50 Ways to Enhance Your Nonprofit's Website

The main reason people visit your website is to make a donation. And that's especially true in the last few months of the year when donor generosity is at its peak.

So here are 50 ways to enhance your nonprofit website, focusing on engagement and increasing the chances a donor will make a gift.

By the way, to geek out on website optimization and all things digital storytelling, come to the Nonprofit Storytelling Conference – https://nonprofitstorytellingconference.com

1. **Clear Call-to-Action**: Have a prominent "Donate Now" button on every page.
2. **Responsive Design**: Ensure the website is mobile-friendly.
3. **Fast Loading Times**: Optimize images and scripts for speed.
4. **Engaging Imagery**: Use high-quality, relevant photos that convey your mission.
5. **Testimonials**: Showcase stories from beneficiaries or volunteers.
6. **Video Content**: Incorporate impactful videos that depict your work.
7. **Easy Navigation**: Streamline menus and site structure.
8. **Search Function**: Include a search bar for easy access to content.
9. **Storytelling**: Weave in narratives that underline the importance of your cause.
10. **Donation Tiers**: Offer suggested donation amounts with descriptions of impact.
11. **Recurring Donations**: Allow users to set up monthly or yearly donations.
12. **SSL Certificate**: Ensure your site is secure, especially the donation page.
13. **Interactive Elements**: Use infographics, sliders, or quizzes.
14. **Newsletter Signup**: Incorporate an easy-to-find sign-up form.
15. **Social Media Integration**: Include icons linking to your social media.
16. **Live Chat Support**: Offer real-time assistance or query resolution.
17. **Calendar of Events**: Showcase upcoming activities or fundraisers.
18. **Accessibility**: Make sure your website is accessible to all, including those with disabilities.
19. **Impact Counter**: Display metrics like funds raised, projects completed, or lives changed.
20. **Quick Links**: Provide shortcuts to crucial pages or resources.
21. **FAQ Section**: Address common questions about donations and involvement.
22. **Multilingual Options**: Cater to diverse audiences.

23. **Dynamic Content**: Update content regularly with news or success stories.

24. **Optimized Forms**: Ensure donation and sign-up forms are intuitive.

25. **Custom Thank-You Pages**: Personalize the post-donation experience.

26. **Integrated Blog**: Share regular updates, stories, or industry insights.

27. **Peer-to-Peer Fundraising**: Allow supporters to create their own fundraising campaigns.

28. **Trust Seals**: Display seals from accreditation agencies or review sites.

29. **Wishlist**: If applicable, provide a list of items your nonprofit needs.

30. **Gift Matching**: Promote corporate matching gift programs.

31. **Virtual Tours**: Showcase your facilities or projects with 360-degree videos or images.

32. **Animated Elements**: Use subtle animations for emphasis and engagement.

33. **Dedicated Landing Pages**: Create pages specifically for campaigns or ads.

34. **SEO Optimization**: Improve visibility on search engines.

35. **Donor Recognition**: Create a 'Wall of Thanks' or something similar to acknowledge donors.

36. **In-Memory (or In-Honor) Of Donations**: Allow donations in honor or memory of someone.

37. **Stock or Asset Donations**: Provide information on donating non-cash assets.

38. **Feedback Mechanism**: Offer a way for visitors to give feedback.

39. **Related Content**: At the end of articles, suggest other relevant pages or posts.

40. **Pop-up Reminders**: Use sparingly for vital calls-to-action like event sign-ups.

41. **Volunteer Portal**: A dedicated section for volunteer sign-up and resources.

42. **Embedded Social Feeds**: Display recent posts from your social channels.

43. **Clean Typography**: Ensure readability with clear fonts and spacing.

44. **Infographics**: Visualize data or processes related to your cause.

45. **Webinars & Workshops**: Advertise and host online events.

46. **Personalized Content**: Use technology to tailor content to repeat visitors.

47. **Interactive Maps**: Display locations of projects or events.

48. **Donation Gift Options**: Allow donors to gift donations to friends or family.

49. **Legacy Giving**: Information on including your nonprofit in wills or trusts.

50. **Online Store**: If applicable, sell merchandise to raise funds.