101e. And the e-course is five email series over the course of five days. You're gonna get a video lesson about online fundraising and some action steps for you to take and go and implement the online fund raising.

So a good way to get basic online fundraising, get to know me, I'm a little bit better and see what kind of material I'm presenting and all that. So your choice of which of those list of which you want to. Carmen says I can't hear you.

So this is disclaimer. So we have email list and we'll go much deeper into some of those other topic that we might not be able to do today.

Overall approach

So starting with the questions now on overall approach. We have a couple questions that came in like:

What are some "easy" next steps?

And so, easy, I put that in open and close cause that's really difficult thing to answer. It's hard to say what would be easy without knowing more about yourself. If we were to have a 50 minute phone conversation, I can probably get more about your background and your skill set and come up with what's easy.

Well, what I would say about that is go back to the ten things webinar and just pick one or two things off that list and start with those. And if you want to start with easy, you can start with things like adding a prominent donate button, so putting a donate button all over your website. Then we can talk about putting on every page of your website. That would be an easy one that what have dig them a bit.

Ads for your contact information on the footer of your pages of your website. If you have a web person add your contact information on the footer, so that's another easy thing to do.

Tell more stories. Definitely an easy one. You should be able to control your content or be able to add content to your website. Just start telling more stories, I think that's very easy thing to do, I mean easy

to get a story out there but hard sometimes to tell that story. We'll talk a little more about that really soon.

Focus on the why. We talked about focusing on the why you do what you do is more powerful and impeccable. So make grab some of those things, do them and implement them and you're gonna start to see very good result and so you know, there's no easy button but those are some good ones to go and start with.

What are 10 things your Facebook needs? We don't have a website yet. Any suggestions?

This is a real hot button for me. My number one suggestion is get a website. You don't want Facebook to be your only presence. Mark Zuckerberg would love it if you send all of your visitors and all of your people to Facebook and they would went out but build credit and would super poke each other but that's not what you want.

Facebook is way too distracting for you to really get your message across so you don't want your people on Facebook. Facebook is a good way to grab somebody's attention and bring them to your website so you can talk to them and create that emotional connection and all of that stuff. My number one suggestion is get a website, get any website. There are few website builders out there. You can hire someone to build a website for you relatively, inexpensively, you need a website. If you remember back in the webinar, the online hierarchy need a website, is the foundation of your higher online presence. Without the website, you don't really have anything so you need to have the website. And if you want to talk to me more about, please email me, we can set up a quick phone call. I have some suggestions later on ways how to build a website, and so we'll get further information on that.

Definitely get off on Facebook. I'm not social media expert, the client I worked with does not see a big return on investment on social media. You don't raise a lot of money on social media. It's really hard to get your message there above all the noise on social media. It's much better to use social media as a tool to drive traffic back to your website or a tool to get people to sign up to your email list and you can communicate with them, in a much better way. So that's my suggestion there.

Traffic

And next speaking of that, will lead to us to next series of questions which is all about traffic, and of course, without traffic to your website, you're basically a billboard in the middle of the desert where no one gonna see your advertisement or your website.

How should a "beginning" or brand new website get traffic and followers?

So we got questions like how brand new website get traffic, how can get more people to visit our website? How do you drive more traffic to nonprofit website, when you get nothing to sell and give way and all that specific stuff. So this all about how to get more eye balls to see my stuff? So there's a lot of things you can do.

And what I say about traffic is, you need to get traffic by all means. You need to be thinking about any single way you can get traffic. You can actually do some very simple Google searches for this. If you just search Google to get traffic to our nonprofit website, you gonna come up with great article about how

to do that. So here's a couple that I will highlight that I usually use with my clients and I also use on my own site as well.

Number one is blogging. We gonna talk about blogging in a little bit, but it really, your blog is where people where to come back to see new content. Remember, it's all about content. Content is so important with your online presence. So blog is a good way to easily add content, so people will keep coming back to your site. That's number one.

If people come to your site and found you haven't updated your website in six months or a year, why should they come back. They already saw the content, there's no reason for them to come back. So a blog allows you to update your website on regular basis, weekly, hopefully a lot more if there's a lot of content out there. Give them reasons to want to come back.

Email marketing can be number one way to drive traffic back to the website once you start building up your list. We have a whole training we do on email marketing, on how to fill your list, and all of that.

Using social media, so I just have this stuff to say don't use Facebook but I do use social media to drive traffic. So what I like to do I use social media to talk about the video we have in our website, talked about the story we just written and link the website to read the story. Don't put the entire story on Facebook cause we don't want them to stick to Facebook, we want them to get off Facebook and get them to your website, tell the rest of the story there.

Share content with other website, if you have partners or volunteers or complimentary organization. Ask them to link to you, ask them to write article about you and ask them to talk about you and drive their traffic over to your website as well so you can create some relationship there.

Put a URL, put your website URL on all of your business materials, really simple ones, I'm always surprise how people forgot to do this, but putting on a flyer or a brochure like that. Put your website URL over there, you can get traffic for people in there and going to the base.

And finally, a search engine optimization is another way to get more traffic to your website, writing content to your Google sites, and they can rank your page higher, and you're gonna get more traffic there. We'll talk more about SEO in a little bit as well, I also have more training on that.

Contents - Blogs

So those are different ways to get traffic and I did mention blog as one of them and those are another series of questions that people ask and it was how important is the blog for online fundraising.

How important is a blog for online fundraising?

I would say blog is very important and we talked why is that very important if it's done correctly. If you do a blog and you don't update that for six months, then you're actually hurting your traffic, you're hurting your website cause people are not gonna come back. They never update their site. Why would I even come back? It needs to be updated.

