Strategies for Supporting Advancement and Development

Web Sightings *for* Advancement

Rating Your Web Presence

How to systematically rate your ePhilanthropy Web Presence.

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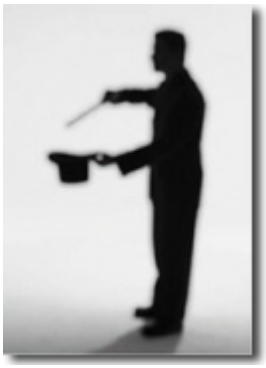
Rating Your E-Philanthropy Web Presence

What are some of the common elements that make your philanthropy web presence appropriate, effective and will help you to raise additional funds online? How do we determine what the best elements need to be and how they should work in concert with one another? The first place we typically look is at our competition.



Comparing web sites or rating our own sight is often approached as a subjective rather than a systematic review process.

We tend to focus on colors, fonts, pictures and other visual aspects of the site while ignoring basic functionality and other principals that can become "invisible" very quickly. We focus on sites that we "know" and don't go through the exercise of looking at hundreds using the same methodology.

This rating sheet can be used to review and score your web presence using common principles. It is based on detailed web site traffic statistics and reviews of thousands of philanthropic web sites over a number of years.

The sheet attempts to be comprehensive, but is by no means exhaustive.

It will differ depending on your organizational mission. Any customization of this list should reflect the nature and character of the business that you're in.

You can use this checklist to score sites in your own space to help provide more systematic comparisons and analysis between competitors.

A very important component of content management not reflected in the rating sheet - statistics should be available that will help drive the creation and placement of content.

Example – if you find that a photo gallery gets the most traffic, then it would be expected that the menu and navigation structure should be adjusted to make the photo gallery more prominent. Additionally you'd want to develop additional photo content as part of your content management strategy.

Systematic evaluation is not "magic". If we approach this in a structured fashion, it can really help us make our web presence more effective.

Online and Offline Integration

And remember – the online world can't be viewed in isolation from the offline world. Your processes should be integrated throughout, your URL reflected on your print pieces and items such as your physical address clearly displayed on your site.

Just as you've done with direct mail solicitations and events, include online aspects of these activities in all of planning cycles. On the flip side – how easy is it to contact a "real" person through your web site?

Overall Weighting of the Checklist

The overall weighting of the checklist is based on a number of general categories. Within each category, an attempt has been made to further sub-divide the content based on its ability to increase your site traffic.

Total Score Available for Each Category

Category	Total Available	Your Score
Basic Design	80	
Basic Content	75	
News, Press Releases and Other Updates	50	
Gifts and Giving	100	
Integration with Other Organizationally Related Sites	15	
Membership	15	
Interactive, Outreach and Ownership	130	
Leveraging Social Network Sites	30	
Search Engines	25	
Links	30	
Other information on sites not directly included in above categories.	50	
Total Possible	**600**	

Basic Design

Does the site follow basic design and standard principles for usability?

A high percentage of donors visit the organization's web site before donating. A site that is well conceived and implemented will be viewed more favorably than a complex one that is hard to use. Don't be fooled by the idea that form is more important than substance.

There are many sites devoted to usability for web sites and staff developing content should be familiar with these for web sites and for emails.

Basic Design		
Item	**Total Available**	**Your Score**
Backgrounds and Colors		
Consistent and appropriate colors between pages that integrate with and reflect the brand.	6	
Backgrounds such as images should not interfere with the ability to read text on pages.	3	
Convention is to highlight visited links. This should be consistent between pages.	1	
Total for Backgrounds and Colors	**10**	
Photos and Other Media		
Adequate quality to view over a "normal" connection. Sizes should be appropriate to downloading speed although this is not as critical because of the broad adoption of broadband. If your market is primarily international, you may need to rethink this.	3	
Appropriate number of images per page so that they are distinguishable and they load in a reasonable time. Particularly important for photo or video galleries.	3	
Media should reflect the quality and emotive context that the organization wants to convey. Examples; health or human services organization - brand identification may be with patients receiving care. Media with students will generally be better for higher education. Media can be used very effectively to reflect the seasons, which adds an emotive relationship to the physical world.	6	
Audio and video should not play automatically as soon as a page is accessed. Controls should be obvious and left to visitors to make the decision.	2	
Rotating images and automated media can distract from other information	1	

