MNN 2017

Don’t Speak at Your Audience, Speak with Them

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

Implementation.

PLANNING
Project Committees
Selecting Vendors
Staying on Track

DESIGN
Responsive Design
Components vs Pages
Pattern Libraries

TECHNOLOGY
Choosing Wisely
Wordpress vs Drupal
The Static Website Revolution

Communication.

DONATIONS
Visual Storytelling
Building Trust
Transparency

VOLUNTEERISM
Focus on Mission
Volunteer Stories
Involvement

ACTION
Eliminate Distractions
Give First, Ask Later
Getting Social

Implementation.

Planning

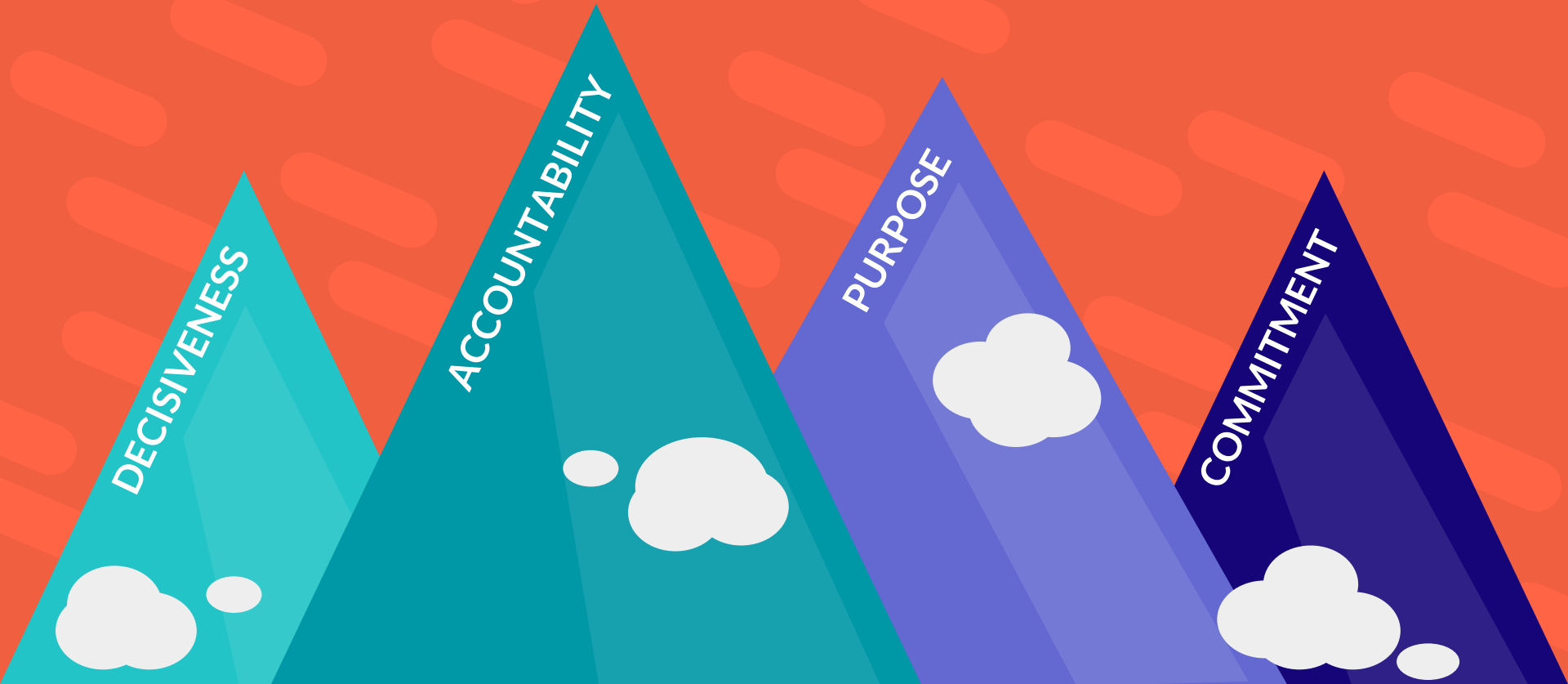
Design

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.

