



**WEBSITE ASSESSMENT TOOL
FOR NONPROFIT FUNDRAISERS**

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Name of organization: _____

Date: _____

Are you effectively using online tools to raise more money and reduce administration? This chart is designed to help your organization evaluate your current setup and identify areas of improvement.

I. Website Donate Page(s)

Key Elements	Not there	Present but could be better	Present and perfect
Clear articulation of mission			
Communicates impact of a gift			
Supports multiple types of donations			
a. One-time gift			
b. Recurring gift			
c. Memorial / tribute gift			
d. Ecards			
e. In-kind gift			
Asks donors to cover transaction fees			
Minimal required fields			
PCI compliant			
Fully integrated with website			
Personalized automated receipt email			
Automated series of welcome emails to new donors			
Automated recurring notifications (card declined, etc.)			
Social sharing promoted on confirmation page			
Contact information clearly displayed			
Google Analytics enabled			

II. Membership Page(s)

Key Elements	Not there	Present but could be better	Present and perfect
Clear articulation of value of membership			
Demonstrates impact of membership on the organization			
Supports multiple types of membership			
a. Individual			
b. Couple			
c. Family			
d. Corporate			
Easy to purchase gift memberships at all levels			
Asks for additional donation			
Asks buyer to cover transaction fees			
Discounts / Promo Codes used to create urgency			
PCI compliant			
Fully integrated with website			
Personalized automated receipt email			
Automated series of welcome emails to new members			
Automated series of emails to renewing members			
Social sharing promoted on confirmation page			
Contact information clearly displayed			
Google Analytics enabled			

III. Event Page(s)

Key Elements	Not there	Present but could be better	Present and perfect
Compelling image/ video			
Clear articulation of event details (date/time/location)			
Supports multiple types of ticketing / registration			
a. Admit one			
b. Admit Couple			
c. Purchase entire table			
d. Corporate sponsorship			
e. VIP packages			
Capture meal selection / t-shirt size / corporate logo			
Asks for additional donation			
Asks buyer to cover transaction fees			
PCI compliant			
Fully integrated with website			
Personalized automated receipt email			
Automatic ticket delivery			
Cross-promote membership (if applicable)			
Buyer pre-registered for silent auction			
Social sharing promoted on confirmation page			
Use discounts to create urgency or reward loyalty			
Google Analytics enabled			

You can't fix everything at once! Identify 5-10 things you want to improve in 2016. Think about what tools you need to make the desired improvements. Can you work with existing infrastructure? Or do you need to introduce new technology to help you?

Items For Improvement
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.



BIG RIVER
FUNDRAISING THAT FITS

This guide is provided by Big River Online. Big River fundraising software was designed specifically to help nonprofit organizations raise more money online with easy-to-use, innovative tools. Big River provides unified solutions for all kinds of donor commerce including donations, recurring donations, events, memberships, raffles and more.