

Bound for Greatness

Drive Your Nonprofit's Website from Good to Great

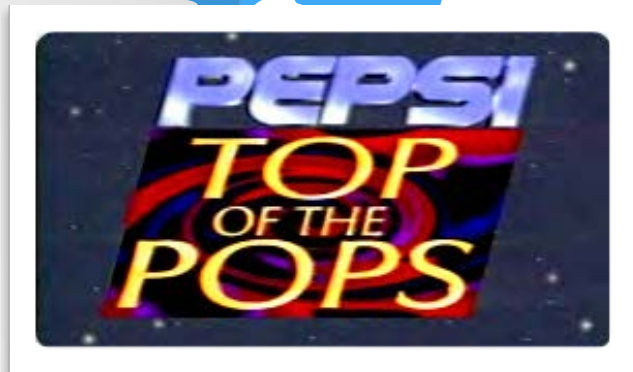
Presented by **Raheel Gauba**
Online Strategist for Nonprofits - **Blackbaud**

blackbaud[™]

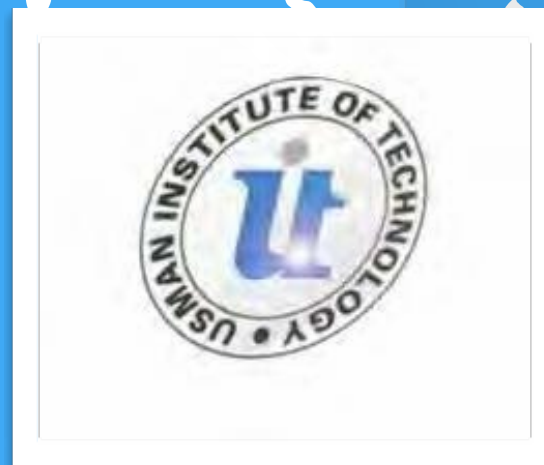
► ABOUT ME

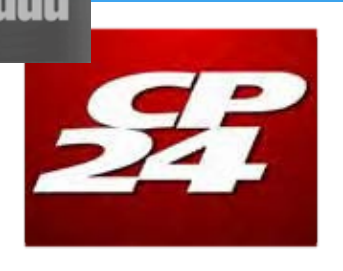
- Born in Pakistan.
- Played keyboards in a band.
- Moved to Toronto in 1996.
- Studied Computer Science, Philosophy & Mathematics at U of T.
- Worked for CHUM Television as a web developer for almost 3 years.
- Moved to the US to work for a start up as the head interactive designer.
- Started working for Blackbaud in 2006 and lead the interactive team.
- Moved to the marketing team in 2010 to work on the company rebrand and website!

how do you feel about me?



KHI







YYZ



id
er Place

CHS

Internet Solutions

GLOBAL TEAM
450+ WEBSITES
INTERACTIVE + BRANDING

I LOVE NONPROFITS. I AM ALSO CRAZY ABOUT GOOD DESIGN, TECHNOLOGY & THE ART OF POWERFUL COMMUNICATION.

I WANT TO HELP NONPROFITS BY HELPING THEM ACHIEVE THEIR FULL POTENTIAL THROUGH GOOD BRANDING, TECHNOLOGY & ONLINE CHANNELS.

WHAT MAKES ME WAKE UP EVERY MORNING? THE PURSUIT OF EXCELLENCE & THE PROMISE OF ACHIEVEMENT.

do you feel differently about me?

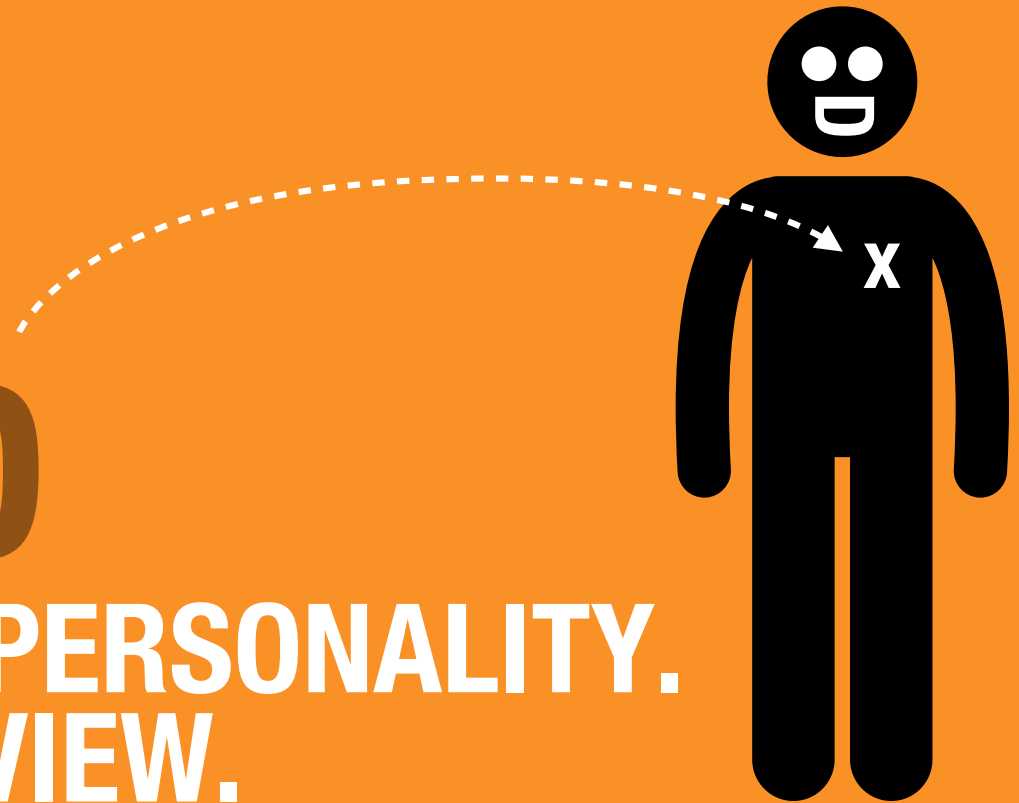
BRAND

A BRAND

IS A FEELING. IS PERSONALITY.

IS A POINT OF VIEW.

IS SUPPORTER-CENTRIC VALUES.



foundations of successful websites



**SHARE INFORMATION
MORE EFFECTIVELY**



**COMMUNICATE IN A
PERSONALIZED MANNER**



o r g

SUPPORT ORGANIZATIONAL GOALS



BUILD A COMMUNITY

&

STRENGTHEN RELATIONSHIPS

➤ **SOME INTERESTING FACTS** **NEW!**

94% of people cited web design as the reason they mistrusted or rejected a website.

SOURCE: 2012 Mobile User Survey

➤ **SOME INTERESTING FACTS** **NEW!**

It takes only 0.05 seconds
(blink of an eye) for visitors to
form an opinion about your
website.

SOURCE: BBC

➤ **SOME INTERESTING FACTS** **NEW!**

40% of people will abandon a web page if it takes more than three seconds to load.