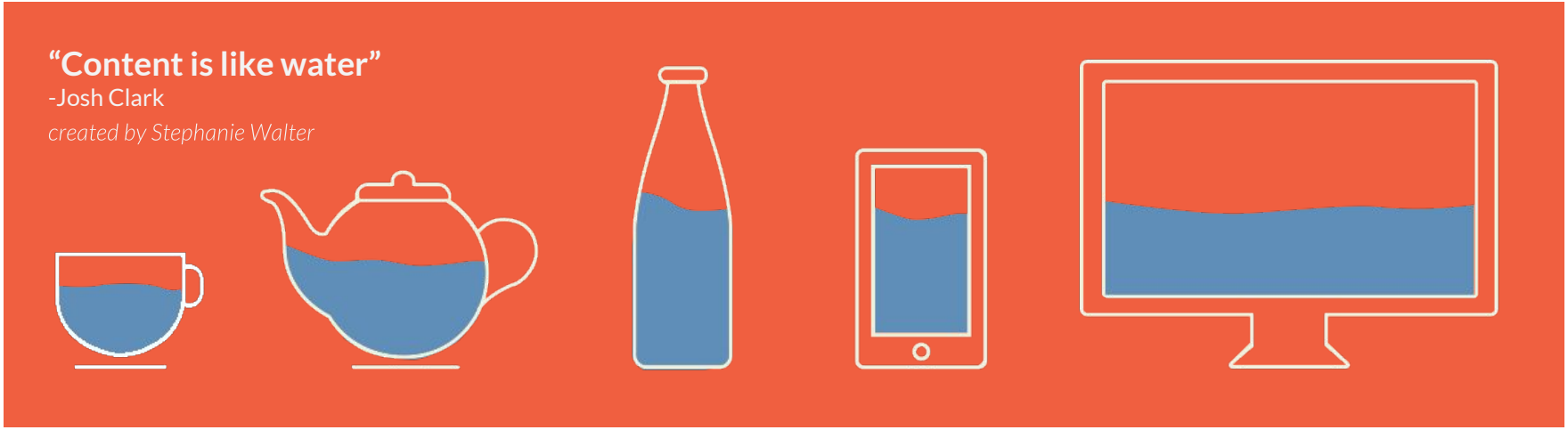
Planning

Design

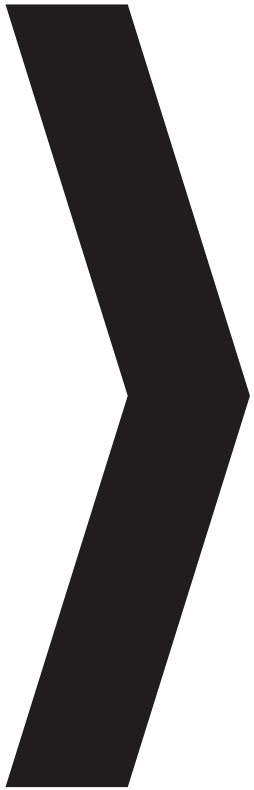
Technology

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.



Design by page is dead.



