



MNN 2017

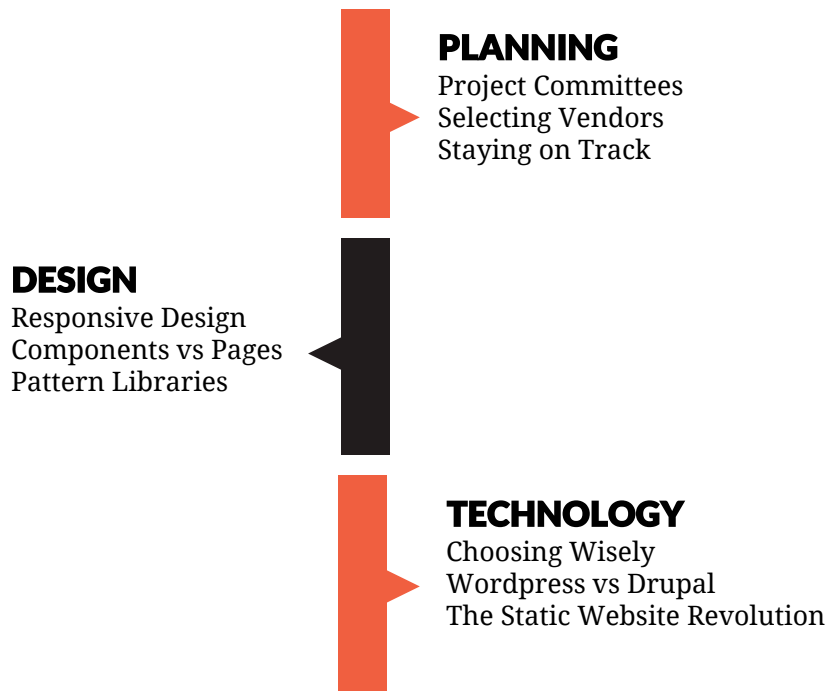
# **Don't Speak at Your Audience, Speak with Them**

How to Build a Website that Encourages  
Donations, Volunteerism, and Action.



# Implementation.

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# Communication.

