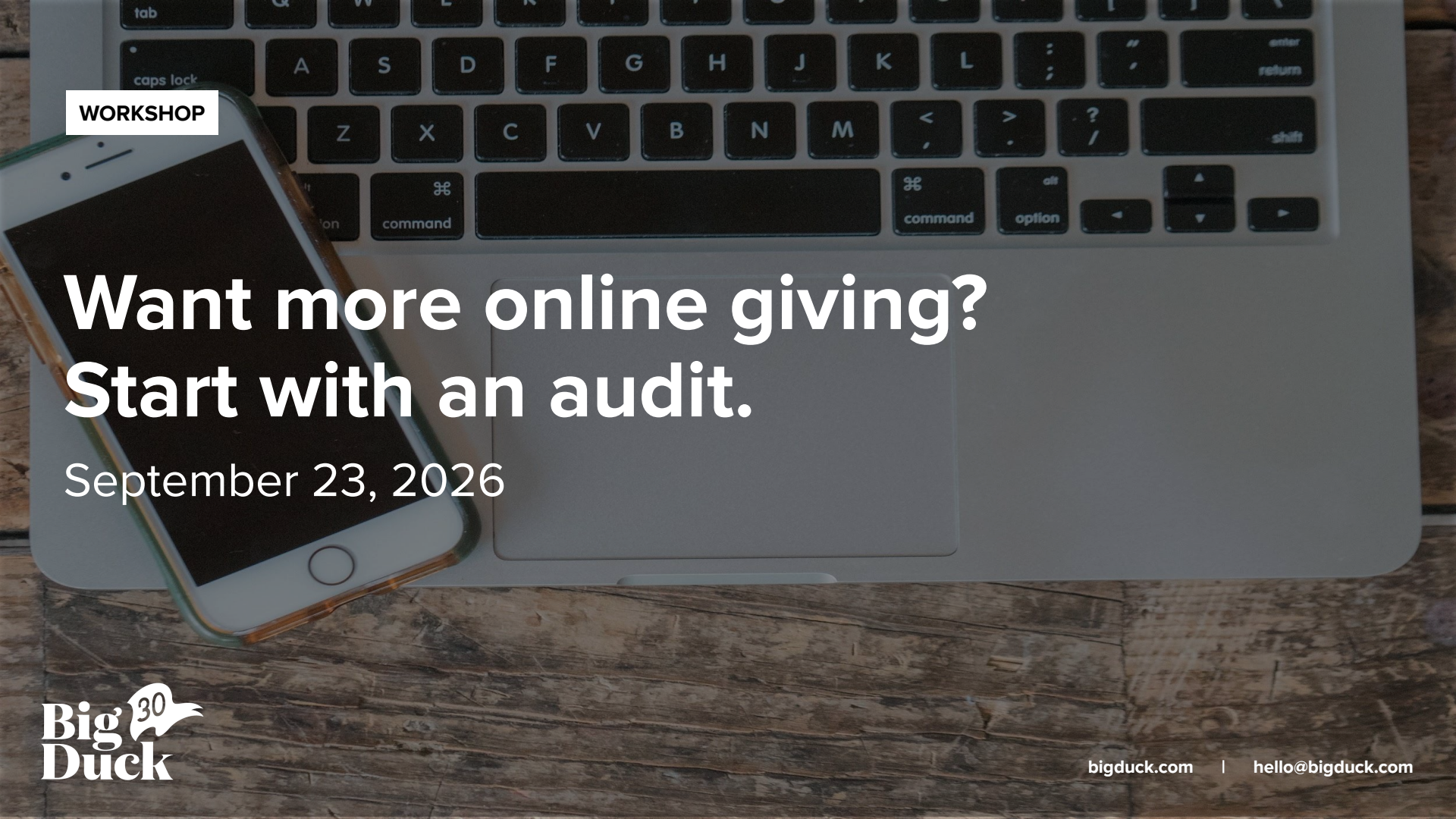


The background of the slide is a photograph of a laptop keyboard and a smartphone resting on a wooden surface. The laptop is silver with a black keyboard. The smartphone is white with a gold-colored case. The text is overlaid on this image.