Basic Design		
Item	**Total Available**	**Your Score**
on the page if not used appropriately. Avoid the use of too many animations.		
Totals for Photos and Other Media	**15**	
Text		
Appropriate and consistent fonts and spacing for readability. Ability to read content is easier with smaller paragraphs and more white space than in print media. Fonts that look good in print can look ragged online and style guides may need to be modified for different media.	7	
Page headings should be consistent in terms of color, font size and their relation to page outline levels. If you have the resources, graphics for page titles often look much better.	3	
Totals for Text	**10**	
Navigation and Menu		
Navigation between pages is easy and obvious. Ideally the menu structure should be the same on all pages. Breadcrumbs provide a useful navigation tool, but can break down if the site structure is “deep.”	10	
There should be consistency in the behavior of how related pages on the site open up. Example - if a link is to a page on the site it should open up in the same window or instance of the browser. If a link takes you off site, it should open up in a new window or instance of the browser.	3	
A site map can help users navigate some broad areas of content.	1	
The ways in which menus cascade, and the depth of menu levels should be carefully considered. Side menus can be split and items moved to the top of the page if there are menu items that users access consistently. A link to online giving is better at the top of page rather than requiring visitors to search for it.	5	
Inline login or a link to a login should be included on all pages if your site provides the functionality to login.	3	
Friendly URLs rather than cryptic. These are a necessary requirement in database driven sites.	3	
Totals for Navigation and Menu	**25**	
Technology		
Appropriate use. There needs to be a careful balance between advanced functionality and the need to maintain and manage complex code.	3	
Technology should work with multiple browsers. If it doesn’t, then simplify.	7	

Basic Design		
Item	**Total Available**	**Your Score**
Visitors should not be getting scripting errors.		
Small device and other content. There are no points included for this here, but as the market share for portable devices as an entry point into the Internet you'll need to re-think your content strategy to deliver content to either device specific applications or create content formatted for these devices. The major consideration here is that you need to ensure that your "regular" content and your email marketing strategies are intact before investing significant resources. Another major consideration, is that you need to monitor this closely over time and determine how people are accessing your site so you can make decisions on when you need to shift resources. The same caveats hold true for virtual worlds, game technology and other engagement technologies.		
Totals for Technology	**10**	
Other Miscellaneous Design Elements	**10**	
Totals for Basic Design	**80**	

UNIVERSITY OF TORONTO
Alumni Circle
Learn. Do. Meet. Online.
Login on All Pages
news
alumni directory
class notes
friends
events
First Time Login
Login
Support
What's New
May 28 - June 1: Spring Reunion welcomes you back to campus! For graduates of years ending in 4 or 9, with dozens of U of T-wide and faculty- and college-specific events. NB: Given the economic uncertainty, there is no Garden Party this
Browse.
Home
Alumni Awards

Basic Content

Basic content is the foundation of what visitors will find and sets expectations for using your site as a resource.

Basic content would be the minimum amount of materials that should be on our site and a regular update and maintenance strategy needs to be in place to keep content fresh.

Basic Content		
Item	**Total Available**	**Your Score**
Basic Administrative Content		
Mission statement, purpose of organization and basic definition of cause or mission. Note that this is not a case statement but just a general organizational overview.	2	
Staff listings and easily viewed contact information. Email addresses should be a “hot” link and visitors should not have to type in or cut and paste the email address. A web form can be used in place of email links in order to cut down on spam. Staff photos add a nice personal touch, but need to be updated regularly.	5	
Ability to quickly contact a “real” person.	5	
Board and executive listings. An additional plus for board and executives are to have bios. Past board members should also be featured as it helps to show commitment and service over time.	5	
Office location and address, office hours and general contact information. Off hours contact information if applicable. This information is often useful to have in the footer of all pages on the site. Integrate location with online mapping information.	5	
By-laws, charters and other similar legal and procedural items.	1	
Financial statements. Important for transparency, but typically do not generate traffic or a high degree of interest.	1	
History of the organization and links to the history of the main organization. Gives the context of the relationship and progress over time and shows continuity and stability. Many businesses have been doing this for years using the tag lines like “Serving ____ since _____”	3	
Events calendar and events listing. Ideally the calendar can be configured based on a user’s login so they are served event information that is relevant to their interests.	8	