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# **Implementation.**

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**Planning**

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**Design**

**Technology**

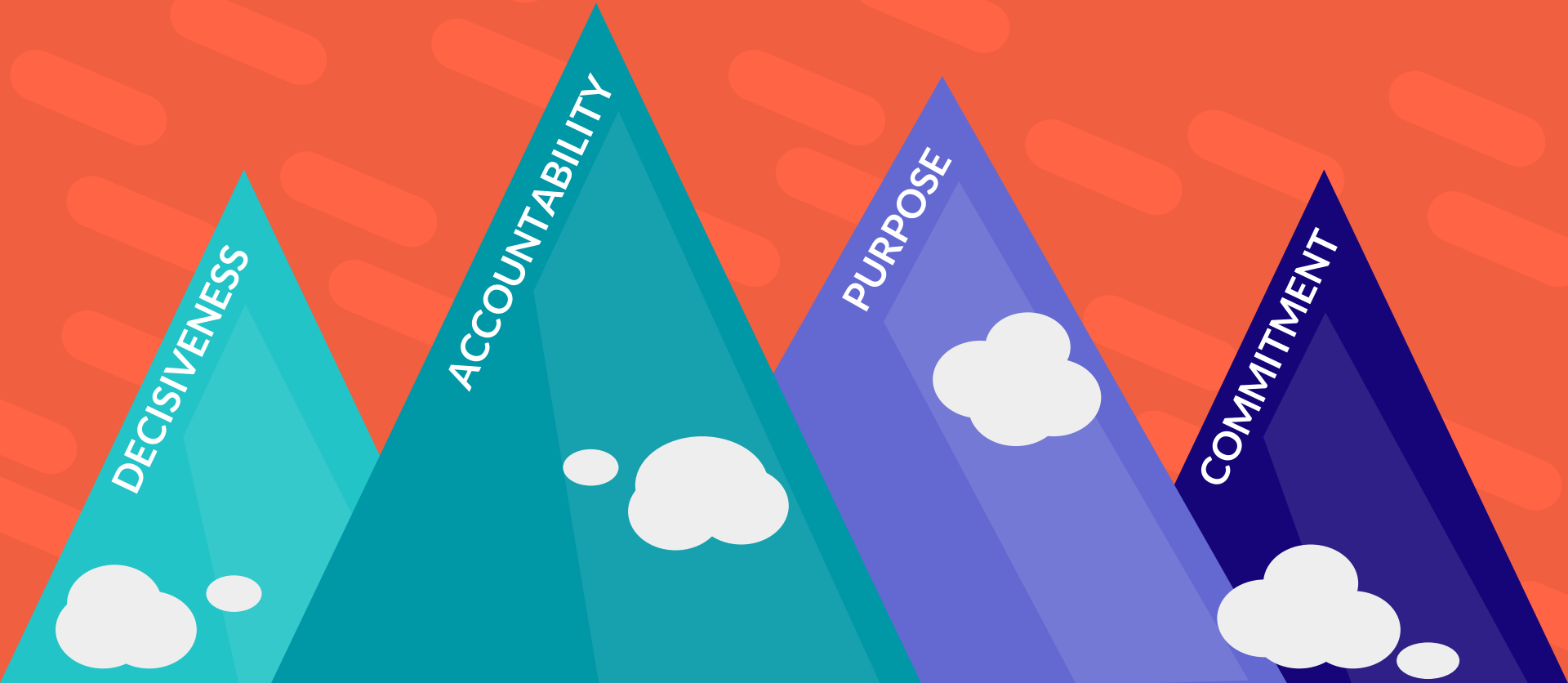


# Create a committee.

- Small team of no more than 7-8
- Define roles
- Agree on regular meetings
- Perform a “Premortem”
- Get excited!



# The four pillars of great committees:



# Benefits of a team:

- Creates company buy-in
- So many components to a website!
- Coverage
- Authority
- Expertise & Experience



# Selecting a vendor.

1. Past work

2. Communication

3. Community Contributions

4. Certifications

5. Development Style

Personas help projects **stay on track** and **avoid conflicts** of individual opinion.





**Planning**

**Design**

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**Technology**



**Design is** more than aesthetics,  
it's **your vision.**

The technology should conform  
to your strategy.

On April 21, 2015 **responsive design** on the web simply became “design” overnight.

“Content is like water”

-Josh Clark

*created by Stephanie Walter*





**Design  
by  
page  
is  
dead.**



ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES

The background is a dark navy blue field filled with numerous small, light-colored dots. Scattered throughout are various geometric shapes, primarily polyhedrons like octahedrons and dodecahedrons, in a range of colors including teal, yellow, red, and grey. These shapes vary in size and are some of the most prominent visual elements.

Pattern Libraries increase the  
**transparency** and **consistency** of design  
and make individual components  
**reusable** across sites.

Welcome to  
**BOSTON.GOV**

**B****NOV. 7 GENERAL MUNICIPAL ELECTION**

Polling locations open from 7 a.m. - 8 p.m. across the City.

[GENERAL ELECTION INFO](#)**SUNDAY, OCTOBER 29**

TRASH AND RECYCLING



CITY BUILDING HOURS



PARKING METERS

# FISCAL YEAR 2018 BUDGET

*Beginning July 1, 2017 and ending June 30, 2018*

EXECUTIVE SUMMARY

FEATURED ANALYSIS

CAPITAL PROJECTS

OPERATING BUDGET

[HOME](#) > [EXECUTIVE SUMMARY](#)

Last updated: 4/13/17

## EXECUTIVE SUMMARY

"I am proud to put forth a budget that makes strategic investments to support Boston's neighborhoods, and builds on our strong record of fiscal management." – Mayor Martin J. Walsh



**Planning**

**Design**

**Technology**

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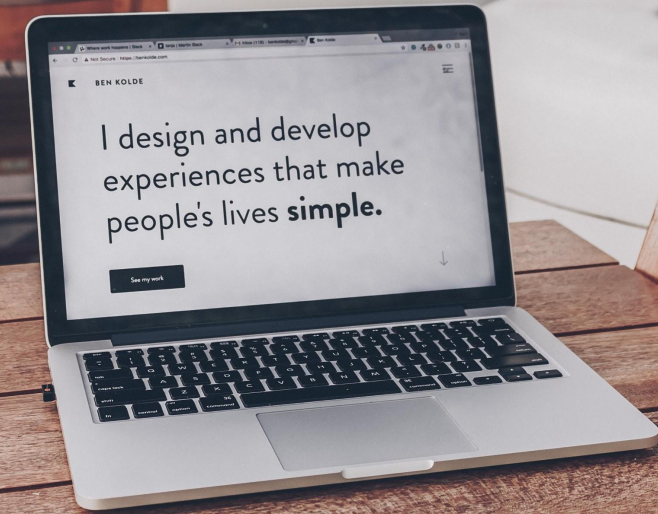
# Choose the **right** technology.

Proprietary vs Open Source

Website purpose

Audience and team needs

Budget







**VS**





**VS**





**VS**



**or**





# Think about going static if you're concerned about...

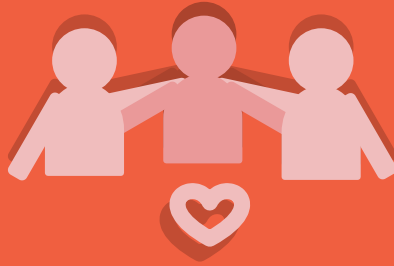
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1. **Speed.** Faster by default.
2. **Cost.** Cheaper to build, maintain, and host.
3. **Security.** Can't be hacked by traditional methods.