You need to keep it fresh, you need to keep it new and the way to that is to keep telling those stories and talk about the webinar about story telling. So you want to be telling those stories in the blog, a great place to tell those stories. Now a blog post don't have to be a thousand words blog post or two thousand word blog post, you can do short small word blog post, you can say, check out our latest video and you can say hey, we just have interesting article in new york times, all about homelessness, here's our thoughts on why it's a good article and here's the link to the article. That's perfectly legitimate blog post, your commenting on something what's going on the news and you're giving your opinion on it, that's called content curation. You might heard that term being in around. So the blog doesn't have to be a huge long article, you can do really simple short follow up, stuff like that.

What are some tips for an effective blog?

Another question around blogging is what are some tips for effective blog? Basically, the entire webinar, that we did before, the ten things your website needs. All of tips we give there are relevant to your blog. Every single thing we talked about there in, is relevant for the blog, telling stories, using videos, and focusing on the why.

I really don't differentiate much about blog and your regular website, except that a blog is much easier to add content to and some organizations don't have access to the entire website that they're not allowed to post items on their blog and a lot of times just focus on the bog. They really want to see that your blog is no longer separate, it really is just a larger part of your website. So just go back and look at the previous webinar again and I think you're gonna get good ideas there as well.

How to keep your content fresh?

And finally how to keep your content fresh. You know we talked about this, a little bit, a blog is one way you can keep your content fresh cause people keep going back to the blog, so keep that fresh content.

But telling stories, telling stories is a great way to keep your content fresh when we talk about how people love stories, they love stories. Tell more stories. You know that's gonna keep it fresh. Having multiple authors on your blog. Not just having one author or no name authors and it's just the same people writing that content. Have multiple authors on your blog post, that will have different voices. Some people will connect with author Mary and some people will connect with author Ben and you don't know which one is gonna speak to your audience so have multiple people. It keeps it fresh. It keeps it new. It gives some different perspectives. Also do different kinds of content. Don't just do text article. Like I said do content curation where you're linking to other people's articles and talking about why you like them.

Do info graphics. Do images. Do video. Any sort of content you can think of. Look at what some other big blogs are doing out there to get a lot of good traffic and just kinda mimic some of that. You can do all of those things to keep it fresh and keep it.

What would "why" statements be for advocacy organizations vs service providers?

Further on the content. So if you recall from the webinar, we talked about the "why" and how powerful the why was and I mentioned in Simon Sinek video, if you just Google Sinek, Ted talk you come up with it. Talk about the why is what gets people to take action. The why is what leaders use to take people to take action.

And so these specific questions was what would Why statements be for advocacy organizations vs service providers? So what they're saying there is example I gave is a cancer organization, typical nonprofit and they're advocacy type organization, how would they get the why.

This actually interesting cause I work with the client and that was the public policy thinking and they're struggling with the same questions. They were like wow, how can we tell stories or how we can get to the why. We don't really help people. All we do is lobby the legislators and we get them to try to change laws and eventually that gonna help somebody.

So what we did is we keep digging further. Why do you lobby the legislators? Well, we lobby the legislators to get them to change laws. Why do you want to change laws? We changed laws cause it's gonna do XYZ. And why would that be good and we got all the way down to individual people that would be helped if that law be changed.

And we told their stories. Even if it wasn't has real or it wasn't real, we could tell a hypothetical story about a kid who would be impacted in the change in the law and that gets down to the individual level as we know how story are being done and powerful, talking about individual and that help down to get to the why. That's the reason they're lobbying, that's the reason they're fighting, and doing advocacy and trying to change opinion, and it's gonna go down to change the lives of the individual. So really still come down to individual. It's really not different between advocacy and service provider. You just have to dig a little bit deeper there.

How do you create one website targeted towards two different audiences? Example, one for student and one for donors?

The other question we have was how do you create one website targeted towards two different audiences? For example, one for student, one for donors. And that's actually a great question and we actually addresses that maybe I was in a year or I was pointed in so what I do is bring an example on the last webinar and that was IES abroad - is an organization that study abroad programs for young folks and they go up there and they do couple cool things and specifically what they do is right up here in the top navigation you might not be able to see it cause it's a bit small but they have top navigation that says advisers and faculty, alumni and parents.

So basically, they have three websites in one and base on what link you click, they're gonna take you to a landing page that gonna be speaking to that audience. So if someone clicks on parents, they're gonna be like, ok, parent is coming here. What sort of information a parent want, they can provide links to their website that has all the information that parent would want.

If they click on alumni, their former student that have studied abroad, they want to know about community, and how to get in touch with them. So that's how the way you do it. You think about of your most wanted response, you think about who's coming to visit the website and then give them these options to self-select and dig deeper into.

And it's great cause as soon as they click some of those links up there, you know more about them. You know who they are and you can probably guess what information they are looking for. So in the

previous slide, it says between the students and donors, that's pretty simple. If someone is student, they're gonna hit the big student button and take them to the student section wherever they can do all that stuff. And if they're donor, take them to the donor section. So that's how you do it. You don't need multiple websites, you can have multiple sections of your website.

And as I said, feel free to type any questions in the chat box we're going, although I would say, we'll probably gonna answer your question eventually, so if you want to hold me in, I'm more than fine with that as well.

More on SEO (Search Engine Optimization)

<https://4good.org/richard-dietz/search-engine-optimization-101-for-nonprofits>

So the next question on the content, if you come in the SEO or what is called Search engine optimization and that's basically the process of making your website looks good in Google site so they will rank you higher in search engine.