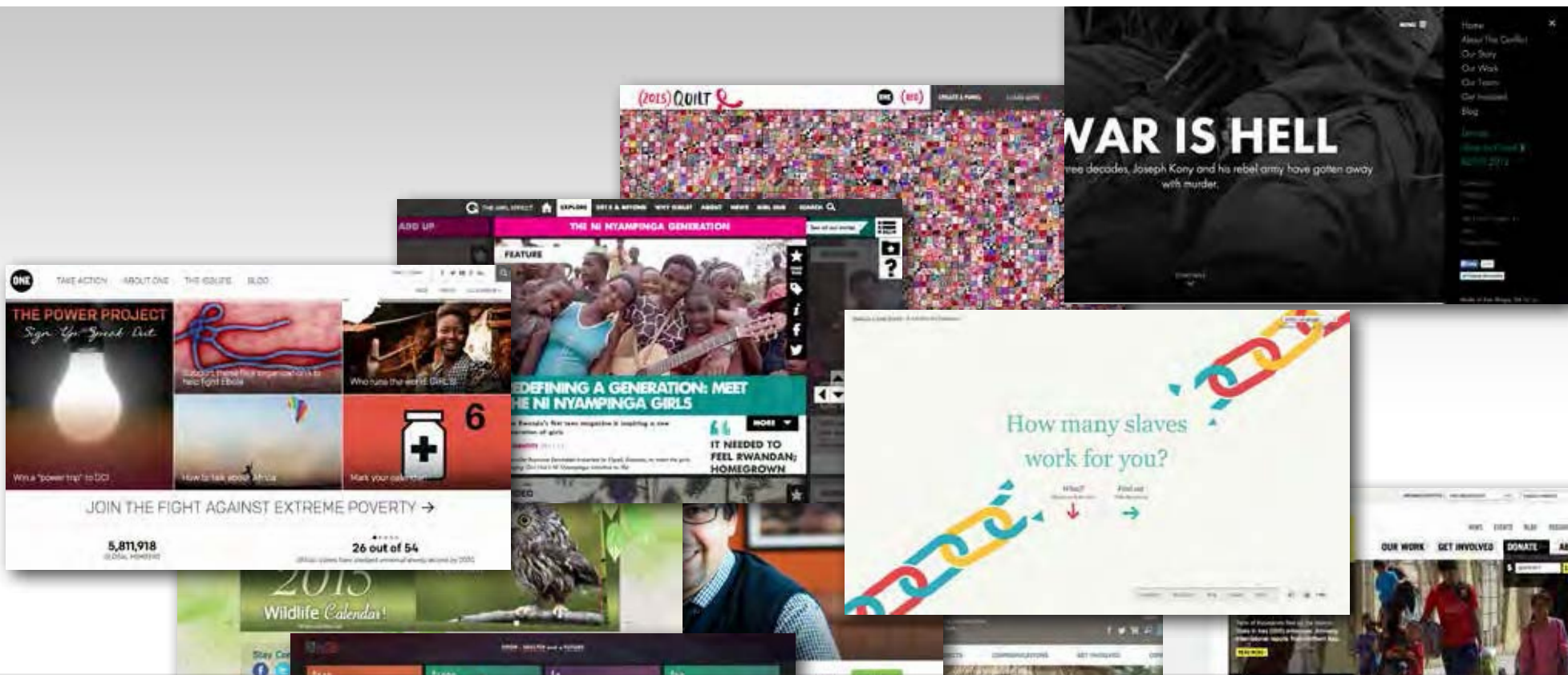
SOURCE: eConsultancy

➤ **SOME INTERESTING FACTS** **NEW!**

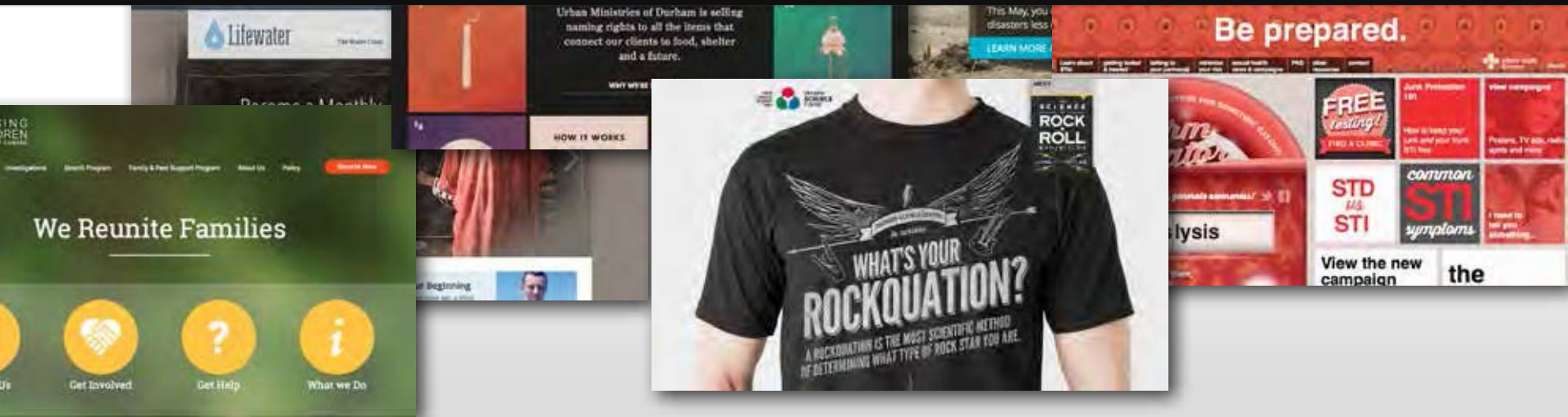
48% of people cited a website's design as the number one factor in deciding credibility

SOURCE: SME Website Statistics. Feb 27, 2014

how do we get from
good to great



#1 EVERY PIXEL HAS A PURPOSE



How many slaves work for you?

What?
Slaves work for me?



Find out
Take the survey



[Our Story](#)

[Your Story](#)

[Blog](#)

[Donate](#)

[More](#)



118K



THE GIRL EFFECT



EXPLORE

2015 & BEYOND

WHY GIRLS?

ABOUT

NEWS

GIRL HUB

SEARCH



ADD UP

THE NI NYAMPINGA GENERATION

See all our stories



FEATURE



TAKE THIS



FEATURE

REDEFINING A GENERATION: MEET THE NI NYAMPINGA GIRLS

How Rwanda's first teen magazine is inspiring a new generation of girls

IN **IDENTITY** 29.11.12

Journalist Roxanne Escobales travelled to Kigali, Rwanda, to meet the girls bringing Girl Hub's Ni Nyampinga initiative to life.



