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## Online Donation Strategies for Non-Profit Organizations

Are you getting all that you can from your website? Is your website capturing volunteer contact information so you can send updates and requests for special needs? Do you utilize online donation tools? Are your online donation tools creating online donations? Is your website easy to navigate? Have you tried other fundraising efforts such as online auctions? When someone searches for your services over the Internet, can they easily find them?

In 2006, the median average online gift was \$57,  
in contrast to a \$33 average gift through all other sources

Below are some internet strategies that are proven to increase online donations, volunteer activity, and community involvement.

**Local Search:** Does your NGO offer services to the local community? If so, has your website been optimized to rank highly in search engines? For example, if someone is looking for an animal shelter, and they Google "animal shelters Pittsburgh", they can easily find local animal shelter agencies. Likewise, if someone wants to volunteer to read to children, they might type "Reading Programs for Kids Volunteer Pittsburgh". *Where does your website rank for your "keywords"?*

**Analytics:** Who is coming to your website and when? What do they click on once they get there? Did you know you can monitor your website traffic so you will know which keywords drive visitors to your site, where they are, and what they are viewing? *Would knowing who comes to your site help you better solicit funding from donors?*

**"Donate Now" Buttons:** Who gives money to your organization? Probably a mix of volunteers, program recipients, board members, foundation and corporate program officers, as well as solicited donors, will donate to your organization. Make it easy for them by placing online donation buttons on your website. Some services are inexpensive to set up and are well worth the time. Using an overall Internet Marketing Strategy, such as Email Newsletters, pay per click advertising, and online auctions can also increase the likelihood of online donations. *How much money could you be receiving through online donations?*

**Online Auctions:** A great way to raise money for special needs or programs. It works just like a regular auction, except you don't have to worry about getting space or getting everyone to go at one-time. It's online and your members, volunteers, or community can shop from home or work! *Could you increase your donations through an online auction?*

**Online Forms, Surveys, and Contests:** Do you collect volunteer contact information so you can keep in touch with them and further engage them in your services and programs? Do you use surveys to gauge your volunteers' or program recipients' thoughts on certain subjects or about your organization? Surveys and statistics get people interested in your cause. Contests are also a very engaging method of attracting people back to your website. *Would forms, surveys, and contests help raise awareness and encourage involvement in your organization?*

**Email Marketing:** Most volunteers get frustrated because of the lack of communication they receive from non-profits about when and where volunteers are needed. Keep them informed of your programs and their contributions to the success of your organization so these volunteers will become more involved and active. *Would email marketing be an effective tool to organize your volunteer needs?*

**Website Design & Functionality:** Your website should speak to three types of audiences: the community and the people you serve, donors, and volunteers. Is your website giving the information each of these different audiences need? Are they easily able to find what they are looking for? Is the written content on your website grabbing their attention and is it effective in getting a response? ClicksToMySite.com can help you make the most of your website through a comprehensive approach. *Would a more effective website help your organization make a better case for its cause?*

ClicksToMySite.com can give you a **FREE** consultation and web analysis on how your organization can best use online tools to attract donors and engage your community. Call us at 1-877-598-6454.