ATOMS

MOLECULES

ORGANISMS

TEMPLATES

PAGES

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

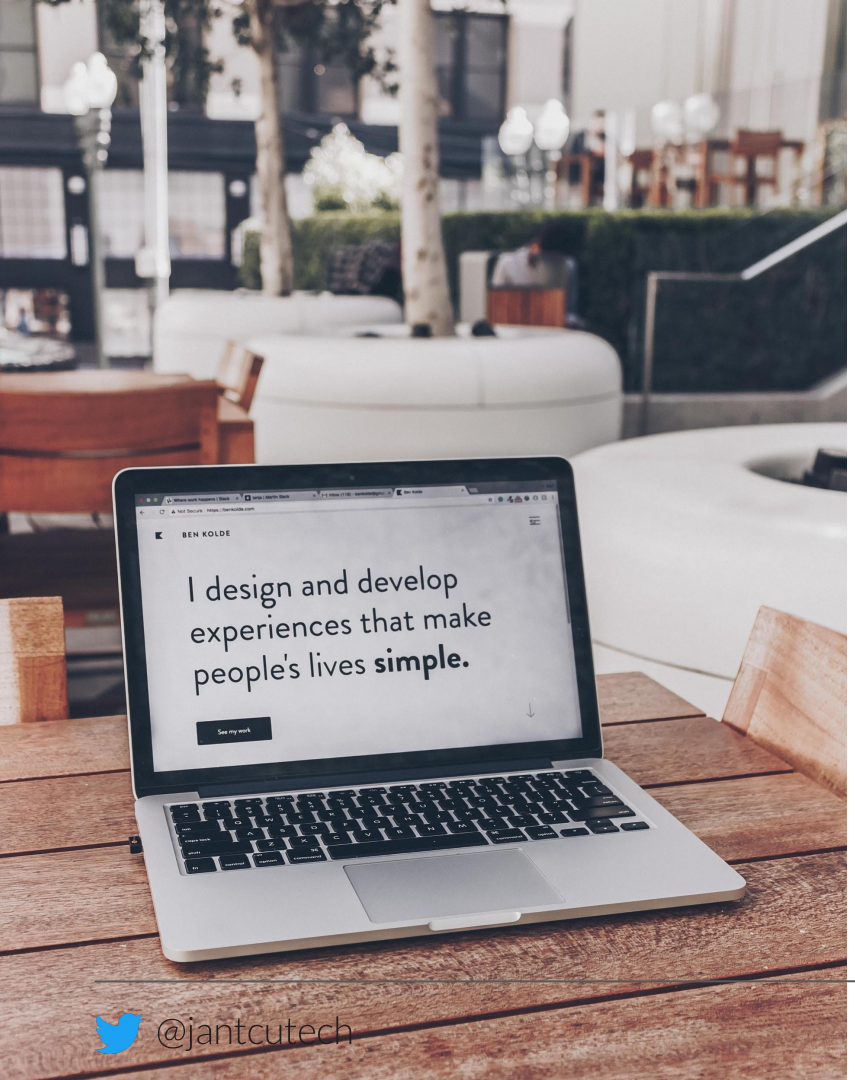
MENU
CITY of BOSTON
PAY AND APPLY
PUBLIC NOTICES
FEEDBACK
TRANSLATE
Welcome to
BOSTON.GOV
B
NOV. 7 GENERAL MUNICIPAL ELECTION
Polling locations open from 7 a.m. - 8 p.m. across the City.
GENERAL ELECTION INFO
SUNDAY, OCTOBER 29
TRASH AND RECYCLING
CITY BUILDING HOURS
PARKING METERS

MENU
CITY of BOSTON
PAY AND APPLY
PUBLIC NOTICES
FEEDBACK
TRANSLATE
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



Choose the right technology.

Proprietary vs Open Source

Website purpose

Audience and team needs

Budget

VS

VS

VS

or

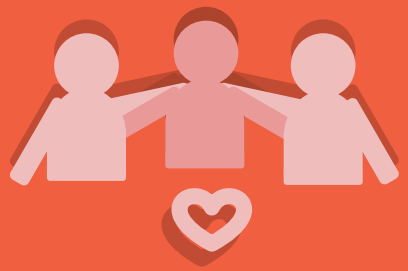
Think about going static if you're concerned about...

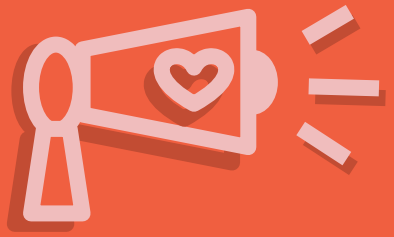
1. **Speed.** Faster by default.
2. **Cost.** Cheaper to build, maintain, and host.
3. **Security.** Can't be hacked by traditional methods.

jekyll

HUGO

Communication.