And I actually did a webinar for 4good and all about search engine and SEO 101 for nonprofit and I kinda give my whole idea on search engine optimization. Again, a lot more details that I can probably give in short period of time so I highly recommend go and watch that webinar if you're interested in search engine optimization. It's one of those topics' where I tell you a little bit, I can actually do more damage than good because it's of a complicated process, you have to look at it realistically.

So I would rather go watch that webinar and again, just go search 4good for SEO 101 and you're gonna come up with my webinar there and there's free recording you can watch from the website as well as downloading the slide. If you have further question, let me know and I can definitely follow up with you there.

More in-depth on completing a website audit. I'm new at this and could ask for changes that make it worse. The webmaster just does what we ask and charges us a fee so no input involved.

Another question that came in was a more in depth on completing a website audit. I'm new at this and could ask for changes that make it worse. The web master just does what we ask and charges us a fee so no input involved.

Excellent question, and here's a slide that we could talk about a website audit. We talked about this and I think I pressed it in third time cause there's little bit of technical difficulties that I have.

Website Audit

Get honest feedback of your website now

-Volunteers, board members, family members, etc.

-This will be your pre-test/ starting point

Based on what a website audit is asking people to give you a feedback on your website. As the previous comments that we talked about, is I could ask for changes that make it worse. Well you wouldn't want to make changes that just you thought should be made.

You can actually make more opinion before you go changing things and that's why you want to ask multiple people to review your website. So you wouldn't say, well I think that should be orange and so let's make it orange. You can actually ask people. If there's better colors that would look better there. A number of people are saying orange or blue or something like that, then you can go ahead and try to change that.

And so you don't want to use just one person for opinion because they could be totally wrong so it's better to ask multiple people. That's why if you can get five people to do the website audit for you, then you can start to get consensus of things that are really complicated or confusing for folks and then you can make those changes there.

After you implement some of these changes do a post-test

And again the key is, to make changes and then go test it again and see if it improves your navigation so you can improve people comfort from your website.

Here's the different idea that I have in doing the audit:

Ideas for Audit:

- Ask them to donate
- Ask them to sign up for your email list
- Ask them to describe what you do
- Ask them what they think you would like them to do on the site
- Ask them to find _____

Ask them to donate the way I recommend doing this is grab some volunteers. You got five volunteers, you sit them down to the computer and you ask them to do these things. And then you watch them. And then record them, if you can record it, even just with your iPhone or your hand held phone and just record them doing it so can go back and ask them later and ask them to make a donation and you just shut up. And you watch them try to go to the process for finding your donate button and ways to support and how to help, all that stuff and then if they get frustrated and then you'll know you need to clean up that process.

Ask them to sign up your email list. Can they sign it? Can they understand? Watch them go through the whole process. Ask them to confirm it on their email and just watch them the whole process and then at the end, ask them, what did you think about that? How can we improve it? Any thoughts on that? And then do it again with couple other people and have them do the exact thing and you're gonna start to see some contentment. You're gonna start to see some areas that you can probably improve on. And you might not even know what those are until you get people to do that.

Hopefully, that answer your questions on how to deal with website. It doesn't have to be perfect. It doesn't have to be scientifically, statistically accurate and all that stuff. I like to get feedback from real people, and doing real action on the website.

Content- Design

The next section of questions we have is about design.

How do I make it look more professional? Any tips?

So one of the questions we had is how do I make this look professional any tips? How do you make the website look more professional? Well, number one thing I would say is you should probably use a designer or you should use somebody that knows how to use design because some people have an eye for that stuff, some people don't.

I'm not great designer, I can copy other people design and mix them and make a website look like them but I'm not good at coming up with a design from scratch per se, so I would often bring in a designer to do a new website design and I would build it in word press or something like that. Because I know that I don't have the eye for designing, you can really make website look amateur, if you don't have a designer.

So, I would say probably use a designer, but if you can't afford designer, at least, go with a theme or a template that has been built by a designer. So if you use word press, even if you can use dream weaver, you get HTML template or website template. Use one that designers actually build, a theme or a template cause they're gonna put all design best practices into that then don't go changing too much of it. Keep things pretty standard there. That's gonna look a lot more professional and as you go in and try your own colors and all of that stuff. So that would be my big thing.

So it's one of those things that will pay a little bit of money if you're really concerned about that professionalism then you probably want to spend a little bit more.

What kind of design attracts people most? (besides clarity, less clutter); how to get a lot of informational content without cluttering; having multiple pages with internal links.

The next question around design is What kind of design attracts people most? (besides clarity, less clutter); how to get a lot of informational content without cluttering; having multiple pages with internal links, etc.

What I would say, this really goes hand in hand with what we're just talking about on IES abroad and we also talk about in the webinar, like besties for testies, and just focusing on your most wanted response. If your focusing on your most wanted responses, you are gonna have less clutter and you will create those pathways thru website, thru your different audiences and have less clutter, it's gonna make it cleaner and that is going to attract people.

If they see the button, if a parent go to the website and they see a parent button, they feel better already, oh they know a parent coming here if I click that, I'm gonna get information that is just for parent. So I feel good now. I feel my questions are being answered and in that parent section, always have an option for them to ask further questions. If you did not find the information you needed, email us and we'll give you that information. Give them extra options. That's one way to do it. Really focusing on that most wanted response. Yes, that's number one there.

List of "top web designers"?

Another question we have there is do we have a list of top web designers? That is pretty loaded question. For one, web design is subjective. If I say that one is top designer, you might think that their designs are horrific so that's really tough to do. The other thing to say is you probably can't afford a top

web designer. A Top web designer, do website design for 20, 30, 40, 50, thousand dollars. Most of the nonprofits I worked for can't afford that. So you probably want to be looking at different places for a web designer. I wouldn't refocus on top web design.