Basic Content		
Item	**Total Available**	**Your Score**
Links on web pages of related organizations. For example, if the organization is a foundation that is raising money for a university, alumni chapter pages should ideally have a link to the foundation's giving or home page.	5	
Frequently asked questions.	3	
Feedback form for help or to comment on the web site. Ability to email the webmaster directly.	1	
Site map, quick navigation menu or a site outline. Note that if navigation structure starts to become more complex, a re-design needs to be done. Site help. Similar to the site map, if processes on the site become so complex that they can't be done without help, it's time to re-design.	3	
Legal, copyright and privacy statements. In addition to privacy, the Donor Bill of Rights or a similar piece is useful. Statement of use policy which should include what is considered appropriate where users can generate their own content such as posting to a forum or updating class notes.	3	
Totals for Basic Administrative Content	**50**	
Information Update Forms and Lost Constituents		
A minimum of at least one information update form for updating biographical information such as name, address and other relevant information. Ideally this should be related to a contest to help increase the acquisition rate. There should be a compelling case as to why you would want to "stay in touch". Organizations sometimes expand their online giving form to attempt to collect this information, but a better strategy is to have a separate form to collect the information systematically.	10	
Lost constituents. This is somewhat controversial, but as long as the proper business processes are in place to verify changes, there should be an area where visitors can see who is lost and where they can submit information on the person. As with the information update form, the acquisition of lost constituents can	10	

Basic Content		
Item	**Total Available**	**Your Score**
be improved with the use of a contest.		
Total for Information Update Forms and Lost Constituents	**20**	
Other Miscellaneous Content	**5**	
Totals for Basic Content	**200**	

News, Press Releases and Other Updates

News, press releases and other updates make the main and other pages of a site appealing.

Part of your content strategy should be to have frequency targets on the main page of your site for news, headlines and other updates

Ideally, you would like these updates to be all your own articles or content, but updates can be as simple as links to related information on other sites.

The most important point here is that the updates are regular so that your pages do not become "stale".

News, Press Releases and Other Updates		
Item	**Total Available**	**Your Score**
Ability to consume regular updates in a variety of ways such as RSS feeds, email newsletter and options for hard copy mailings. Visitors should be able to submit and update their subscription preferences.	10	
Magazines and all other regular publications should have a place on the site. Ideally, these are not just a PDF or similar file, but the content is integrated directly throughout the site.	10	
Email newsletter subscription page with newsletter of topical interest or where visitors can check of areas of interest and received content based on their subscription preferences.	20	
If the advancement or development organization is part of a larger organization there should be relevant links to content on the "parent" pages.	4	
Publications and other printed materials order form. Although this can sometimes be a useful function, it is typically server better through an ecommerce style application.	1	
Online Annual Report. Similar to financial statements in that this is not typically a high traffic generator on most sites, but in contrast to financial statements an annual report has much more of a marketing polish and intent. Ideally this content should be integrated throughout the site.	5	
Totals for News, Press Releases and Other Updates	**100**	

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The following example from SickKids Foundation illustrates a site with a very “dense” amount of news and updates on the page. Studies suggest that it’s better to have a lot of content on a site’s home page and this one is very similar to some of the major news sites in that regard.

Gifts and Giving

One of the basic foundations for a philanthropy related web site.