MORE

IT NEEDED TO FEEL RWANDAN; HOMEGROWN



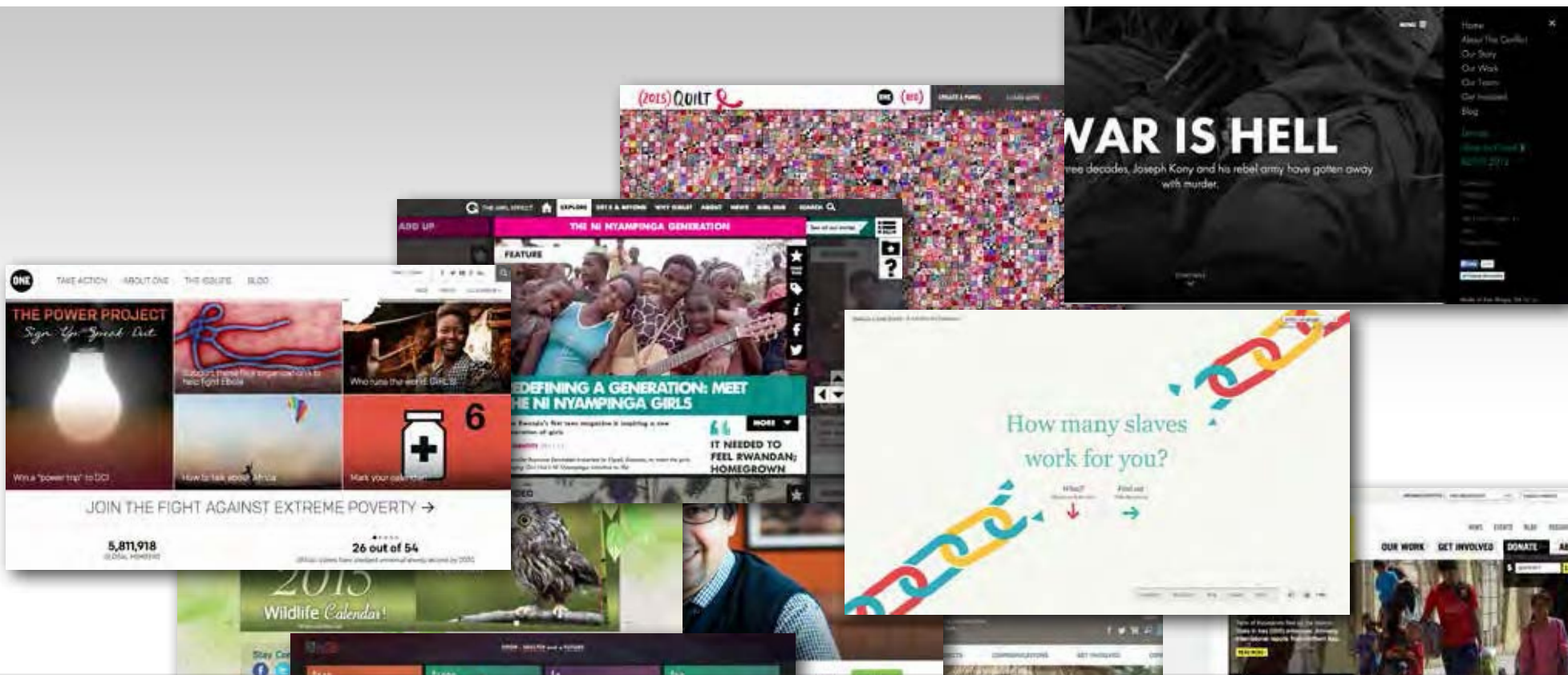
DFID permanent secretary, how partnerships can radi

IN INVESTING IN GIRLS 20.1

VIDEO



VIDEO



#2 DESIGN MUST BE AUDIENCE CENTRIC





Get Involved

Here are some exciting opportunities through which YOU can participate in the mission of ADRA Canada.



Ways to Give

Check out the many ways you can give to release people from poverty and crisis.



Our Projects

Learn all about the work you can do with us, and the impact it is having on thousands of people all over the world.

CONNECT WITH US



SHOP AMNESTY

Shop for humanity. Shop with a purpose.

SHOP NOW >

ACT LOCALLY

FIND A GROUP OR EVENT NEAR YOU.

ENTER ZIP CODE >

SIGN UP

Defend human rights for all.

YOUR EMAIL ADDRESS >

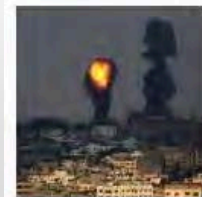
HUMAN RIGHTS UPDATES



Civilians Pay Heavy Operations in Af

Amnesty International reports civilian casualties caused in Afghanistan.

READ MORE >



Israel/Gaza: Dis

Amnesty International's latest pressing questions raised in Gaza conflict.

LEARN MORE > TAKE ACTION

Press the button for something 'catchy'!

Sexgerm Generator

Spread the word, generate awareness!

Tonguetosis

Whatever name you call them, sex germs are dangerous. Protect yourself.

Learn about STIs | Minimize your risk

touch me

Become a Monthly Sustaining Partner

\$40 provides one person safe water, adequate sanitation and hygiene education for life.

How many people will you help serve?