I used to have some that I use, most of them have gone back to full time employment, I am actually looking for new web designer. I have outsourced them sometimes from different website. You can actually find a really good designer on E-lance, you can really find good designer on some different free lancing type website and these are people, some of them have full time jobs and they're doing work on side and they're actually very talented and you can get a design done for a thousand dollars instead of \$20,000.

And Angela just type in comment box, find a site you like and ask who did their design. Excellent example. You can also find a site you like and tell a designer, I want to look kinda like these but I want different colors and something change here. That's something I do a lot with my clients when I re designing their websites all day. Show me three website you like and then let's talk about what you like about them and then I can combine all those elements into a design that looks very professional. Very simple and very, very clean.

But another way to find a designer is start asking around. Ask your board if they know anyone that is a web designer. Ask your volunteers. Put this thing on your website if you're looking for volunteers to help with your web design and have people to come out as a way to give that. Instead of donating money, a we designer might want to donate their time into re doing your website. Asking that happen many, many times and they actually works out really well. So just start asking folks about, who might be a good web designer and I think you might find a really good designer out there.

Content – Design (Bonus Tip)

So Then I have another little tip here.

Dump your “slider” on the homepage!

No one really ask this specifically, but its one of my pet peeves and something that I finally I have some evidence to back up and that is sliders at top of your website, and you know what a slider is? A slider is that big graphical banner that many, many people still have at the top of their website and then automatically scrolls through these beautiful fancy pictures.

They look pretty

And people who are making website asking website re design loves sliders cause they look pretty and people who know about website and website conversion and website best practices usually hate sliders cause they don't work.

But, they do NOT work

And there's really great article that came which is a website that I follow where they actually did a study about slider and it turns out it were not as an effective as many of us feared. They just flat out don't work. So if you look at the picture right here on the right, this is what they call a key mat of the website,

and a key part is where an eye is run on a website and they do this really big study, there are hundreds of people who use website and they do eye tracking to see where they looking. And if you look on this, you'll count on how many people look at slider. A slider has almost no key on it. All the eyes went down the section here in the content. Everybody just skips over that slider and just ignore as if it wasn't there.

And there are lot of reasons for that. I believe there's banner blind where people are assuming those are advertisement, things that aren't current to them. So they are just ignoring it. They're confusing. They're sometimes opportunity choices, we talked about the most wanted response. The slider can just become very fast and causing all kinds of confusion and all that stuff and they are just not working.

The study I read on this on the lead pages.com website was in the study they did. The slider only one receive one percent click. So only one percent of the visitors actually click on it. And even worse, 89% percent of the people that did click of that 1% are, 89% of them clicked the first one and almost nobody clicked the slide 2, 3,4 and 5.

So those are all wasted and you're just wasting the number one thing website and that is that section there. That top section is your enemy, if you want to get rid of that slider, put up your most wanted responses. Put an opt in for your email right up there. Your email should be your most wanted responses cause you know when you get their email addresses, you can now follow up with them on regular basis and drive them back to your website however you want to. Just hope and pray they come back to your website. So put a donate button up there. Put an information about your event that's coming up. Something that's little bit more call to action, more of direct response, something that you want them to do.

So you really have to see to stop on that. That's gonna be my new project this year. To get people to stop doing sliders. If you want, we can talk more about it in email.

Storytelling

The next thing on content is story telling. We did talk a little bit more about story telling on the last webinar. I also do an entire webinar about storytelling, about how to better craft your story, but I will highlight some of the notions here:

Are Testimonials the same as "stories"?

Number one question is, are testimonials the same as stories? And I would say yes and no. yes cause the longer testimonial could have a story component but I think testimonial are too short really create the emotional connection that we talked about. the testimonial are great source of proof that you know what you're doing or proof that you have good services or proof you are good organization cause they usually mention. It's usually shorter so you can really get to know the person.

And what I mean on story is it really goes in depth on the background on almost individual, tell about their struggle, tell about their low point and shows their triumph of overcoming an obstacle and people really get to know that person. That's what creates that emotional connection. It can't be done in one or two paragraphs. Really good stories are told on multiple articles, on multiple emails. And so people get

to know them to read and read because they're getting so popular if the story continues to become multiple episodes, to really get to know those characters. I think stories are much powerful than testimonials.

How do you gather all of these stories?

Next question was how do you gather all of these stories? And that's a great question, how exactly do you get these stories. And I say gathering stories, is gather stories by all means necessary, anyway you can, you should be gathering stories.

Number one place to go to get good stories from your staff member. Every single of your staff member can say what your top two stories about our organization are. And I guarantee you they have their story. Ur probably one of the reason why they still work with your organization, cause of the story they have in their head. Ask your volunteers their favorite stories and start asking your clients or the people you serve, their favorite stories. It could be their stories or it could be someone else's stories that they heard of and they came to your organization in the first place. So that's another way.

Another way is the example I gave in the webinar with actually putting a form on your website, now you read one of our story, why don't you tell us your story and you may put it in our website. And just ask, right in your website, for more stories. Everywhere you go, ask more stories. You got a live event, ask people what's their favorite story. If your meeting new people, ask them what's their favorite. Get them anyway you can.

The problem is you shouldn't be collecting stories, there are tons of stories without that. The difficulty arises in trying to tell all of those stories, cause you're gonna collect so many and when you start collecting them, you're not gonna be in and that's one of the one you want to tell first then you gonna have plenty of content to put in there.

Loved the ideas about storytelling – would love to hear more about that, ways to do it, especially given how time crunched we all are (and good storytelling takes time!)

The next one is: loved the ideas about storytelling – would love to hear more about that, ways to do it, especially given how time crunched we all are (and good storytelling takes time!)