Donations

Volunteerism

Action

Trust & Security

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

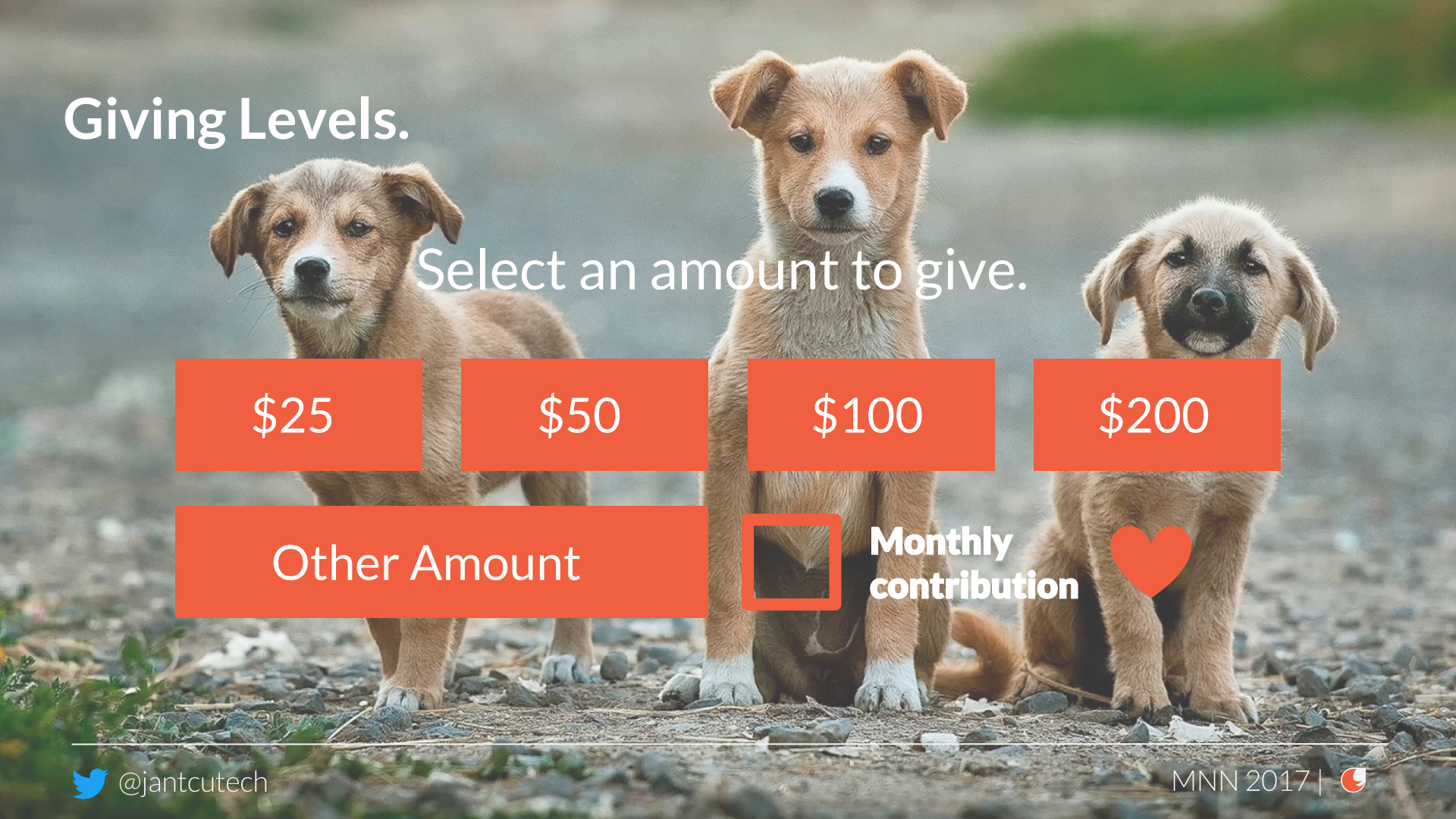
Use images that create an **emotional response.**

People donate from **their hearts.**

Transparency.

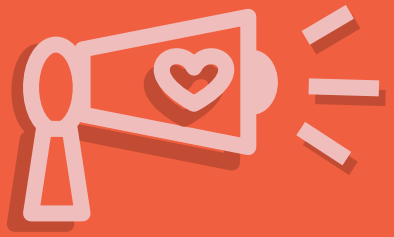
- Disclose how donations are used
- Share goals and when you reach them

Giving Levels.



Donation Forms.