# **Communication.**

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**Donations**

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**Volunteerism**

**Action**



# Trust & Security

- Design Quality Matters
- SSL/TLS: Let's Encrypt + Certbot
- Visible Phone # and Address
- Display Third Party Endorsements





Use images that  
create an **emotional  
response.**

People donate from  
**their hearts.**





# Transparency.

- Disclose how donations are used
- Share goals and when you reach them



# Giving Levels.

Select an amount to give.

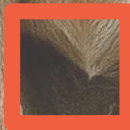
\$25

\$50

\$100

\$200

Other Amount



**Monthly  
contribution**







# Donation Forms.

- Just a click away
- Lean data collection
- Confirmation Email
- Branded & Secure



**Donations**

**Volunteerism**

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**Action**



## **Focus on your mission.**

Be clear about what you do. Users should immediately know what you're all about.

# Volunteer Stories.

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- Share volunteers stories
- Emphasis strength of your group
- Use a video as a recruitment tool
- Show volunteer impact on the cause





A background image showing several hands holding small autumn leaves in shades of yellow and red against a dark background. A white rectangular box is overlaid on the image, containing the word 'Involvement.' and a list of three bullet points. An orange rectangular box is also overlaid on the image, highlighting a specific hand holding a leaf.

# Involvement.

- Clearly define and display position titles
- Recognition & benefits
- Simple forms and contact information





**Donations**

**Volunteerism**

**Action**



Nobody will praise  
you for the complexity  
of your prose; they  
judge you by the **clarity**  
of your **message**.





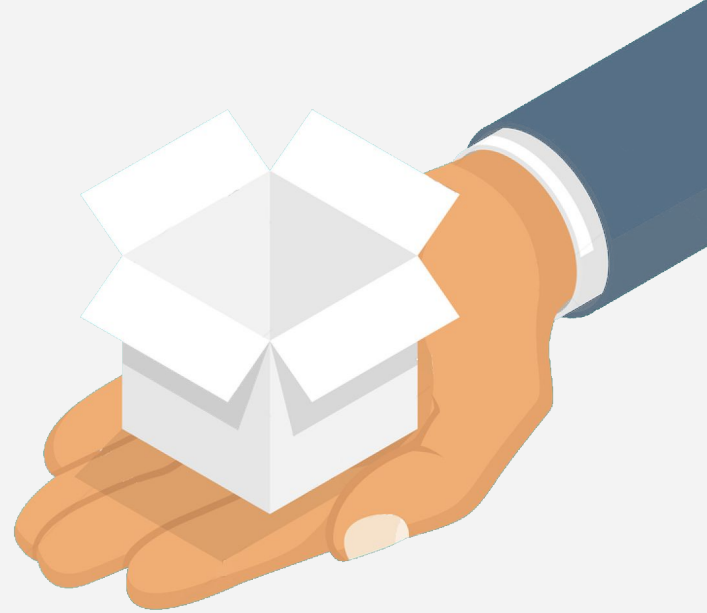
# Eliminate distractions.

- Simple language
- Correct spelling / grammar
- Clear calls to action

ABC



Don't just ask for someone's email, **give** them something they want **first**.



# Empowering youth to *thrive*.



**VOLUNTEER**  
[Learn More](#)



**DONATE**  
[Learn More](#)



**ENROLL A CHILD**  
[Learn More](#)



## 10 Things to Know Before Becoming a Big

- ✓ This fact sheet will help you prep for the volunteering process
- ✓ Decide whether becoming a Big is right for you
- ✓ Get you in the right mindset for a successful first interview

### Becoming a Big is fun and rewarding. Decide if it's right for you.

We're always looking for people eager to positively impact a child and improve their community at the same time. And, right now is no different. Mentors are in high demand. So, Add A Little. It's a BIG deal.

For a few hours, a couple times a month, you can give a Little the invaluable gift of your friendship. By simply changing their perspective of what the world can offer, you can literally start changing their lives. And sometimes it's as simple as playing video games, going to a museum, or just hanging out together.

#### Get the free Fact Sheet

First Name

Last Name

Gender

☐ Female

☐ Male

ZIP Code

This helps us to see how many Littles are near you.

Email

Phone Number

☒ Yes, I'd like to receive news and upcoming events

[Download Now](#)

Privacy

Contact Us

Donor Privacy Policy

Employee Portal

Big Portal

Board Member Portal

Help us make Massachusetts Bay a better region for incredible kids to grow up in. Stay in touch with us to get **recent news**, **upcoming events** and more!

First Name

Last Name

Your Email

[Sign Up](#)



75 Federal St., 8th Fl.  
Boston, MA 02110  
(617) 542-9090



# Cycling content on social sites.

- Reposting in a staggered manner
- Types of posts appropriate for each platform
- Provide value
- Improves SEO!





## Connect with social media.

Choosing the right channels

- Facebook
- Instagram
- Snapchat
- Twitter
- LinkedIn



# Questions?

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**Community-Minded  
Software.**