Yes, good storytelling takes time, but definitely has tricks of the trade about storytelling. I have a whole webinar that go on storytelling and I offer it at least once a year and I can do it more if people are interested on that. If you're on the email list, I would email the next one sign up. We also have a course coming up soon about website so we will send them there talking about story telling because it's so very important and it's probably the number one bet people content you could be writing on your website. You're obviously going on there, we obviously don't have time to do that here cause you know, how long it is.

Okay, and I may have just locked the connection. Okay I'm still talking guys, we can still go on the question here but I'm just showing this, let me go ahead and pause sharing and tiring to share it again. If anyone can type in the chat box there if your still hearing me there that would be great.

Okay, it looks to be back with connection and you can still hear me. So I'm gonna keep going, hopefully you guys can see what I'm sharing, but hopefully you still see it and we can just still keep going there and we can see it very differently.

No problem, Marta said. Excellent. We just have some blurt out from the internet connection there.

Content – Call to Action

The next thing we have in content thing is Call to Action.

How can you have a call to action on every page? Isn't that too much?

So we talked a lot about call to action and one of the things that I said was you just have to have a call to action on every page of your website and that gets people cause. How can you have a call to action on every page. Isn't it that too much?

And a follow up question is **how to do call to action to website without being obnoxious?**

And I think what people are talking about here is they're afraid that their call to action is gonna be like donate, donate, donate on very single page. And that's not what I mean. I mean a different call to action on all of your pages. If you have a page, a blog post of video that people just watched, ask them to like the video or ask them to vote the video up in the YouTube.

Ask them to like you on Facebook. Ask them to send the link to a friend or family member. You can ask them to do all these small little favor that doesn't have to be a big one or volunteer. And that's what I mean call to action on everything.

And the reason why we want to call of action on every page is the goal to get your user engaged. Get your visitor to be engaged to your website. To engaged to your organization. That's what creates strong relationship. That creates loyal donors, and all of that stuff. If they just read your content and not as engaged then they would not as likely to donate in long term.

So we have to do those small favors. It doesn't have to be a lot. It could be just go read that next article. Go watch that next video. If you like our video, you might like this other video. That is still a call to action. Just ask them to do something and look at your analytics. And could be charting how many people are taking those call to action and if they're not taking them how can you encourage people to take those actions more? So that's why it's so important to get people to take those actions.

And the other thing on the call to action is, you think its obnoxious to have call to action on every single pages, but it might be the visitor only see one page. They might just come to one page that they found on Google, or a friend sent them or just come up in that page and if you don't have one call to action that did it, they have not ask to do anything. They're gonna close their browser, walked away and not done anything but if you have a call to action on every page, no matter page they land on, your gonna ask them to do something that helps be in that relationship. So it's important to have it in every single page cause you don't know where somebody might answer in that relationship.

Video

So next, we have quite a few questions about video and I would be so happy to see the questions about video cause I think video is so powerful. The question I have is:

Maybe more examples of images/video clips for the website, how to organize the clips and group them for effect. Affordable ways to produce the video clip. How long should the perfect piece be?

Maybe this could be a follow up.

I agree!

And I totally agree, that this is just follow up, that's way to cover to a webinar so I do sessions all around video. I talked about how to start a video. I also have do about a visual story telling using a video and social media which is a nice session as well. Talked about social media to get videos and get people to look at social media and like and put up together there.

Another topic where do I complete webinars and trainings. Make sure you are on our list to be notified when they happen.

So those are things we're gonna be talking about. So you definitely want to be in there but I'm not gonna leave you empty handed on this video.

Video – Quickfire

So I'm gonna do a real quick video quick-fire here. There were a lot of questions that came in on the video that I can answer very quickly and we'll get a bug down in whole separate webinar.

We have a great video. Where should it go on our site? Can it replace my content?

So the first one, is we have a great video. Where should it go on our site? Can it replace my content? Now I think we answer this one live on the call. So we had definitely had an answer there but I want to address again because I think it's so important. A video is just one keys of your content. You should put it in multiple places on your website.

I would have a page that got all of your videos in it. So people are interested to watch your videos, they're bred at work they don't want to do something, they can go to your video page and they can watch six or seven videos. So that's one place you want to put your videos, so sort of video wall, video page that can find them off.

Another place is where to put video on your blog, you want to do a new blog post? You want to do a new video? You want to say hey, here's out new video, we'd love to get your keys on it, please share it to friends and family and then play the video. You can also put your video on social media if you want to, I prefer to talk about video on social media and drive them back to the website to watch it but you can put it back to the social media if you want it. So it shouldn't replace your content, I think it should be an enhancement to your content.

And another thing you can do is I'm gonna be doing a webinar right here, I'm gonna be recording this video right now or this webinar right now then I'm gonna have someone transcribed it and you can transcribed your video relatively inexpensively, you don't have to have a staff person to do it. you can

have relatively inexpensively transcribed a video on E-lance and fiber or stuff like that. And once it's transcribed, you can actually put that text on the page below the video, that way, people prefer reading they can read it, and so if they want to watch the video they can watch it, also helps you in your search engine optimization. So Google is trying to be able to hold content out of the video and rank things based on that but they're not perfect out of it yet. If there's text on the page, it's easier for Google to figure what that page is all about, and more likely that can rank it higher. And that's another thing you can do with video there.

Do we need a written agreement to post videos on our website?

The next question is do we need a written agreement to post videos on our website? And I think what they mean about that is do they need a disclaimer on the individual in your videos and I will say, I'm not a lawyer so I can't give a legal opinion on this but I would say as a layman, I would say yes, you should have video releases if your using people in your video.

