

OCT 27, 2022



Design Tips for a More Effective Nonprofit Website



Important Information

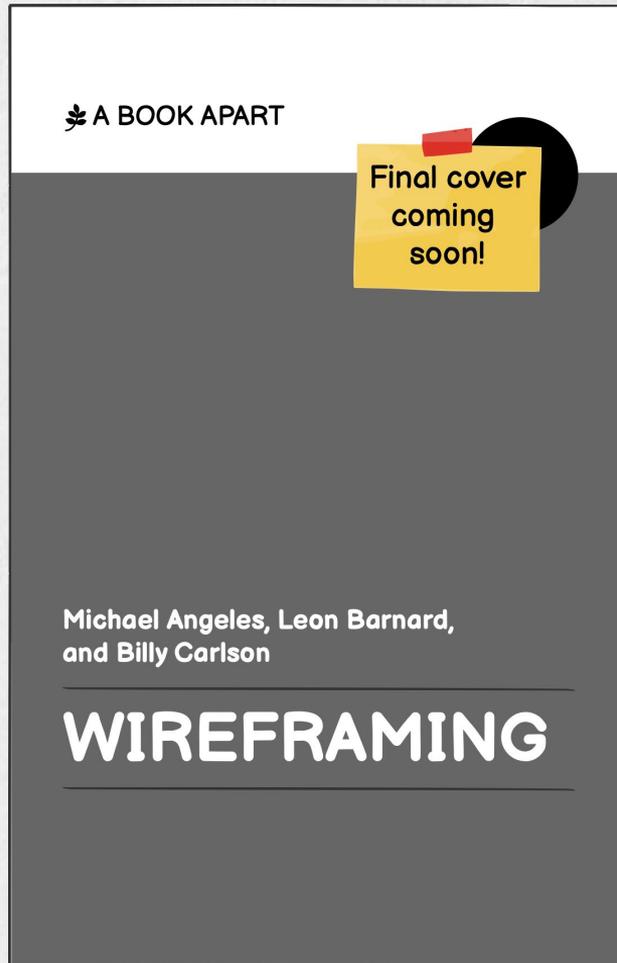
- This webinar is being recorded and will be posted to our YouTube channel
- If you use the chat feature, your name will be displayed and may appear in the recording
- We will have a Q&A session at the end where you can ask questions via chat
- You can ask questions after the webinar via email - learn@balsamiq.com

Agenda

1. Anatomy of a landing page
2. What's unique about nonprofit landing pages?
3. Teardown of real nonprofit sites
4. Wireframing tips for nonprofit site designs
5. Q&A

We're writing a book!

Sign up at balsamiq.com/book



Financial infrastructure for the internet

Millions of companies of all sizes—from startups to Fortune 500s—use Stripe's software and APIs to accept payments, send payouts, and manage their businesses online.

[Start now >](#)[Contact sales >](#)