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



Donations

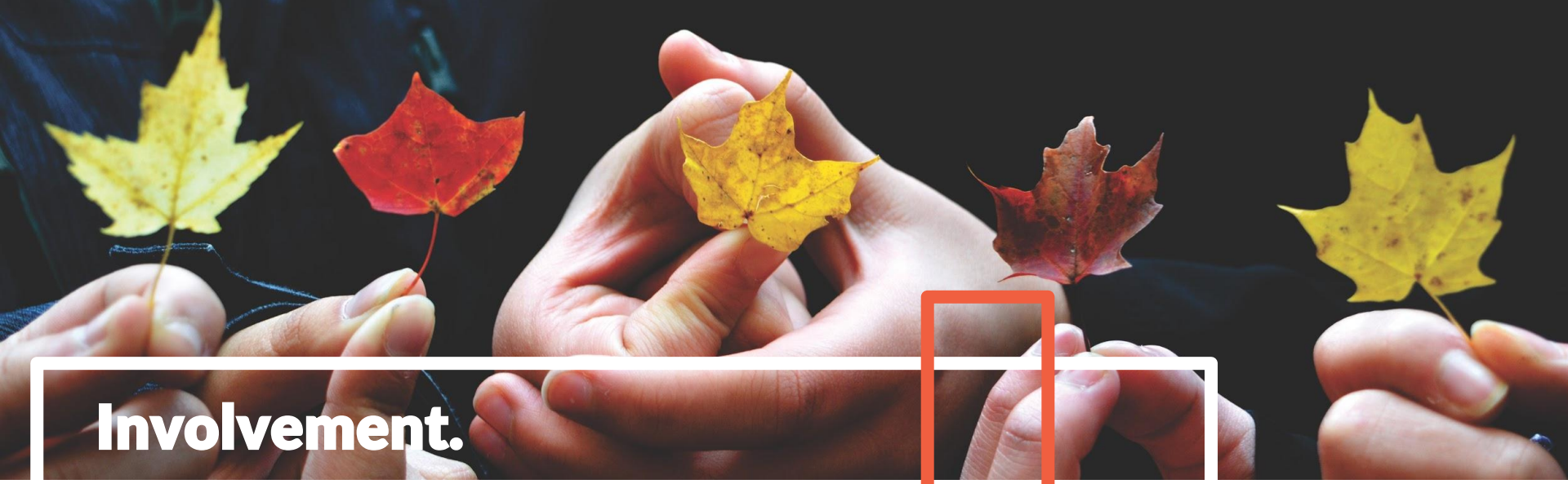
Volunteerism

Action

Focus on your mission.
Be clear about what you do. Users should immediately know what you're all about.

Volunteer Stories.

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

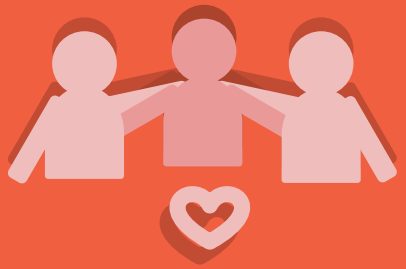


Involvement.

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

SELF-SERVICE PAY STATION
RECREATION PASS REQUIRED
Welcome!
Day Use Fee Required
Self-Service Pay Station
$5 Per Vehicle/Day
48PEAKS
alzheimer's association®