That just to say you want to ask that question to attorney or staff attorney or someone in your board that might be attorney or something. That just to make sure what would be a good video weaver but I think its better safe to have face that's identifiable, waiver is a good idea. If you do a crowd shot, you usually don't need a waver or something like that but like I said, check out your attorney, I'm not an attorney but I think it's usually a good idea.

Next question is what video length is optimal?

And that is really good question. I have two answers for that. It depends, of course, and I will talk about what are those it depends at in a moment. And the second answer is right about two minutes. And where we think the two minute link from is looking at YouTube data. YouTube Track data at all f the videos on your website and what they have found is right about the two minute mark, very quickly and turning the video off and all of the cut video, is 30 second to a minute.

Things that of that nature are the ones that go viral, usually don't see 22 minute video going viral. I think it's lot to watch for video. Right about two minutes, is what you can do, we have a longer video you can break it up in smaller chunks, and right now we have three different videos of two minutes each. Six minute story or something like that. You can draft them out over emails, you can drift them out over your blog, you can actually have more content, and just one video.

However, there are certain types of video that can be longer. One training type of video can be longer. Obviously, I'm doing a webinar right now, gonna be recorded in an hour long, people will watch the recording, there's training content and you know you can't get all of website best practices in two minutes. That would be a very fast video, and you probably won't learn that much, so there are reasons to have longer video n training. If you're playing a video on live audience, it can generally be longer as well.

If you're having a live event, and have like a video of annual report you want to share, you can make that ten minute long because people are used to audience and watching longer videos. This is our two hour movies so people are engaging so it depends on button so it's generally want to stick around two minutes on video. And this comes up on couple of people.

What's the best way to add video to website?

How exactly do I add video to my website. My suggestion usually there is to start with YouTube. YouTube is a fabulous product, it's very easy to use. It's very easy to get things to get on your website. Even more, it's also great for nonprofit. You may not know but Google actually own YouTube, they bought YouTube, or why they rank video so highly.

Another reason I love to use YouTube is the goggle rank them highly cause they like to rank their own content, but goggle has a nonprofit , got this URL on the page, so if you have this slide on nonprofit program, I highly recommend you do that now. I recommend you all kinds of extra free additional services that general public get, those are left to pay for these additional services.

One of which is get premium YouTube channel which means you get a lot more options to customize it to your brand to uploading colors, and logos and all of that stuff. You can do all kinds of things to your YouTube channels that most people don't have to do. And once you have YouTube channel, you can upload your videos to YouTube, and this could be a video, that is professional done that was just recorded on your iPhone, download it t YouTube, and once you upload it you get a little button here which is the embed button, you click on that, you grab this code and all you do is copy and paste that to your website and your video will show up there. YouTube does the hosting, YouTube takes care of everything. They track how many people view it, they track their user set and all of that stuff. And all you have to do is copy and paste that code. If you know how to do that, you can just copy and paste and give that code do the web person and the can put it to the web page. So I highly recommend you using YouTube, one of the easiest ways to use video, it's free and simple to use and they have great easy to use videos on how to do it all that stuff. So it's good place to start.

Technology - CMS

Next series of questions we have is about technology and the first set is all about CMS or content management system. And a lot of people get interested that I said I like word press better than Drupal . so we have question like:

What's good web management platform? WordPress or Drupal?

What's good CMS platform to build your website on? Drupal or WordPress?

Why do you like WP over Drupal?

So I have worked with many clients that have used all kinds of content management system. WordPress, Drupal, Joomla, Weebly, all kinds of system they're designer created or something like that and I keep coming back to WordPress as my standard for couple of reasons. One, it's super powerful, I can just get anything done using Plugin, then using some more of the advanced feature and also easy for my clients to use. Easy for them to learn how to add to their own content.

How to add video to their own blog post. Add their own blog post. Do some of that basic website maintenance. It's easy enough for them to, Drupal is more complicated, Joomla is more complicated, and it doesn't seem wonderful for client's. Most of the clients have become frustrated with Drupal or

Joomla and move on WordPress and almost of them have been happy to have moved off those platforms to WordPress.

So that's just my personal opinion, that's my personal experience.

Now Drupal and Joomla can be super powerful, and can run huge website, and very complicated content management and all that stuff. Most of the clients I worked with don't need that, so Drupal really is more complicated than WordPress.

SO also I say there's new player in the market that I just started to test, I cant give them a whole recommendation yet cause I did not use them yet and it's called MorWeb and if you're interested on that, let me know, it's very visual, it's very click dragging, no coding or any of that. It's super powerful, it's automatically mobile responsive but this one involves a monthly fee. They have their standard fee of 40 dollars per month. That covers your hosting as well so it seem to be very reasonable. They're looking at the new website, if you're looking at website re design, email me, I will let you know, if MorWeb passed the test and makes it to the next level and I can introduced you to the folks over there. I maybe joining a partnership program and there maybe some discounts involved in there, I'm not sure. So email me on that.

We got a great question coming from Marta and that is what are your opinions of Weebly? You know I didn't know about Weebly until a year and half ago when I had a client in the board that uses Weebly, and the first I got is like I don't abut these things and you know what, Weebly was okay. It was pretty straightforward, easy for my client to add content. I also founds some ways to get in tehre and ask to back in if I want to add some things that can be really used for a free option, Weebly is okay.

There's a whole bunch of new players coming into that market so I would rather do Weebly which is free and you use for your website and then use Facebook for your website for sure. Then I'd rather use Weebly than just proprietorship that designer built and they hold you hostage cause you have to log in to their system in order to make updates to their website.

So id' rather use something like Weebly, and like I said, my clients used it and it seem fairly good. I didn't use it that much but you know.