Give Monthly

DONATE | **ABOUT US**

\$ QUICK GIFT | **CONTINUE >>**

More Options >

WITH YOUR SUPPORT, WE'VE PROVIDED OVER

\$7.8M

DOLLARS

OF ASSISTANCE TO

842,557

PEOPLE

IN

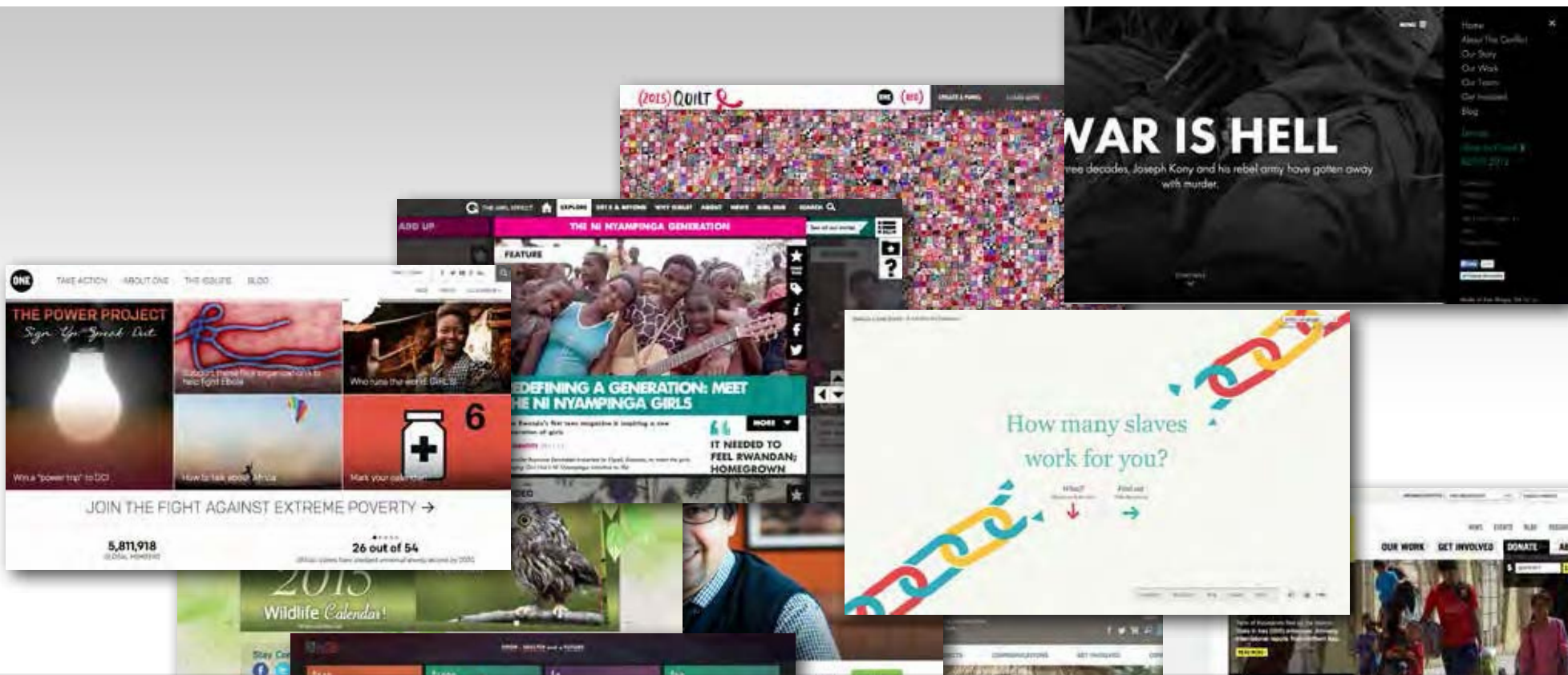
22

COUNTRIES LAST YEAR

FREE testing!

FIND A CLINIC

Support Us | Get Involved | Get Help | What we Do



#3 LESS IS ALWAYS MORE!





TAKE ACTION

ABOUT ONE

THE ISSUES

BLOG

JOIN / LOGIN



(RED)

PRESS

U.S./CANADA

THE POWER PROJECT

Sign Up. Speak Out.



Win a "power trip" to DC!



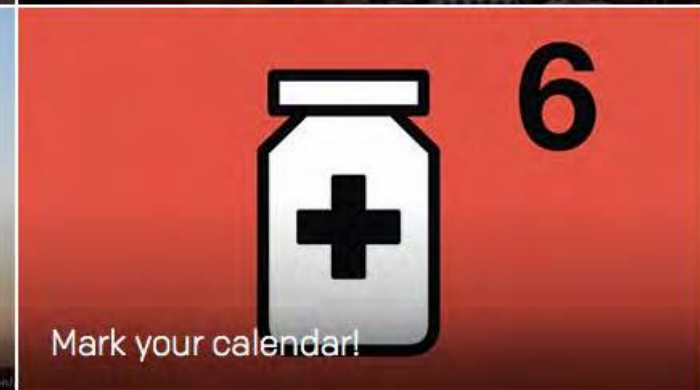
Support these four organizations to help fight Ebola



Who runs the world: GIRLS!



How to talk about Africa



Mark your calendar!

JOIN THE FIGHT AGAINST EXTREME POVERTY →

5,811,918

GLOBAL MEMBERS

●●●●●
26 out of 54

African states have pledged universal energy access by 2030

#liveInt

blackbaud



MISSING
CHILDREN
SOCIETY OF CANADA

[Home](#)

[Help Us](#)

[Investigations](#)

[Search Program](#)

[Family & Peer Support Program](#)

[About Us](#)

[Policy](#)

[Donate Now](#)