Gifts and Giving		
Item	**Total Available**	**Your Score**
Online giving form that is comprehensive and can handle a shopping cart approach, tribute and memorial giving, recurring giving, pledges and matching gifts. Donors should be able to choose various degrees on anonymity for their giving. Receipts should be available online, but donors should be able to choose if they want a mailed receipt. There should be a printable version of the giving form so donors who are uncomfortable with an online transaction can print out and send in. The number of clicks to the giving form from any other pages in the organization's site should ideally be 1 click. The ecommerce experience of your visitors should be such that ideally they only need to go to one online form to complete any financial transaction with your organization. Most of us are a long ways from being able to offer that level of service, but these should be organizational priorities since most people are used to online shopping and banking. Donors should be able to log into your site, view their giving history and make a payment on a pledge.	30	
Compelling case statement for giving including donor testimonials from a range of donors, not just major gifts.	25	
Explanation of the different gift types and how to give.	5	
Accountability is important. There should be comprehensive information on how gifts are used and the benefits they provide.	15	
Explanation of recognition societies and online honor rolls. Ideally these should be interactive and should be able to be viewed in multiple ways.	5	
Explanation of different program areas such as annual giving. A lot of these reflect our internal organizational structure and as such, may convey limited additional value to the donor. An exception might be planned giving where the main objective should be to allow someone to contact a "real" person easily.	10	
Ability to easily contact a "real" person for help or other information.	10	

Gifts and Giving		
Item	**Total Available**	**Your Score**
Totals for Gifts and Giving	**100**	

This is an example of the use of a gift catalogue. There are other sites that use this in different ways, such as keeping track of your philanthropy "wish list" based on funds. All of these demonstrate the creative shopping cart approaches to philanthropy, metaphors we're familiar with when we're doing our online shopping.

Integration with Other Organizationally Related Sites

Degree that the philanthropy site relates and is integrated with other web sites in the organization

It's important to remember that philanthropy is often just part of an organization and there should be an obvious integration with the main organization's site.

Integration with Other Organizationally Related Sites		
Item	**Total Available**	**Your Score**
There should be links from the main organization's web site to the philanthropy or online giving site. If it hasn't already been done, an inventory should be taken of the organization's web sites where there needs to be a link to philanthropy and a project undertaken to get these links established. If you can provide template giving sites, it can provide a very good incentive for other organizational units to take advantage of the service.	5	
Is the path to the giving site from the main web site obvious and easy to get to? You can test this by the number of clicks it takes to get to an online giving form.	5	
Does the philanthropy or online giving sites have links back to the main organization site? There are certain conventions for clicking on a top banner that should link to the home page of the organization.	2	
Do colors, fonts and images generally support and integrate with the brand of the organization as a whole? Fundraising organizations sometimes have more budget for creative and design - especially true at the onset of a campaign. It's important to have the design of the philanthropy site reflect the overall organization rather than having a completely different look and feel. This can sometimes be challenging if the main site is unappealing but careful compromises should be made.	2	
Similar to brand integration, does your site support the general theme of your organization? Example – if your organization is focused on athletics, is the theme of your philanthropy site similarly focused?	1	

Integration with Other Organizationally Related Sites		
Item	**Total Available**	**Your Score**
Totals for Integration with Other Organizationally Related Sites	**15**	

Tabs on this page allow you to go quickly to other related sites. You can also integrate these throughout your own site on your pages.

Membership

This section would only be included for membership organizations, The weighting and complexity of the content would need to be tailored based on the ratio of membership revenue and activities to giving and other revenues. Memberships can also be provided at no charge in order to engage visitors and have them login and self report their information.

The interactive, outreach and ownership section of this checklist covers more of the community aspects of the site. For example – an online director of members.

Much of the functionality of the membership area of a site will parallel a lot of the functionality in the gifts and giving area of the site – depending on the overarching focus of the organization. Some may have both membership and giving and if this is the case there should be clear distinctions as to the benefits derived from "investing" in the organization in different ways.

Membership		
Item	**Total Available**	**Your Score**
Costs and membership benefits.	5	
Information update or membership application form.	5	
Membership rosters, searchable on a variety of parameters such as geographical, interest and other relevant areas.	5	
Totals for Membership	**15**	

Interactive, Outreach and Ownership

The most effective web sites provide a substantial degree of interactivity, both though the production and distribution of regular content and by engaging visitors directly and compelling them to initiate an action with the organization.

As visitors interact more with your online presence, there should be follow-up, reminders and reward systems in place to encourage more interaction such as "we've missed you" emails.