Marcus Cooper said I find it a lot like doing PowerPoint. Yes, Weebly is a very visual powerful editor. That's what I like about MorWeb, same model, very visual, just drag things around the screen, you don't have to use code and all that stuff. And then Weebly is a great option and should put on the slide here. Thank you for mentioning that, Marcus. It's weebly.com kind of free account and of course, you can add things if you want.

So let's go ahead, we're running out of time, I don't want to keep you guys much longer.

Technology – Share Buttons

Someone said:

I don't know how to code "share buttons"?

Options out there:

- www.addthis.com

- www.mashable.com/2011/03/11/add-social-sharing-buttons/

What would be the best WordPress Plugins for social sharing/share buttons?

Most have good themes have this build in.

Other options need to research

- *Google Search*
- *DiggDigg, ShareThis, AddThis and Shareaholic*

Got couple resources here on the screen, they're be able to download the slide, will send them once we're done here. Basically, www.addthis.com is one way you can add share button to your website and there's also an article in mashable.com talking about how to add social sharing buttons to your website. So I'll give you that as well.

there's a lot out there, the one I used in the past are DiggDigg, ShareThis, AddThis and Shareaholic. So can go this for review and which one is much better. So there are definitely resources for you to do that so just go to those links.

Technology – Online Donations

The next one is online donations, again, this is a huge question and a huge area and also very difficult for me to answer without knowing more about your organization.

so the questions were:

Suggestions for online donation company?

I would have liked to have learned more about online donation pages; we've been struggling with ours a lot and it would have been interesting to hear more about that.

What do you think of Square Space?

You know people will say, like oh, I don't have my checkbook, that's okay, we got a square space right here, just give me your credit card and we can make your donation right now. so you can take that excuse out of there cause it's really easy for people to buy things at live events.

So what a square space or PayPal is a little thing you plug in to your phone or your tablet and you can take credit card right there and you can swipe in to your phone. So that's amazing technology and makes it very easy. I'm a big fan of live event and things of that nature.

Technology - Other

More technology questions:

What is the best way to develop a site map for your website?

- *WordPress – SEO by Yoast (sitemap plus SEO)*
- *Other sites – xml-sitemaps.com*

And if you don't know what a site map is. A site map is a document that humans don't go and look at but search engines go to look at to find out what is all the content on your website. So Google will send a little robot to your website and looks for a sitemap.

Excuse, can just have quick water break. Sorry about that.

So Google comes to your website and the first thing they look for site map. When they see sitemap, they can quickly see pages in the website, what the titles of them are and they can go sort them and see what the content on those pages. If that doesn't kind of site map, it can start clicking links randomly and just find all the content, and probably not gonna find all the content, and you're just gonna get and might not be able to complete it. A sitemap is a great way to show search engine on what you have on your site and there's two ways to do it. if you use word press, there's a plug in you can probably add in and it will automatically create a sitemap for you. One of those is the SEO plug in and we use SEO by Yoast and that create a sitemap as well as add-in some additional SEO features that is very powerful. A super powerful plug in. I highly recommend that.

If you don't have WordPress website, you can go to xml-sitemaps.com and they will help you build a sitemap to add to your website right there. So that's a great resource there.

Another one:

How do we get our domain name on wix.com?

- *Great example of using Google*
- *Search "add our domain name on wix.com"*

And I would say I did not hear about wix.com. I've heard about it before but I was able to find the answer. How did I find the answer about this? It's a great example from using goggle. All I did was took the question, literally, I just copy it and pasted it on Google and I got search result from Wix.com and how to add your domain into Wix.com account and there's a video there n how to do it. and it's one of those things, if you are asking, these questions, always think that Google somewhere answer that questions in Google and most likely, they will upload that video as well.

One of the clients called me and say he got a question and hold n a second and just type in Google what their question was and we can have link send them right away. All of the Google result got good information there. Hopefully, I'll find some of my articles searches of this questions. Also some of my videos, anyway, you'll find good information out there doing that. So there is that, just go search add our domain name on wix.com and you'll find it.

Technology - Mobile

Next thing is mobile. We just had done this on the very end of the last webinar, and I did mentioned that 2014 is seems to be the year that you need to think about mobile. This is the year that everybody is saying mobile traffic will outdistance desktop computer. People are surfing on their mobile devices, phones and tablets tan on regular computer. Which is if you are not ready for mobile, we should be kind of scary thoughts for you. You should be start to think how to get your website mobile friendly. I do talk about that when I talk more about website. Couple things I would say, is some couple questions, one is:

With “responsive design” will items appear in the same location regardless of the device?

Responsive design means the website changes size, changes width base on the device that you’re using. The iPhone is thin and narrow vs a computer, a full size computer shows it large and things don’t stay in the same location. Well actually move around depending on what they want and that might not be ideal for people to re-design. It is ideal to get people to consume and read your content. And remember, ‘m a big proponent on using ability and focus on getting the content on my viewer.

Design is not really as important as that. Number one job is should be getting the content. And someone pulls out their iPhone and your website looks really pretty but they can’t read it because it’s so small but that iPhone icon is on upper right hand corner where you wanted it, they’re not going to read that. So you want things to move around and have the content move around based on device. So that’s a responsive design does for you.

And so yea, it will move around, but I think that actually a good thing.

The next question we had is:

What if you need to become mobile friendly immediately for an upcoming event? No time to do a thorough audit and rewrite. Thoughts?

There are some services out there that helps you to get mobile website very quickly. Some of the basic ones are free, some of the other ones have to pay money for but basically they all have to go and scrape your website, pull of the content to your website, and put it in mobile friendly template and it would help visitors on the desktop website.