We Reunite Families



Support Us



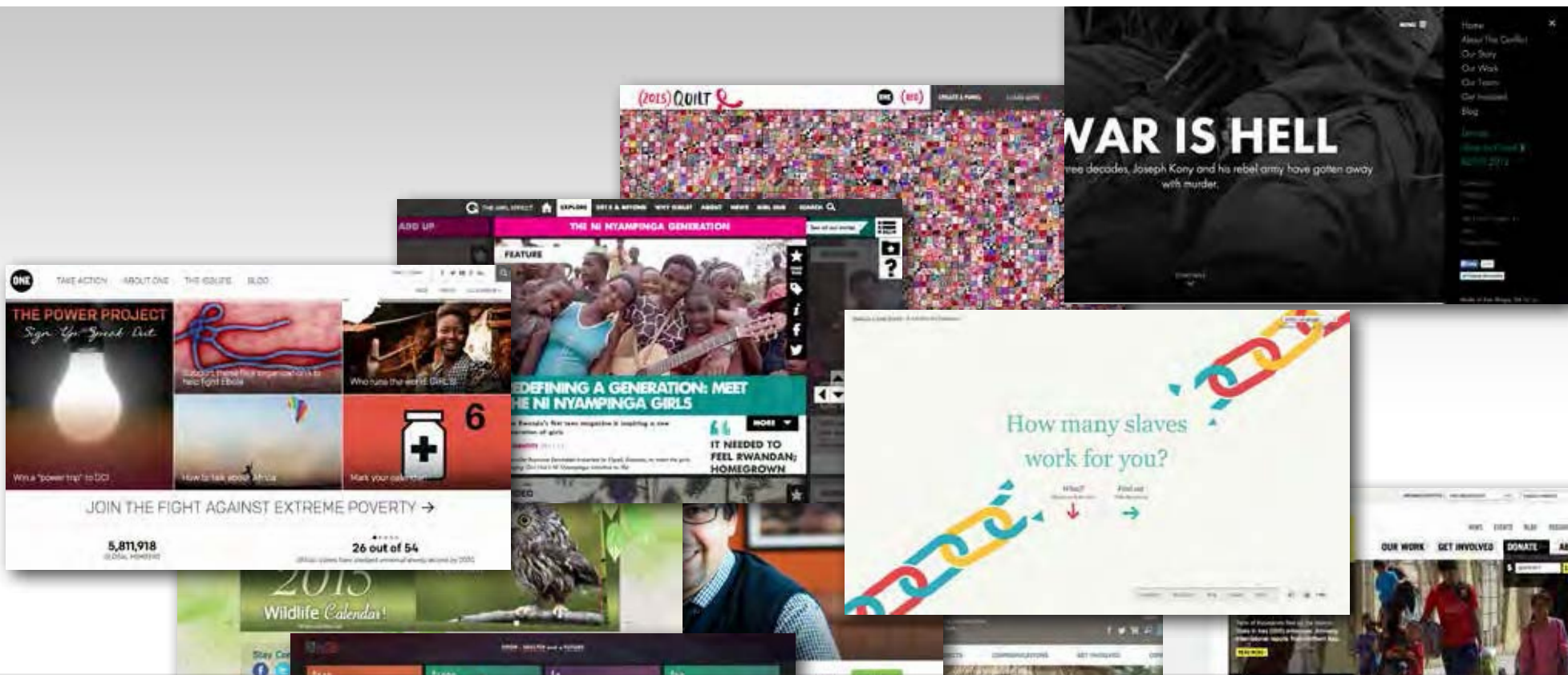
Get Involved



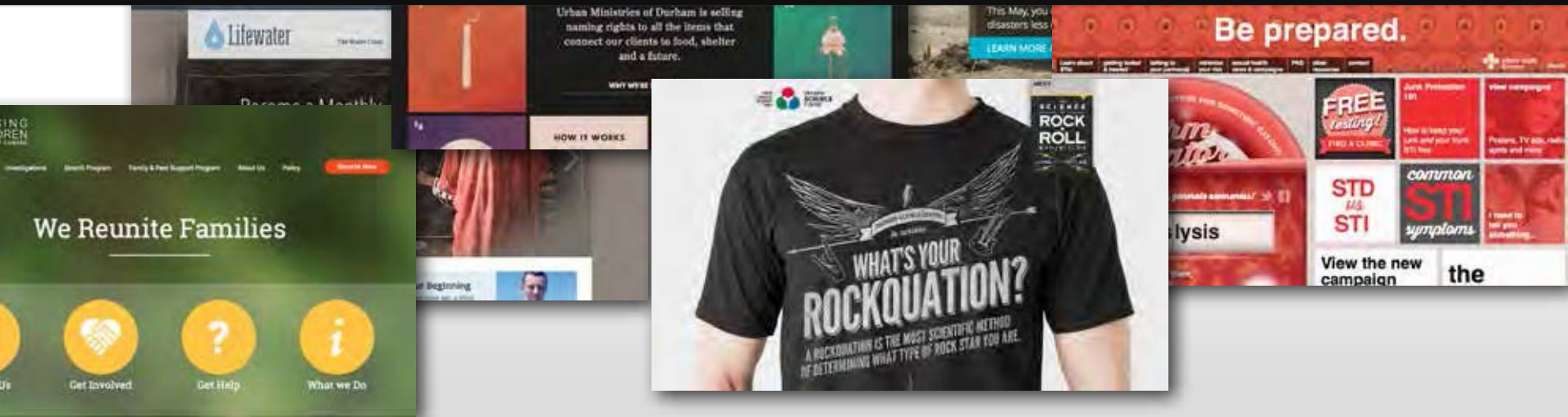
Get Help



What we Do



#4 MAINTAIN + IMPROVE YOUR BRAND IDENTITY





FOOD , SHELTER and a FUTURE

\$250



\$1000



\$4



\$50



\$5



Urban Ministries of Durham is selling naming rights to all the items that connect our clients to food, shelter and a future.

\$20



WHY WE'RE DOING THIS

\$6

HOW IT WORKS

\$2

\$5



GET HELP

GET THE FACTS

GET INVOLVED

WAYS TO GIVE

LOGIN



Search

E-news sign-up

COMMUNITY SOLUTIONS

CHILDREN & SCHOOLS

INFORMING PUBLIC POLICY

BUILDING THE FOOD SYSTEM

THE WALK FOR HUNGER



HELP KIDS TO GROW AND LEARN

200,000 KIDS ACROSS MASSACHUSETTS ARE FOOD INSECURE

> [Read More](#)

THE LATEST

AUGUST 28, 2014

8 Easy Swaps to Make Your Kids' School Lunch Healthier

SEPTEMBER 16, 2014

Let's Talk About Food Festival

Join Project Bread at this year's Let's Talk About Food

FROM TWITTER



Project Bread @walkforhunger

19m

Love nutrition, communications, public health or public policy? Apply to be a Community Outreach Intern! ow.ly/BV7Oc #internship



celebrating **70** years of FAMILY FARMING

[ABOUT HEIFER](#)

[OUR PARTNERS](#)

[NEED HELP?](#)



[Ending Hunger and Poverty](#)

[What You Can Do](#)

[Join the Conversation](#)

[Gift Catalog](#) [My Basket](#)

TOGETHER WE HAVE **POWER** OVER HUNGER & POVERTY



Watch how empowering people to change their lives is the key to ending hunger & poverty



[DONATE NOW](#)

#liveInt

blackbaud



CANADIAN WILDLIFE FEDERATION
FÉDÉRATION CANADIENNE DE LA FAUNE

[Home](#) [Contact us](#) [Shop](#) [Sign up](#) [Login](#)

[GO](#) [Français](#)

[About CWF](#)

[Discover Wildlife](#)

[Explore Our Work](#)

[Take Action](#)

[Foundation](#)

[Donate Now](#)

Don't Miss Out!

Sign Up NOW

to receive your

2015

Wildlife Calendar!

*While quantities last



Wildlife *2015*
Calendar



Stay Connected:



[Login](#)

[From Twitter](#)

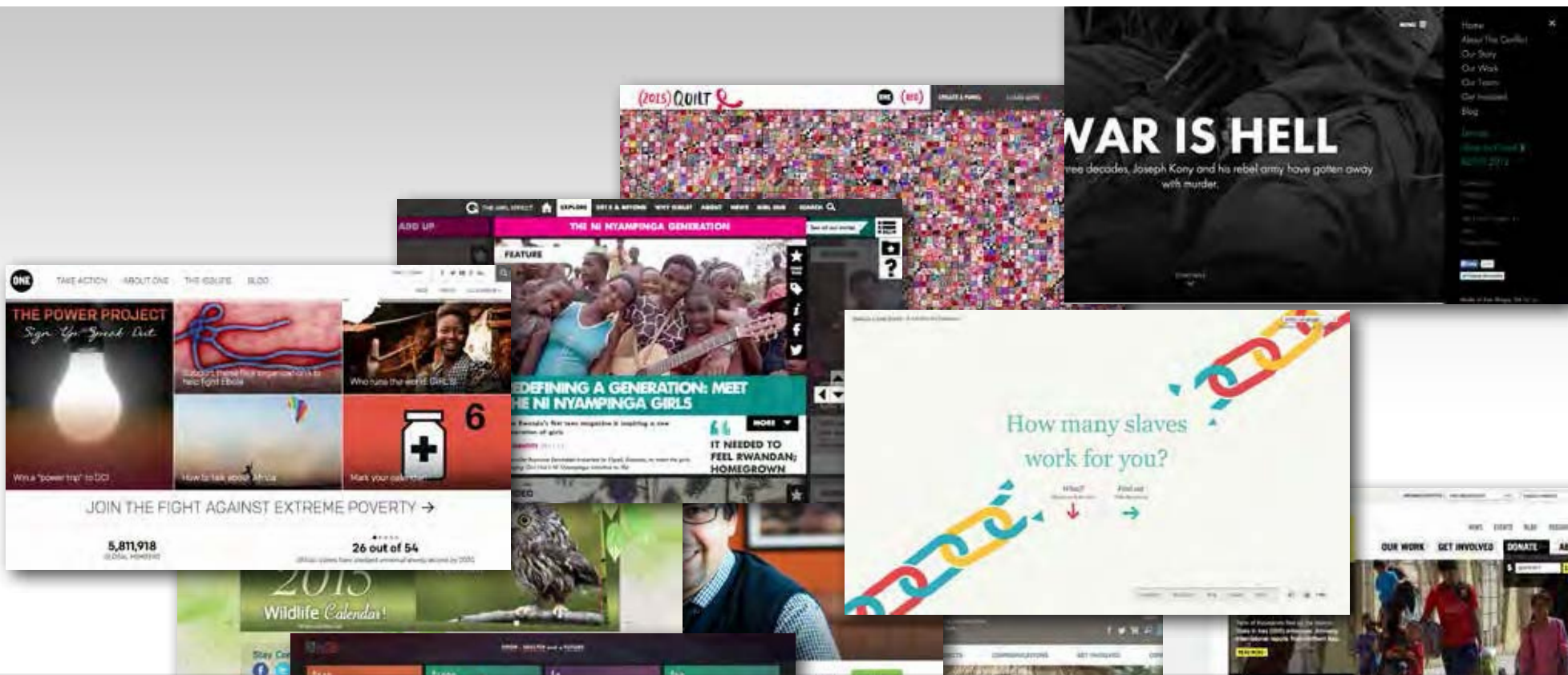
[From Facebook](#)