Interaction also needs to be easy, and the major lessons in the last few years about content creation by end users is that simplicity of login, account maintenance, password resets and ability to easily consume and self-report information is key.

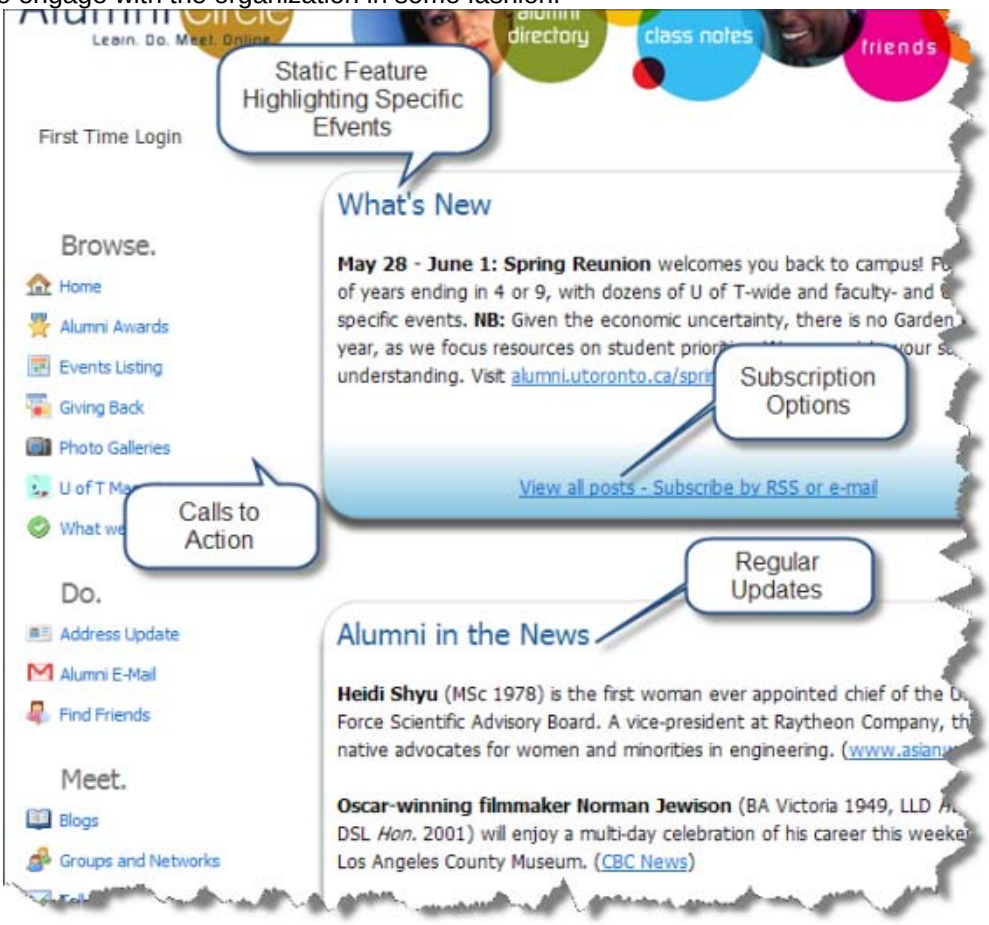
There are many sites that collect large amounts of self reported data, without the benefit of data entry staff. An interactive site collects both information sets such as contact information but also tracks behavior, which provides the greatest value for using the channel to target your audience in the most effective manner.