ROCKET RIDES

Search

Today

Gross volume \downarrow August 1
\$3,528,198.72 \$2,931

1:00 PM 1:00 PM

12:00 AM

Reports summary

Last 4 weeks \downarrow July 18 - Au

Gross volume **+4.6%**
\$4,542,345.45 \$4,062

Jul 18

Increment Magazine
\$14 per quarter

Apple Pay

Or pay with card

Email

Card Information

Number

MM / YY CVC

Country or region

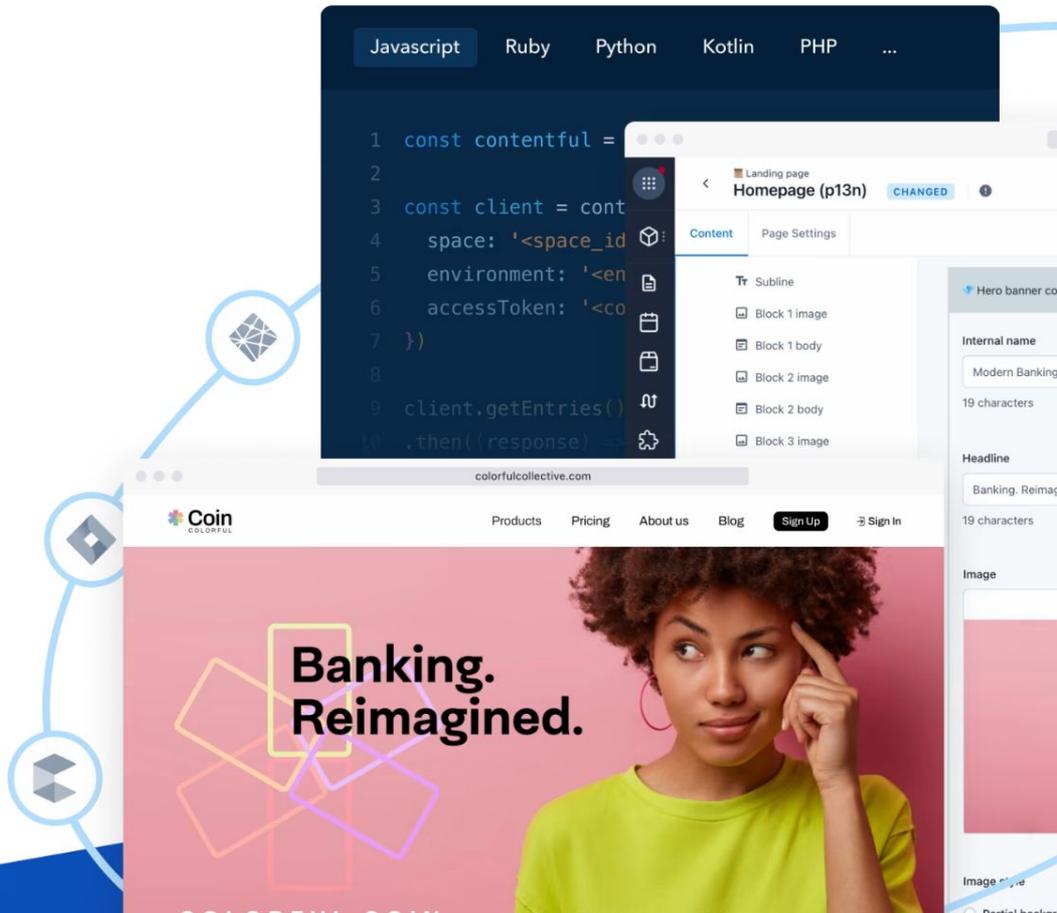
United States \downarrow

ZIP

Pay

The freedom to bring your best ideas to life

Build experiences that drive your business forward with the composable content platform

[Sign up free](#)[Get a demo >](#)



[Docs](#)

[Blog](#)

[Showcase](#)

[Community](#)



8,005

Next Gen Content Management



Tina is an open-source, Git-backed CMS with the ability to add visual editing to your NextJS site

GET STARTED

\$ `NPX CREATE-TINA-APP@LATEST`





https://genericlandingpage.yo



[Main](#) | [Navigation](#) | [Goes](#) | [Here](#)

Call to action

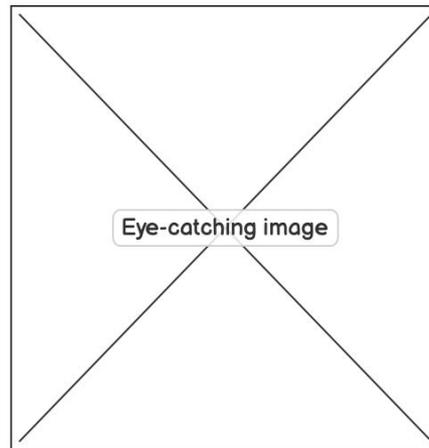
Or other button

Very Large Tag Line Here

Smaller marketing description or value proposition here

Primary Call to Action

Secondary Call to Action >



Nonprofit site examples

- <https://www.habitat.org/>
- <https://digitunity.org/>
- <https://rmhc.org/>
- <https://www.parksconservancy.org/>
- <https://girlswhocode.com/>
- <https://www.thesca.org/>
- <https://ecga.org/>



What's unique about nonprofit pages?

1. *Still* need a clear description of what they do and how they help
 - a. *But* might need to do more to convince viewer why it matters
2. CTA is usually donate, followed by volunteer/get involved/subscribe
3. Might have multiple audiences, e.g., people being helped / people who want to help
4. Often have a limited budget or resources

Let's analyze at some real sites



Where does this come from?

