



# FIVE FACTS:

## WHAT CONSTITUENTS WANT IN A NONPROFIT

### Firespring understands the critical role your website plays in engaging and mobilizing advocates.

In partnership with 17 nonprofit organizations, we surveyed 468 constituents to explore what factors are most important in ensuring their online satisfaction.

What we found is that it's now more important than ever to gain intelligence on how to use the website to reduce costs, generate donations, increase revenue, build loyalty and promote positive word-of-mouth. As giving from individuals, corporations and foundations tightens, nonprofits must decide how to allocate budgets so they can continue to affect change for the good of those they serve.

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## Concise & Compelling Content

Constituents want nonprofits to explain the results they are holding themselves accountable to and how they plan to achieve those results.

- 82% of respondents felt that Programs & Services content was either very important or extremely important.
- 70% said current Goals & Objectives content was either very important or extremely important.
- 69% said content concerning how donations are used was either very important or extremely important.
- 56% felt that stories about the organization's work were either very important or extremely important.

#### IMPLICATION

Content that conveys your organization's impact is especially important in an era of declining resources. Above all, explicitly state your organization's intended impact and how you plan to accomplish those outcomes. Create a framework for engaging your constituents in transparent discussions.

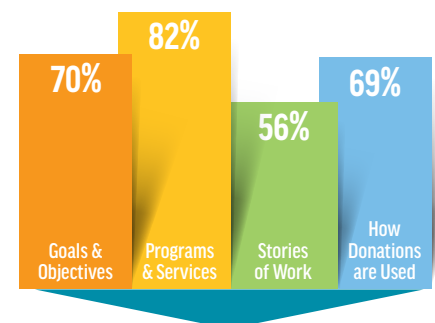
#### METHODOLOGY

Firespring facilitated 468 online surveys with constituents of 17 nonprofit organizations. The margin of error for the entire sample was +/- 4.9 points.

#### WANT TO LEARN MORE?

*Firespring.org provides educational webinars, trainings and published reports designed to teach nonprofits like yours how to get the most from their marketing and fundraising efforts. Register online at [firespring.org/webinars](http://firespring.org/webinars).*

*Constituents are most interested in content that explains your organization's ability to affect positive change.*



*Types of content marked 'extremely' or 'very' important by constituents surveyed.*

## 2 Attention-Grabbing Design

Use a clean, professional design that is consistent with the message and culture of your organization.

- 91% of respondents felt photos that grab your attention and tell a story were appealing, very appealing or extremely appealing at 24%, 35% and 32%, respectively.
- 68% said dark text on a light background was either appealing or very appealing.

IMPLICATION

*Visitors like to see pictures of people that are being helped through their donations or volunteer efforts. By including photos of the people benefiting from the work of the organization, it will provide a much more personal experience for website visitors.*

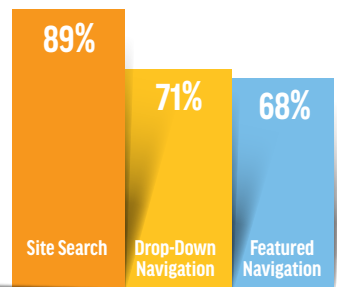
## 3 User-Friendly Structure

Constituents want an organized site structure that helps them navigate to find information quickly.

- 89% of respondents felt a site search tool was useful, very useful or extremely useful at 31%, 32% and 26%, respectively.
- 71% found drop-down navigation either very useful or extremely useful.
- 68% said featured navigation (donate now, for example) was either very useful or extremely useful.

**Provide at least three navigation options on your website.**

Website tools marked 'very' or 'extremely' useful by constituents surveyed.



IMPLICATION

*Provide at least three navigation options on your website. The easier it is to navigate throughout a site, the more likely it is that people will stay long enough to donate or volunteer and continue to come back.*

## 4 Useful Functionality

Provide useful tools that make it easy for constituents to interact with your organization.

- 84% of respondents felt that the ability to register for an event was either very useful or extremely useful.
- 71% of respondents said that the ability to sign up to receive email updates and newsletters was either very useful or extremely useful.
- 68% said that the ability to sign up to volunteer was either very

IMPLICATION

*Organizations that provide useful tools on their website are positioned to build meaningful and sustainable connections with their supporters.*

## 5 Strong Vitality

Continuously update your website with news about your organization and cause. People who are interested will come back on a regular basis (or subscribe via RSS).

- 66% said that in order for content to be relevant, your website must be updated at least once a week.

IMPLICATION

*Frequently updated content increases your search engine visibility. This makes it easier for people actively seeking information about the organization to find your website.*