WORKSHOP

Want more online giving? Start with an audit.

September 23, 2026





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HELPING YOU **FOCUS** ON WHAT MATTERS **MOST**.





Farra Trompeter

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Big Duck 30

Let's get to know each other. Chat in one line:

- ❏ Your name + org name
- ❏ Location
- ❏ How would you describe your online giving experience in one word?

Farra Trompeter, Big Duck, Brooklyn, NY, “inspiring”

Who are your donors?
Why does communications matter?

You are losing half of your donors

For every ten people who gave to you last year, fewer than five gave again. Everything you build on top of acquisition is being poured into a leaky container.

81%

of first-time donors never give a second gift

4.5%

year-over-year decline in total donor numbers

8.8%

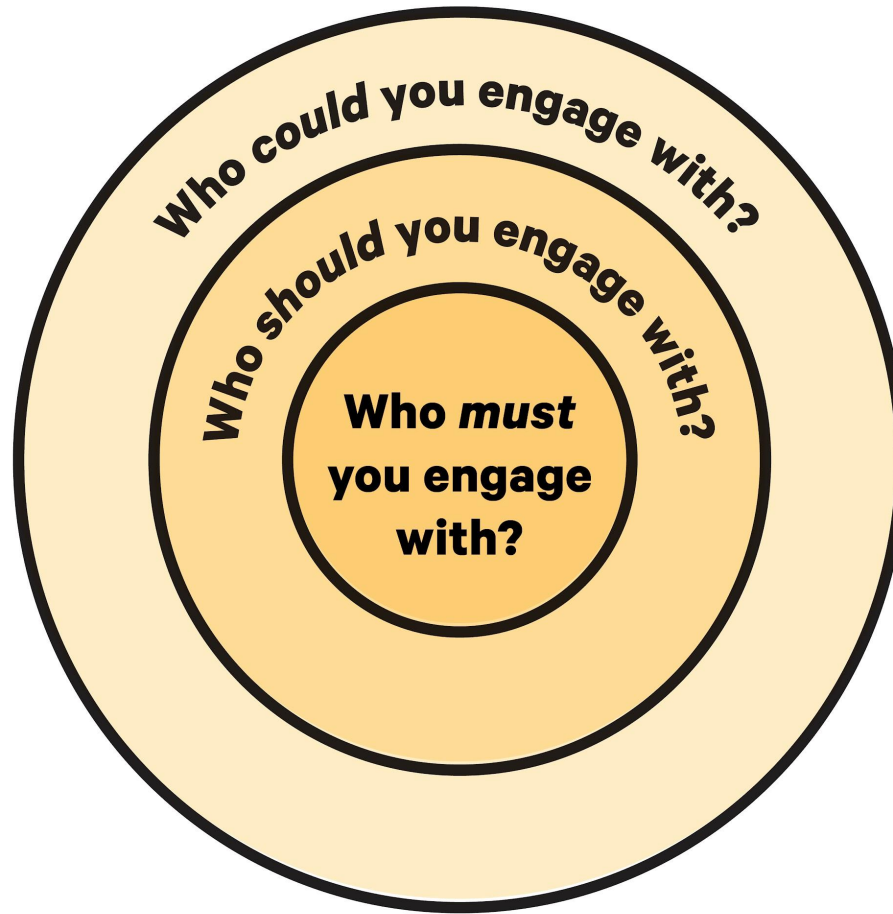
drop in donors giving under \$100

Many donors leave because of problems that better communication can address.

- Poor service or communication: 18%
- Never thanked for donating: 13%
- No memory of supporting: 9%
- No information on how \$\$ was used: 8%
- Thought the org didn't need them: 5%

Strong donor communications must...

- **Inspire** donors to support your organization with content about your vision.
- **Inform** donors by speaking with one consistent voice, rooted in the right details, throughout campaigns.
- **Reassure** donors you'll spend their money wisely.





Quick poll

**Which channels are the best for reaching your donors?
(select up to two)**

- ☐ Email
- ☐ Website
- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ TikTok
- ☐ Events (virtual or in-person)
- ☐ Mail
- ☐ Not sure/Something else

**How well do your digital platforms
engage donors?**

Donors and prospects experience your brand and organization across multiple digital touchpoints.