Bad Company Wildlife @badcowildlife
Bat box install in Dundas as covered by
[@CHCHNews](#) #bats #wns #helpthebats
chch.com/?p=69901

15 Aug

Retweeted by CWF



#5 THE PURPOSE OF THE WEBSITE SHOULD BE OBVIOUS





AMNESTY INTERNATIONAL



USA

OUR WORK

GET INVOLVED

DONATE

ABOUT US

PANIC IN IRAQ

Tens of thousands flee as the Islamic State in Iraq (ISIS) advances. Amnesty International reports from northern Iraq.

[READ MORE >](#)

NEXT | [GAZA CRISIS >](#)



QUICK GIFT

[CONTINUE >>](#)

[More Options >](#)

SIGN UP

Defend human rights for all.

>

DONATE NOW

Fight bad guys with every dollar.

[DONATE NOW >](#)

ACT NOW

End Rape Loophole Laws!

[TAKE ACTION >](#)

[VIEW ALL ACTIONS >](#)

ACT LOCALLY

FIND A GROUP OR EVENT NEAR YOU.

>

HUMAN RIGHTS UPDATES

FACES OF HUMAN RIGHTS



Providing water, health, and hope since 1977

[The Water Crisis](#)[Our Strategy](#)[Results](#)[Do Something](#)[About](#)[\\$ Donate](#)

Become a Monthly Sustaining Partner

\$40 provides one person safe water, adequate sanitation and hygiene education for life.

How many people will you help serve?

[Give Monthly](#)

DONATE MONTHLY

\$40 provides one person with water for life

Our Beginning

Many years ago, a small



GET HELP

GET THE FACTS

GET INVOLVED

WAYS TO GIVE

LOGIN



Search



E-news sign-up

COMMUNITY SOLUTIONS

CHILDREN & SCHOOLS

INFORMING PUBLIC POLICY

BUILDING THE FOOD SYSTEM

THE WALK FOR HUNGER



HELP KIDS TO GROW AND LEARN

200,000 KIDS ACROSS MASSACHUSETTS ARE FOOD INSECURE

> [Read More](#)

THE LATEST

AUGUST 28, 2014

8 Easy Swaps to Make Your Kids' School Lunch Healthier

SEPTEMBER 16, 2014

Let's Talk About Food Festival

Join Project Bread at this year's Let's Talk About Food

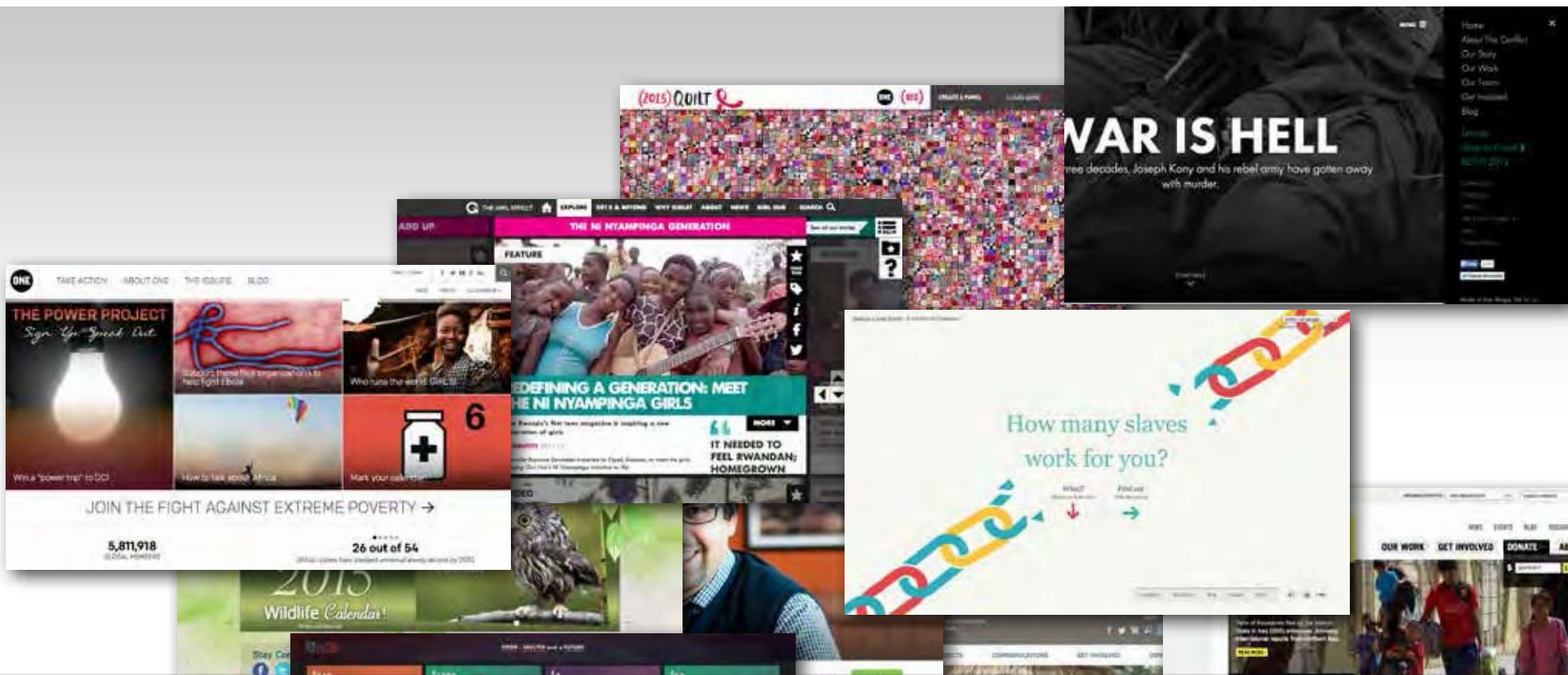
FROM TWITTER



Project Bread @walkforhunger

19m

Love nutrition, communications, public health or public policy? Apply to be a Community Outreach Intern! ow.ly/BV7Oc #internship



#6 FOCUS ON MOVING THE AUDIENCE (CTA)



TODAY, 43 ALBERTANS WILL HEAR THE
WORDS "YOU HAVE CANCER" ...
LET'S CHANGE THAT.