The screenshot shows the Balsamiq website's navigation bar with links for PRODUCT, LEARN TO WIREFRAME, COMPANY, SUPPORT, BUY, and LOG IN. Below the navigation is the Balsamiq Wireframing Academy logo and a menu with Articles, Videos, Courses, UI Control Guidelines, and Resources. The main content area is titled 'Live Wireframing with Balsamiq' and includes a description of the video series, a list of topics, and a video player thumbnail for 'Wireframing with Balsamiq WITH Paldi'.

balsamiq®

PRODUCT LEARN TO WIREFRAME COMPANY SUPPORT BUY LOG IN Search...

Balsamiq Wireframing Academy

Articles Videos Courses UI Control Guidelines Resources

Videos > Live Wireframing with Balsamiq

Live Wireframing with Balsamiq

Live Wireframing with Balsamiq is a collection of video recordings of Balsamiq employees talking through the process of creating wireframes.

Some videos show our designers sketching out and iterating on ideas for upcoming features.

Others are **free wireframing sessions for nonprofit organizations** through our **Giving Back** program.

If you are a nonprofit looking for help wireframing your app or website, [learn how you can sign up for a free session.](#)

Watch on YouTube

Live Wireframing Sessions

twitter.com/leonbarnard

The screenshot shows the Balsamiq website's navigation bar with links for PRODUCT, LEARN TO WIREFRAME, COMPANY, SUPPORT, BUY, and LOG IN. Below the navigation is the Balsamiq Wireframing Academy logo and a menu with Articles, Videos, Courses, UI Control Guidelines, and Resources. The main content area is titled 'Website UX Reviews: First Impressions with Paul Boag' and includes a description of the video series, a list of topics, and a video player thumbnail for 'First Impressions with Paul Boag - providing useful feedback, critiques, and praise to their creators.'.

balsamiq®

PRODUCT LEARN TO WIREFRAME COMPANY SUPPORT BUY LOG IN Search...

Balsamiq Wireframing Academy

Articles Videos Courses UI Control Guidelines Resources

Website UX Reviews: First Impressions with Paul Boag

Website UX Reviews: First Impressions with Paul Boag

...ed to see your website through the eyes of a design and expert?

...t this video series is all about. Usability consultant Paul Boag visits websites he's never seen before, giving his first impressions and **providing useful feedback, critiques, and praise** to their creators.

He'll cover a variety of domains, **from commercial to the public sector and nonprofits**. If you're looking to improve your website, watching Paul take a close look at these sites will give you **ideas that you can apply to your own.**

Watch on YouTube

First Impressions

learn@balsamiq.com

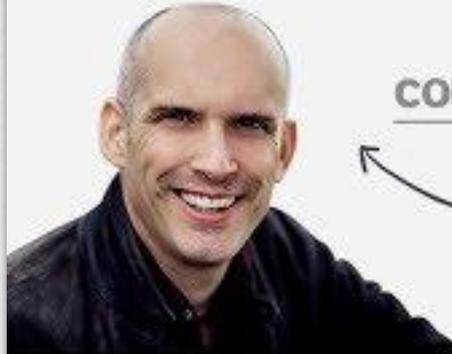
**First
impressions
matter**



First Impressions

UX Reviews

countrysideclassroom.org.uk



WITH
Paul Boag

Takeaways

1. Use **good imagery** - high quality and relevant to your message
 - a. Humans process images faster than words
2. Make your CTA or primary action **obvious**
 - a. Don't have any clutter around it

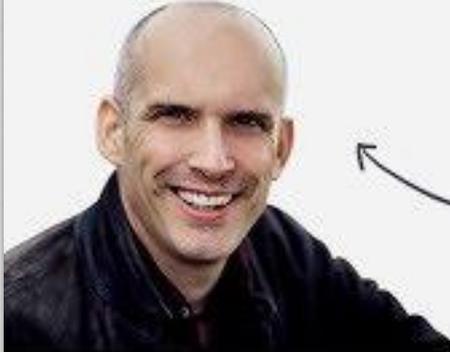
Dos and don'ts



First Impressions

UX Reviews

schoolonwheels.org



WITH
Paul Boag

The graphic features a white background with a black border at the top and bottom. A red triangle is on the right side. A hand cursor icon is positioned over the URL 'schoolonwheels.org'. A hand-drawn arrow points from the text 'WITH Paul Boag' to the portrait of Paul Boag.