Start by understanding where you are and what you have.

Discover

Understand

Trust

Act

Stay
connected

Why audit your online giving experience?

- Your website, email, and social channels are often the first places people find your organization.
- Donors may interact with several of these before—and after—making a gift.
- Small points of friction can make it harder for people to act.
- A good donation experience doesn't end when someone clicks "Give."

**Four eyes
are better than two.**



Is it clear what you are about?

- Can I understand your mission quickly?
- Is it clear who you serve?
- Can I tell why your work matters?
- Does your social bio communicate the same thing?
- If I landed here without knowing you, would I understand what you do?

Is your content up-to-date?

- Are you featuring an old event on your homepage?
- Is the “Latest News” featuring outdated content?
- Is your staff and board list current?
- Are you promoting campaigns that have since wrapped up?
- Do auto-emails come from people who still work there?

How easy is it to sign up for your list?

- Can I find your email sign-up on your homepage?
- Is your email sign-up visible in your footer or on every page?
- Can I find how to get involved through your navigation?
- Do you have a link via social profiles?
- Are you capturing emails and cell #s on all event sign-ups and contact forms?

How easy is it to give?

- Is your donation button prominent?
- Is giving in the navigation?
- Are there calls to act throughout the site?
- How many clicks does it take me to get to the donation page?
- Is the form simple or complicated?
- How many payment options are available?
- Can I make a recurring or tribute gift?



Chat in

How is your giving experience?

- Take one minute and go to your website from your phone.
- Pretend you've never heard of your org.
- Find where you would give.
- Make a \$5 donation.

Where do you hesitate?

What else do you notice?

Is the reason to donate clear?

- Is your donation page clear, concise, and compelling?
- Does it explain:
 - What you do?
 - Why it matters?
 - Why now?
 - What someone's gift helps make possible?

A good online ask is CLEAR.

- **Cause:**
 - What are you supporting?
- **Language:**
 - Can I understand it?
- **Emotion:**
 - Why should I care?
- **Action:**
 - What do you want me to do?
- **Reassurance:**
 - What happens with my gift?



Did you thank me after I gave?

- What does a donor see immediately after giving?
- What arrives in their inbox?
- Does it sound like it was written by a human or feel generic?
- Does it acknowledge what the donor did and offer appreciation?
- Does it tell the donor what happens next?
- Does it invite the donor deeper into the organization?

Who can donors contact with questions?

- Is it easy to find a real-life person?
- What contact information is on giving pages?
- Are staff names* featured for donor services or questions?
- How or who do I ask to update my personal information?

What else do your donors and prospects want to know?

- What questions are donors asking?
- Where are people dropping off?
- What are people searching for?
- What information does your development team repeatedly explain?
- What would make someone feel more confident giving?
- What would make a first-time donor want to come back?

Can people find you on social media?

- Can one find your social profiles via your website?
- Can one find your social profiles via your email updates or newsletter?
- Can one find your website from your social profiles?
- Can one find your donate page from your social profiles?
- Can one sign up for your emails via your social profiles?