Couple of online services that I know:

Services out there:

- *Dudamobile.com*
- *Mobelio.com*
- *Your host may have a solution build in.* if you go to your webhost, and just tell them to make a mobile site and they might have a services in there that is called GoMobi. And GoMobi is usually free and most hosting account have used blue host or one of those big host that probably end up on that as well. find ways to make it really quickly.
- *Search Google*

That would get you mobile friendly really quickly, they’re not usually good looking =, not usually as pretty but at least it would get you up mobile immediately and if there’s a WordPress website, you can actually get your website mobile friendly in one or two ways. One is there’s plug in that can make your website mobile friendly, one of them is called “wp-touch” and that can make your website go mobile friendly right away but not so pretty and there’s also ones that just adding a theme to your website. So re-doing your themes and picking a theme that is mobile friendly or responsive would be good to do that.

We’re almost done here, we might go a little bit, I kind of schedule this to one or 2:30.

Other topics

A couple of random topics that came in is, one:

How to advertise and sell a product line such as t-shirts or gear for fundraising?

And that is an excellent question because you know what, it's not that different to get try people to get to donate to your organization so will be totally honest with you. I need a new t-shirt and this t-shirt is really good and how good is my nonprofit. That's not probably they're gonna do cause they gonna go to this website and buy that t-shirt with all the funny saying on it.

So your probably not really gonna get people to buy t-shirts if they're looking for t-shirts. U probably better off focusing on getting people to support your organization. People that care about your cause, people that care about your mission and buy you t-shirt and if you think about that, that's what Tom Shoes. Tom Shoes is just trying to sell people shoes and shoe market is flooded and there's so many people try to associate but they went to social way about it. If you want shoes and if you want to help in third world countries, then you can get shoes to buy Tom Shoes. So why not do that in some of your merchandise.

Talk about your mission, talk about what you do, why you do it, and all of that stuff. And maybe use your merchandise as an upsell to the donation and as they're ready to donate, would you like to buy this t-shirt for extra \$50 or something like that. Or an extra \$50. We can also increase your average donation that way as well. you can also say whoever gonna donate over a hundred dollar is gonna get a free t-shirt and that could increase your advertisement fifty hours ago. And say, you know what, I kind need a new t-shirt so it's pretty so let me took a hundred dollar and get a t0-shirt out of it. so those are the ways that you should be thinking about your merchandise and getting people to do that and you can even do if you by 3 t-shirts, we'll give you a free t-shirt or something like that. So I think there's a lot of different tools to tell stories the reason why they should be supporting it all of that sort of stuff.

How to better engage volunteers?

Also I have question on how to better engage volunteers? And I would say volunteer management. Volunteer everything, it's not really my forte but I do have a colleague that I work with. We do training together, we worked together a number of time and that is Mary Beth Harrington and we have her URL here to get in contact with her. Could be a LinkedIn or her website:

www.linkedin.com/in/marybethharrington

www.mbharrington501c3.com

She is a master of volunteer. She have been doing volunteer management and thing o that nature for years and years and years both up in Dallas and San Antonio and Texas. She's travelling now teaching volunteer management and those types of topic so I highly recommend reaching out for her if you need ways to engage with volunteers and I know she does couple of webinar and we do couple of webinars together and one of them is about volunteer management so I would let you know a bit that as well.

And finally, the last question we have is:

Any advice for integrating membership management sites?

Now, I don't really know what mean integrating membership management sites. I don't do a lot of membership management site, I've done a few of them and I would say what you want to do is you

want to explore membership management sites the way you want to do with others. And I have very specific way to look at software purchases. One is peer reviews, asking your colleagues, what system they use, looking at online reviews as well, I definitely get personal reviews that I know, cause online reviews you know, people only write online review if they love it or hate it.

Nobody wants to write review because they're in the middle and they just want to give random thoughts, I like the appearance of the review. I also want to make sure that they have nonprofit experience for they understand where nonprofits are coming from. And so I would do all those things, if you need more than that, like I said, it's not really my forte, I could definitely share resources and get you in touch with someone that can tell you membership management and stuff and interested in that.

And finally, that's it. We're down to the live Q and A. I will open up the line here in the moment. If you have additional question that I did not answer, please type them in the chat box, I will also open the phone line in a second and like I said, I recorded this webinar, I'm gonna be rendering recording, I'm gonna have somebody transcribed the recording into text and so I would be posting all of those on Monday of next week, so I would send you an email once I have those ready for download.

I highly recommend you sign up for our email list right there. You can see it on the screen there. There you can sign up for either option that you want to right there and I'm gonna go ahead and open it up to question. If you have a question, just type in to the chat box and I also open up the phone line right now so if somebody is interested on that, here we go, start.

You are now unmuted. Okay, everybody is now unmuted, so if someone has question, feel free to speak. Wow, that's a big feedback there. You are now muted. Alright, sorry guys had to mute that again, there was like an aircraft carrier landing happening there on someone's line so I had to mute that again. If you got questions, please type in to the chat box instead of opening up the line, that didn't goes every well. Hopefully, I answered all of your question, if you have additional questions, you can email them to me. I got email address right there on the screen (rich@nonprofitrd.com). That's my direct email, that goes right to my inbox so I will respond back to you there and I can add it as a note to the recording and that's all.

I will let you guys go. It's 2:03, I went couple of minutes over there, sorry about that. Thank you very much for coming out and hopefully that answers all your questions. I'm gonna go ahead and stop the recording.

Please let us know if you have any additional questions – just email me at rich@nonprofitrd.com

Check out the video recording on our site – www.nonprofitrd.com/website-qa

We also suggest making sure you are on our email list so you don't miss any of our upcoming trainings, workshops or courses: www.nonprofitrd.com/email