+ Give Now



Rwanda donations multiplied nearly 7 times

Help a family in Rwanda put food on their table every day.

MAKE A MULTIPLIED DONATION NOW!

How many slaves work for you?

What?
Slaves work for me?



Find out
Take the survey



WANT TO HELP? THEN GET INVOLVED



Fundraise for War Child

Climb Kilimanjaro, cycle to Paris, throw a party...

**RAISE SOME CASH.
CHANGE SOME LIVES.**



Get in the know

Learn more about the issues affecting children in war zones.

**READ ABOUT CHILD
SOLDIERS**



FOLLOW US ON TWITTER

LIKE US ON FACEBOOK

**WHERE DOES
MY MONEY
GO?**

**OTHER WAYS TO
GET INVOLVED**

DONATE MONTHLY

\$40 provides one person
with water for life

*Monthly partners help us to establish
new programs and serve more people.*

MEET THIS NEED



SIGN UP

Defend human rights for all.

YOUR EMAIL ADDRESS >

DONATE NOW

Fight bad guys with every dollar.

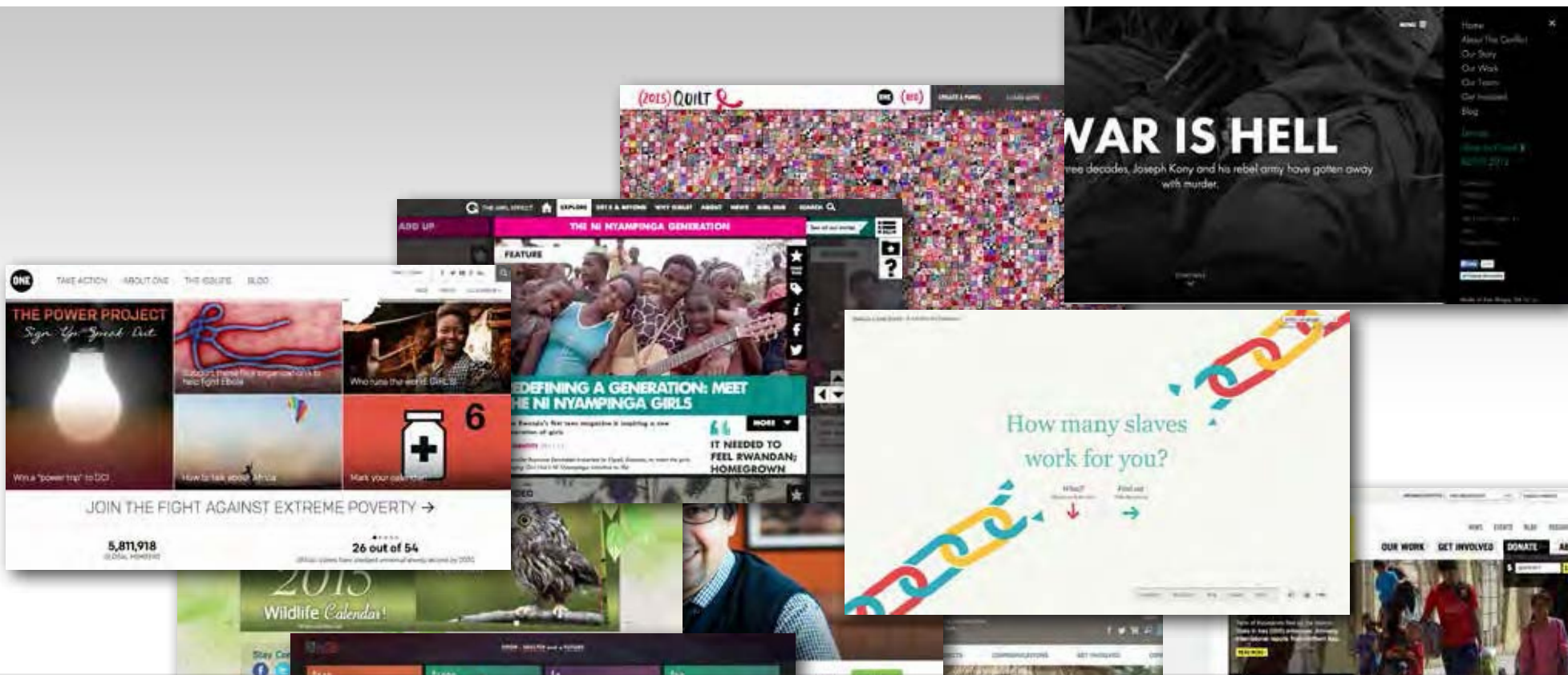
DONATE NOW >

ACT NOW

End Rape Loophole Laws!