Interactive, Outreach and Ownership		
Item	**Total Available**	**Your Score**
Events. Events are a good example of how offline and online activities can be integrated very effectively. Self registration, ability to manage third party events through online software and photo galleries and other records of events do a lot to encourage repeat visits.	25	
Awards and listings of those that received awards with bios and pictures. There should be explanations of how awards are given. If an award program is stopped, there should be a reason or the content removed so it doesn't appear that it was just forgotten to be added.	10	
Business card exchanges, expert lists, mentoring and other networking activities both for individuals and businesses. These help to develop a sense of community by having individuals of like interest join together. More robust communities may have chapters with organizational structures of their own for which the interaction and management of these is done with the online software.	10	
Discussion areas which could include bulletin boards, listservs and other mechanisms for threaded discussions. This could include the use of blogs and guest books.	10	

Interactive, Outreach and Ownership		
Item	**Total Available**	**Your Score**
It's important with this content that decisions are made as to what will be moderated and what will be in front or behind the firewall. Discussions should be monitored for traffic – there's nothing useful about having a forum where there are only a few threads they may not have been updated for some time. Although encouraging visitors to write is challenging, the strategy of having "text heavy" content such as blogs helps move these pages up in the search engines. You may have to incentivize in some fashion such as creating a contest.		
Use of the database in order to create self updating content. Example – a birthday list, dynamic lists of constituents for various purposes and other examples of leveraging the information so that pages do not have to be updated manually. You can leverage your database in very creative ways and with the ease of web deployment of data, this can be powerful content.	15	
Online directory of constituents that is searchable in a variety of ways. Within this directory, individuals should have the ability to determine which elements of their profiles will be visible to both logged in visitors and publically displayed.	10	
Photos and other rich media. There should be a good variety of photos, videos, podcasts and other media that reinforces the cause. Photo and video sharing sites can be used to easily upload and deploy content.	20	
Games help to provide a very interactive experience and are particularly engaging for a younger demographic.	10	
Surveys, opinion polls and other vehicles that solicit information directly and provide results so visitors can see what others are submitting. As with other interactive features where visitors self submit information – if nobody is submitting, remove the pole or survey.	10	
Other interactive, outreach and ownership not included in the above section.	10	
Totals for Interactive, Outreach and Ownership	**130**	

Rating Your ePhilanthropy Web Presence

Site that reinforces the ideas of interactivity by using action orientated words to convey that you need to engage with the organization in some fashion.



Leveraging Social Networking Sites

A good web presence also leverages the social networking communities to provide additional web spaces for visitors to interact. Note that it is important to have some measureable outcomes for the efforts invested in the social networking communities.

Leveraging Social Networking Sites		
Item	**Total Available**	**Your Score**
At least a page created in each of the major social networking properties. At a minimum this helps "protect" your brand by having a space where you are the administrator of the group or other property. There should be regular updates to the pages.	10	
If your organization is active on the social networking site, there should be obvious links on your pages.	5	
Social bookmarking tagging allows visitors to easily share your cause and stories on their favorite sites.	10	
Utilization of sites to help you deploy your own content. The use of the "cloud" to replace internally managed technology for critical functionality such as the sharing of video frees up your own internal resources to focus on the generation and creation of content.	5	
Totals for Leveraging Social Networking Sites	**30**	

Rating Your ePhilanthropy Web Presence

The following page is an example of how the organization is linking to various social networking sites in order to get their message out. If you are going to do this, a coordinated approach is best since you can publish the same messages in multiple sites with a minimum of effort.

Contests on some of these sites also reinforce engagement. We're seeing many more photo and video contests on the media sharing sites.

Rating Your ePhilanthropy Web Presence

Stay in the loop on all the people, achievements and activities that continue to build on North Central's tradition of excellence. Whether you are looking for an introduction to North Central College, need to know what's happening on campus, or keep in touch from afar, we invite you to interact with us and each other through a variety of online tools. They're free, they're fun and they're are all here for your convenience.

Be Social

Keep in touch or forge new friendships on our social networks.

The Official North Central College Facebook page.

The North Central College Alumni Facebook page.

The North Central College Alumni Alumni LinkedIN page.

Be Informed

Be the first to know about the latest campus news and events, whether it is our latest victory, scholarly accolade, or headline performance.

North Central News Feeds
Get news and events delivered to your desktop by subscribing to our feeds.
News & Events
Athletic News
Fine & Performing Arts schedule

Bookmark Us
See where North Central College is making headlines in local and national news on our Delicious page.

Cardinal Tweets
Follow North Central College on Twitter for daily updates about events on campus or achievements by students, faculty and alumni.

Follow the North Central Alumni on Twitter for alumni news and updates.