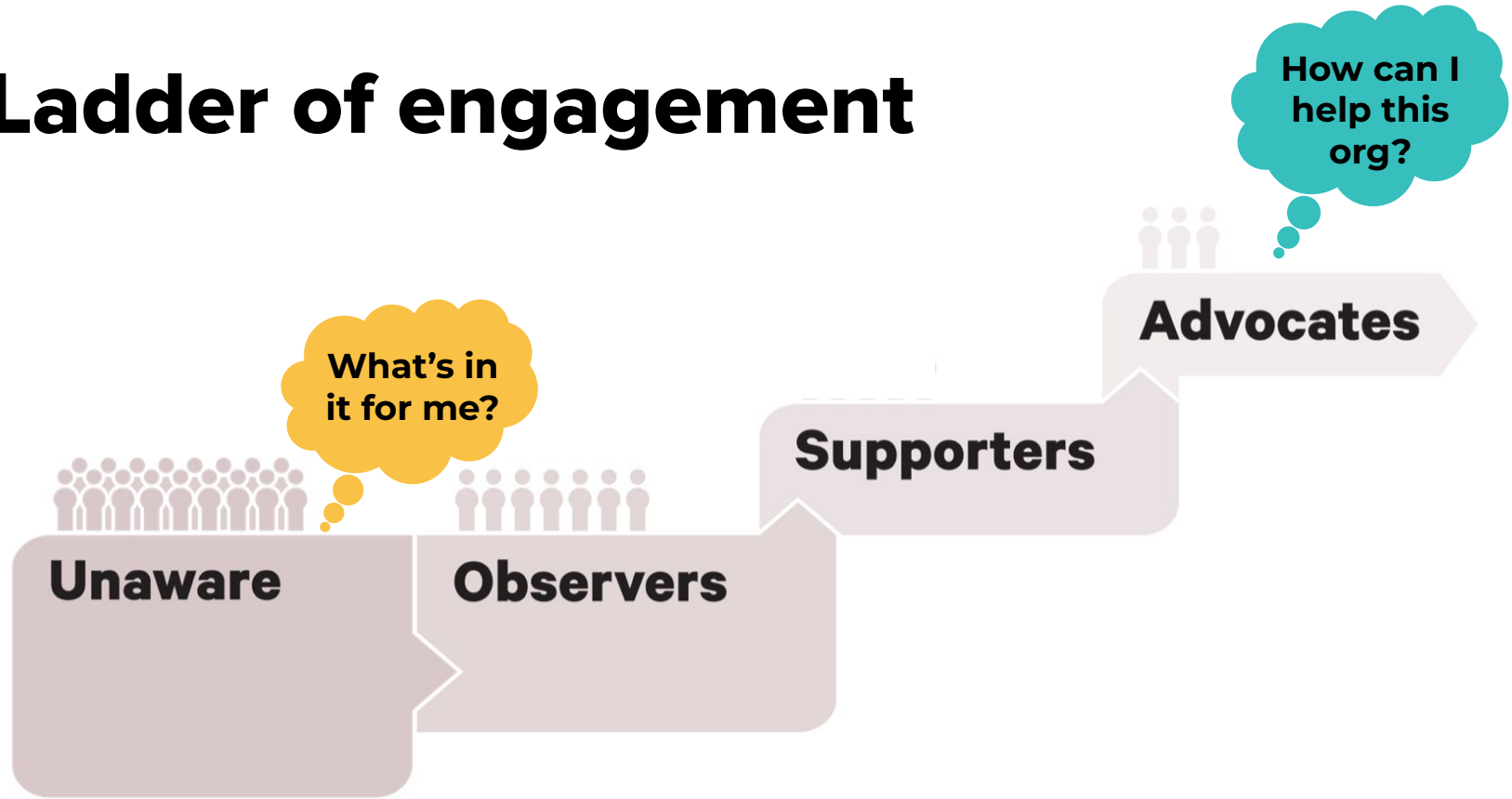
Chat in

Does your social presence look and sound like the same org?

- Take two minutes and go to two of your socials (e.g., LinkedIn and Instagram)
- Look at the handles/names, bios, profile images, and pinned or featured content.
- Review voice, visuals, messaging, calls to action, and the overall experience.

How well do these channels match your website or each other?

Ladder of engagement



Donors take lots of actions (and not always in the order we have established)

- Discover
- Follow
- Read
- Attend
- Share
- Give
- Volunteer
- Give again
- Tell a friend
- Learn
- Comment
- Give monthly

What you can do

Spend one hour (before year-end season)

- 10 min Review your website
- 10 min Test drive your donation experience
- 10 min Audit email (automated and regular messages)
and sign up for your list from a personal account
- 10 min Assess your social profiles
- 10 min Review the thank-you experience
- 10 min Set priorities

[*Bonus:* Do it with someone who doesn't work with you!]

Fix what matters most.

1. What is confusing?
2. What is difficult?
3. What is missing?

Pick your top three opportunities.

Fix what matters most.

	Easy	Hard
High-impact	<i>do it</i>	<i>plan it</i>
Low-impact	<i>If you have time</i>	<i>let it go</i>

**Your online giving experience is part of
your brand.**

Make it clear, easy, and authentic!

Questions?



Thank you!