TAKE ACTION >

VIEW ALL ACTIONS >

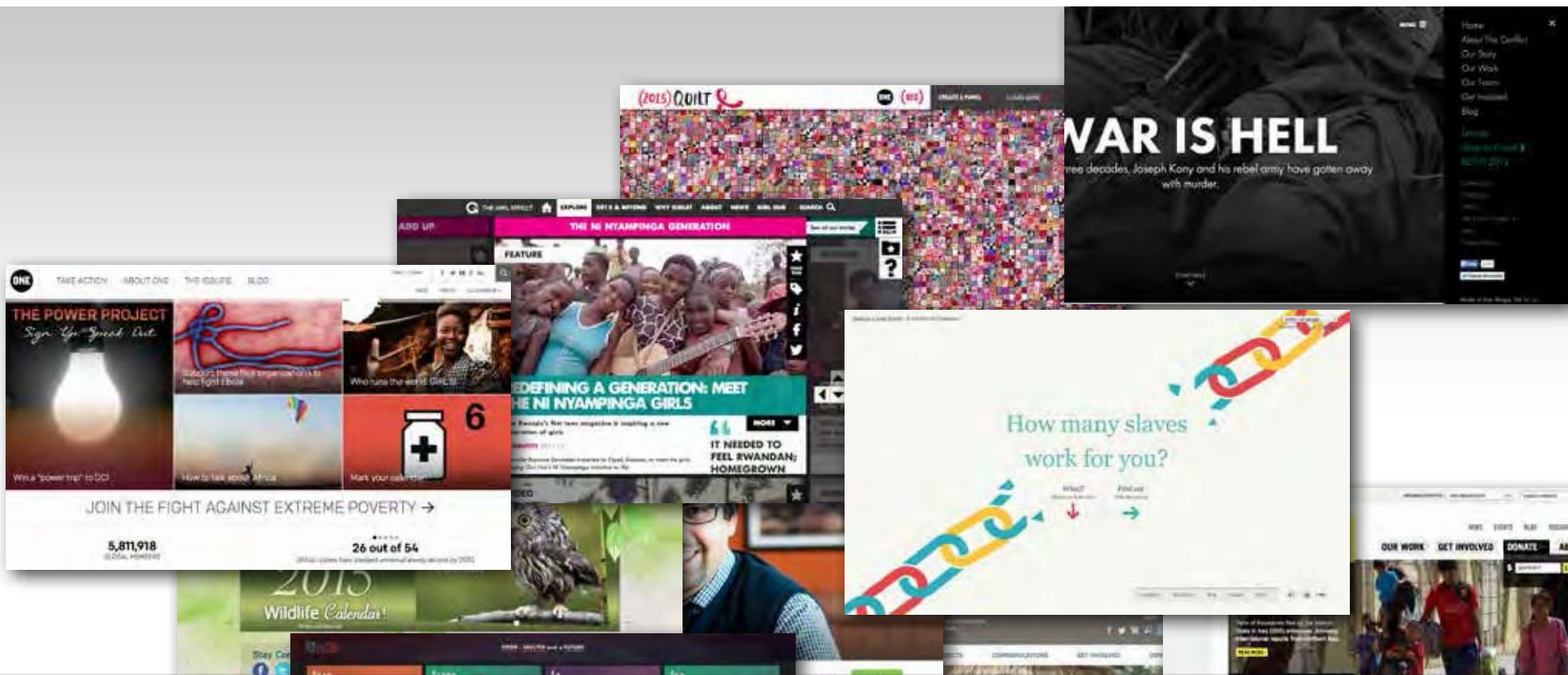


#7 THINK OUTSIDE THE BOX!



#liveInt

blackbaud



#8 PUT YOUR TECHNOLOGY TO GOOD USE!



#liveInt

blackbaud

HARNESS THE POWER OF EMAIL!

**#1 Activity on
Smart Phone.
But nonprofits are
competing for
mindshare in
the inbox**



HARNESS THE POWER OF EMAIL!

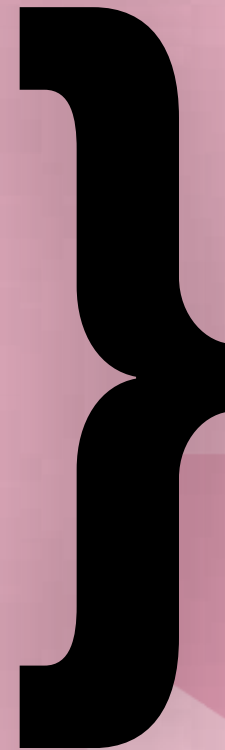


86%

86%

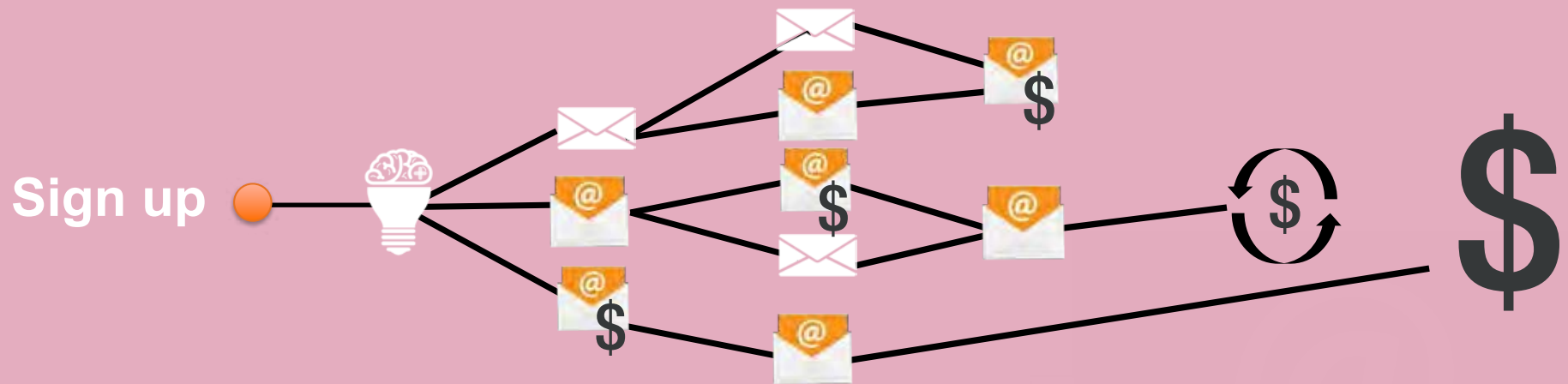
87%

80%



**use the
internet
mostly
for email**

HARNESS THE POWER OF EMAIL!



PERSONALIZE & AUTOMATE YOUR DONATION FORMS

**Past activity
is a good
indicator of
future
interaction**



**casual
visitor**

**email
prospect**

**past
donor**

PERSONALIZE & AUTOMATE YOUR DONATION FORMS

\$10
\$25
\$50
\$75
[Other]



\$50
\$75
\$100
\$125
[Other]
Give monthly!

**→ LOYALTY
TRUST
BRAND**

Luminate Online Marketing

Marketing Automation for Nonprofits
Smart Donation Forms
Supporter Scoring
eCommerce, Page Builder & more!

Website Design & Branding

Website Redesigns
Search Engine Optimization
Usability Testing & Analysis
Fine-tune your transactional pages
for higher conversion
Branding & more!

reference websites

<http://www.girleffect.org>

<http://www.takethewalk.net>

<http://www.projectbread.org>

<http://www.heifer.org>

<http://www.girleffect.org/2015-beyond/girls-voices/>

<http://slaveryfootprint.org>

<http://www.amnestyusa.org>

<https://www.namesforchange.org/Intro>

<http://sexgerms.com>

<http://www.2015quilt.com>

<http://mcsc.ca>

<http://www.one.org/us/>

<http://www.cwf-fcf.org/en/index.html>

<http://lrp.tours.lhsc.on.ca/intro-to-chemo/about-chemotherapy>

<http://rockquation.ca>

<http://missingkidsstamps.ca>

<http://www.warchild.org.uk>

<http://www.adra.ca>

<http://albertacancer.ca>

THANK YOU!

Bound for Greatness: A free webinar series by Blackbaud

Drive Your Nonprofit's Website from Good to Great

Presented by **Raheel Gauba**
Online Strategist for Nonprofits - **Blackbaud**

Twitter: **@raheelgauba**
raheel.gauba@blackbaud.com
slideshare.net/raheelgauba
slideshare.net/blackbaud

blackbaud™