Text Messages
Subscribe to Cardinal athletics text updates for up-to-the-minute scores delivered to your mobile device.

Be Entertained

See, watch and read what is happening on campus.

Photos
Events, facilities and faces of North Central on Flickr.

Video
Can't join us campus for a game? Check out our sports highlights on the North Central College YouTube Channel.

Search Engines

An appropriate keyword and search engine marketing strategy is critical to increasing awareness of your cause.

Search Engines		
Item	**Total Available**	**Your Score**
Evidence of the use of keywords and a targeted search engine marketing approach to page indexing.	10	
Search engines also include those that are specific to the site. They should be able to be configured so that the most relevant results are returned when the site is searched.	10	
Search engines should also be able to exclude content. For example – if you have an image that is just used to create a fill for a background, this specific image should either be stored in an area of the site that is not indexed, or specifically excluded from search engine results.	5	
Totals for Search Engines	**25**	

The illustration is an example of search words used by different organizations and individuals to compete for name and brand recognition within a targeted niche

Links

The creative use of links within your site provides visitors with easy access to information associated with your cause. Links creates a more comprehensive blend of information.

Links are "free" content and the easiest content to deploy within your site. They typically don't require any writing other than a brief description, and if you have a content strategy of adding ___ per week on your main page, they can provide a great supplement to content that takes much more effort to create.

Links		
Item	**Total Available**	**Your Score**
Links to sites with relevant topics of interest. Example - an engineering school might have a link to a historical page on slide rules. These links can be categorized and included at the bottom of key pages to link internal to external content and provide a greater depth of intellectual content. Links are also indexed in search engines and if you end up being a referring site you can end up higher in the indexes.	10	
Links on your site are checked regularly for validity and corrected when required. There are instructions for visitors on who to contact if a link is broken.	5	
Links and reciprocal links to related pages on your organization's main pages. Useful way to market other web sites and create synergy between them. These links can be used as new content items on your site.	5	
Cross linking within your own site. Helps to recycle and remarket content. Can be related to analytics reports so that content that gets accessed often can be featured on the main page periodically even if it may normally be deeper in the site.	5	
Custom error messages when a page cannot be found or there is some other error on the site. These should be created and should include contact information so that the visitor can find the information they're looking for.	5	
Links	**25**	

The following page is an example of using links to sites related to the Engineer's Prayer to give the page some additional depth.

It also helps engage through the relationships of the past to the present. Even though engineers no longer use slide rules they were once one of the major tools in the profession.

Fun Stuff

An Engineer's Prayer

The Log Duplex Decitrig

This is my slide rule,
  There are many like it, but this one is mine.
My slide rule is my friend,
I will obey my slide rule,
  And I shall learn to love it as a friend.
  When it tells me that 5 x 5 is 23.8,
Then, by Damn,
  Five times five is twenty-three point eight.

I will learn the anatomy of my slide rule.
  Though, I die in the struggle,
  I will use faithfully every scale.
The black scale and the red, the inverted C and the inside out log:
  the reversed A and the mutilated D.
I will master them all and they will serve me well, they will.

I will cherish me slipstick, and will treat it kindly;
  I will call it my baby, and never shall profanity sear its
  long graceful mahogany limbs.
My slide rule shall be my brother in suffering.
  Through long hours of midnight toil we will work together,
  my slide rule and I.
And on the great day when my slide rule and I have finished our
  appointed task and problem is done and answers are right.
I will take that damn stick, and have one hell of a fire. I will!

Reprinted from The Ohio State Engineer

Slide Rules on the Internet

Dave's Slide Rules
Liam's Slide Rule and Abacus Page
Slide Rule Universe

Other Information

Fill in the blanks in this section for content not included in the previous sections that you may have or need on your site.

Other Information		
Item	**Total Available**	**Your Score**
Total for Other Information	**50**	

An example of content that may be particular to your organization.

If you're raising money through celebrity fundraisers you may need to have links or other information related to the sale of concert tickets.

More Information

Supporting Advancement
http://www.supportingadvancement.com

Under the web sightings page you'll find a lot of similar material on developing your ePhilanthropy web presence.