Takeaways

1. Don't be too heavy handed with your CTA. *Pick your moment!*
 - a. Explain what you do and how you help before asking for something
 - b. Think about “features” and “benefits” first - like a corporate landing page
2. **Avoid carousels** - especially if they have CTAs in them
3. Be intentional about **news and events**
 - a. Leave it out unless you have a good reason for using it!
4. Make it **personal**
 - a. Show real faces of your organization and who it helps

Tell a
good story



First Impressions

UX Reviews

schoolonwheels.org



← WITH
Paul Boag

Takeaways

1. Start with **why it matters**. Don't bury the lede.
 - a. That's what hooks people.
2. Tell *and* show. **Real people**, real stories, real emotion.
 - a. Videos are great, but quotes and testimonials are also good.
3. **Now** people are ready to give/help



School on Wheels volunteers provide free tutoring and mentoring to children from kindergarten through twelfth grade living in shelters, motels, vehicles, group foster homes, and the streets of Southern California.

[View Full Video >](#)

1 in every 20 children
in California does not have a home

Let's review some of those sites again

- <https://rmhc.org/>
- <https://girlswhocode.com/>
- 😊
- <https://www.thesca.org/>
- <https://ecga.org/>
- 😞

Wireframing demo



Live Wireframing Session



WITH
Leon

success empowers young moms to complete high school

only 38% of teen moms graduate high school

teen pregnancy primarily affects low-income women of color

despite the decrease in overall teen pregnancy rates are still high in some areas

what

why



Teen Success

1. peer learning group - co
2. one-on-one coaching

Goals

(Part 2/3)

a story/in her own wo

how it works

how you can help

newsletter CTA

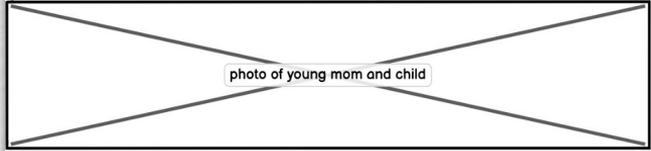


photo of young mom and child

See Our Program page for navigation variation suggestion

Goal: We want to build trust with our audience and get them to donate!

Program: details/how it works
· description + call to action (donate)

EmpowHer: campaign for 3x no. of moms
· expanding to new locations
· increasing # we serve

Teen Moms:
· for young women: what is teen success inc?

teen success empowers young moms to complete high school

- only 38% of teen moms graduate high school
- teen pregnancy primarily affects low-income women of color
- despite the decrease in overall teen pregnancy, rates are still high in some areas

what

why

a story/in her own words (quote + photo)

how it works

how you can help

newsletter CTA (sign up or link to sign up)



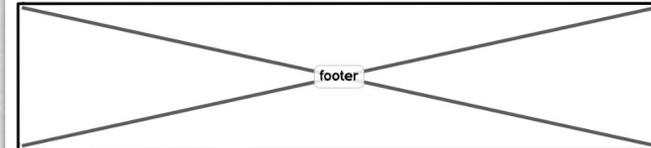
Placeholder text for a quote or story.

1. peer learning group - connect with other teen moms and adult advocates/guides
2. one-on-one coaching with an advocate to focus on your individual needs

footer

Donate talk about [empowher](#) campaign and mention fund-raising goals [learn more](#)

Sign up for our newsletter!



footer

Recap

1. Make it real (people, photos, stories)
2. Explain *why* it matters
3. Pick your moment
4. Be very intentional about what goes on the page (and in what order)
 - a. If your audience cares about it, put it on the page
 - b. If they don't, remove it
5. Follow UX best practices - make it clean and obvious

More resources

1. [Website UX Reviews: First Impressions with Paul Boag](#)
2. [Helping Nonprofits \(and More\) | Wireframing Academy](#)
3. [Common Website Mistakes and How to Fix Them](#)
4. [How to Use Wireframes for Content Modeling](#)
5. [How to Wireframe Your Website Copy. A Step-by-Step Guide](#)
6. [Wireframing Website Copy for Product People](#)
7. [SaaS Website Design: Lessons From Real Users](#)
8. [Perfect Landing Page Wireframes](#)
9. [Content-First Design: Let the Content Determine the Design](#)
10. [How to Design a Landing Page: Balsamiq Cloud Case Study](#)

Thanks!

Learn more at balsamiq.com/learn

Contact me:

- leon@balsamiq.com
- [@leonbarnard](https://twitter.com/leonbarnard)



Q&A



We're GOOD people & we CARE!



Balsamiq Retreat 2019 - Bologna, Italy

