Effective Online Donation Strategies

Overview

People want to give, and as a nonprofit, one of your main jobs is to give them a good reason to give to you. In this hour-long webinar we'll cover the basics of what makes for a solid online donation experience, opportunities to delight your donors, and ways to generally build better donor relationships.

Webinar
Effective Online Donation Strategies with John Coleman from DXLabs
https://vimeo.com/238998386
Date: October 10, 2017

In this webinar you'll learn:

❑ How to remove the "friction" from the online donation process.

❑ How to consider mobile donations.

❑ How to craft your entire online donation process, from lead-in to follow-up.

Presenters
John Coleman, DXLabs
John Coleman has nearly 20 years experience designing and building for the web, with an emphasis on user experience (UX) design and usability. Through his website, DXLabs (https://dxlabs.org), John provides consulting for non-profits to help them form better, more meaningful relationships with their donors, which in turn increases donations and donor engagement.

Resources needed
1. Computer. We recommend you download the webinar onto the desktop so that you aren't relying on the Internet.
2. Projector/screen or HD television.
3. Handouts - Discussion Guide, Effective Online Donor Strategies

Effective Online Donor Strategies

Discussion Guide

Key questions
- ❑ What is a donor experience?
- ❑ How do you treat donors like partners?
- ❑ How do you invite people to join in online?
- ❑ What's your story?

Clips of video

03:29– 05:14 – What are we talking about?
John talks about restructuring communication and fostering relationships with donors instead of creating a transactional relationship. The service your organization provides to the community is a gift to the donor.
- What is a donor experience?
- How do you invite people to join in?
- Do you treat donors like partners or customers?

05:15-10:47– What's your story?
John talks about building a story structure for your website. Branding is experiential and often brands are emotional and logical.
- Do donors know what you do?
- What does your website, email, and social media say about your organization?
- How are people looking at your website on an emotional and logical access? Where do your donors fit on that spectrum?
- Does the story of your website have a beginning, middle, and an end?

10:47-17:24 – Donor experience as a story too
John discusses the donor experience as a story with a beginning, middle, and an end.
- *What sort of things are you doing to inspire your audience?*
- *How is donating the next logical step?*
- *How do you make the donation process easy?*
- *How do you connect the dots?*
- *How do you continue to build the relationship after the donation? How do you stay in touch?*

17:24-22:30 – How to tell stories
John discusses the difference between a passive voice and speaking in an active voice. Websites content borrow more from newspapers than novels. We don't want mystery; we want someone to sum up our story.
- What are examples of passive voice?
- What are examples of active voice?
- Does your website reflect your mission and purpose?
- Have you done a focus group with your audience and strangers and asked them to review your website?

22:30-29:11– Inspire, not just inform
John talks about the power of inspiring and not just informing. You want people to walk away from your website remembering a line or two about your organization.
- How are you telling your story?
- Are you being direct? Compelling?
- How do you inspire and motivate?

29:11-46:50– During the donation and life after the donation
John talks about what happens when the user finally hits the donation button. We are trying to get users to say "Yes, I will donate," so make it as easy as possible. He explains how to complete the donation circle and make the donor feel like they are part of your team and are making a difference.
- Are you creating effective forms and reducing friction?
- Is there a smooth integration?
- How are you showing what donations mean for your organization?
- How do you bring closure to the donation experience?
- What are immediate and medium-term actions?

46:50-49:06 - Summing Up
John summarizes it all with these key pieces of advice:
- Are you inspiring and motivating?
- Be direct. What change can you actually create?
- Lead with your best pitch.
- Donate button should be the next logical step.
- Keep in touch, continue to deepen relationships.

Actions to take the next step
- ❑ Make a list of what information in this video is important and begin a dialogue about the design and content of your website and discuss with your organization. Does the website reflect your mission statement?
- ❑ Review your website with your audience/strangers and make a list of what possible changes your organization will need to make. Consider taking a course on storytelling.

Resources for further information
Website: www.dxlabs.org