THE LONGEST DAY



Donations

Volunteerism

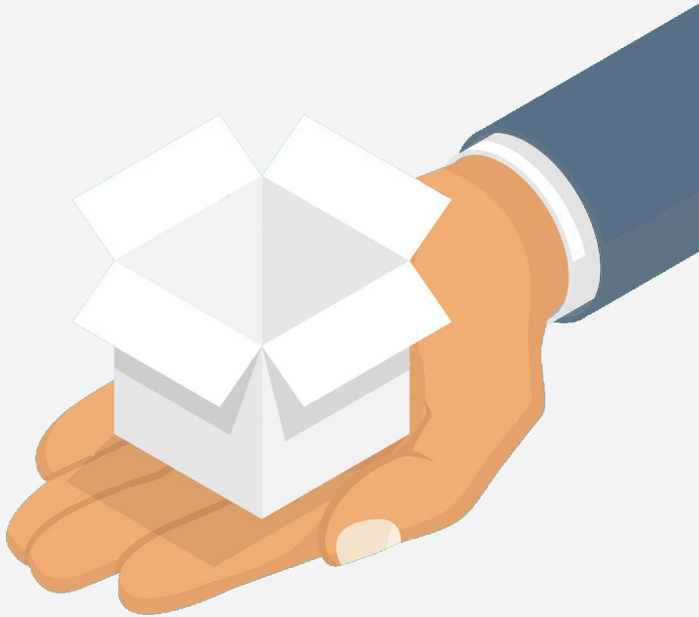
Action

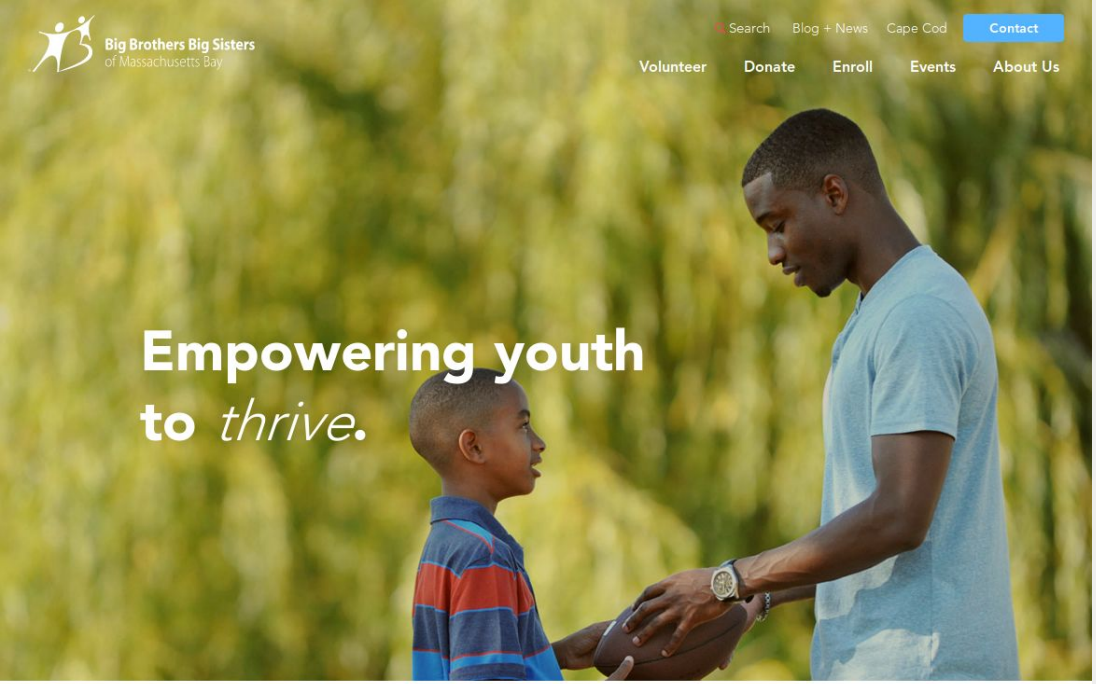
Nobody will praise you for the complexity of your prose; they judge you by the **clarity** of your **message**.

Eliminate distractions.

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

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

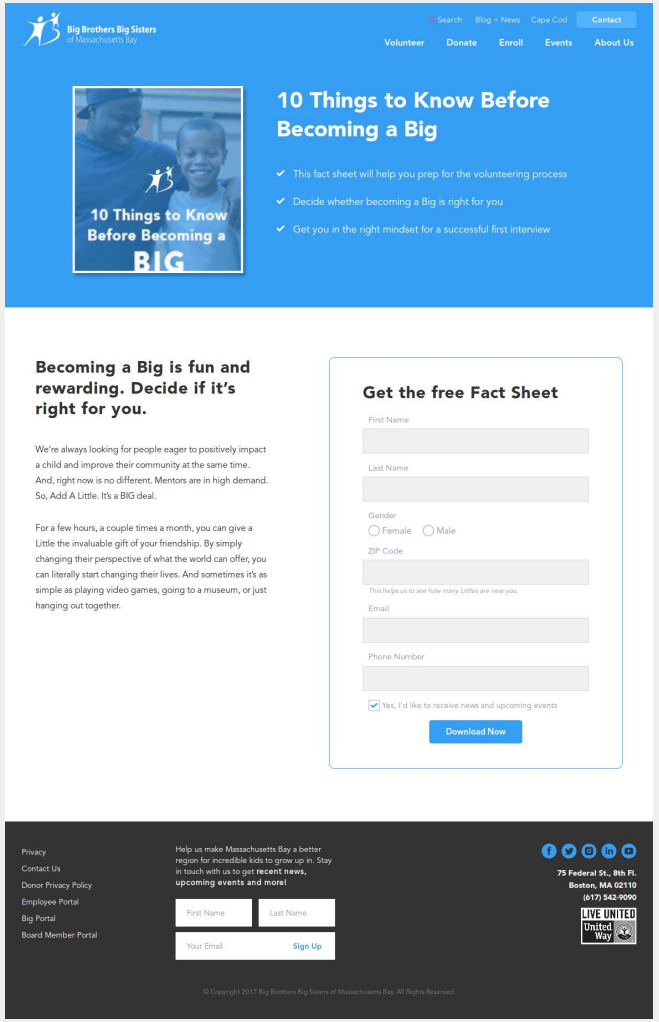




VOLUNTEER
Learn More

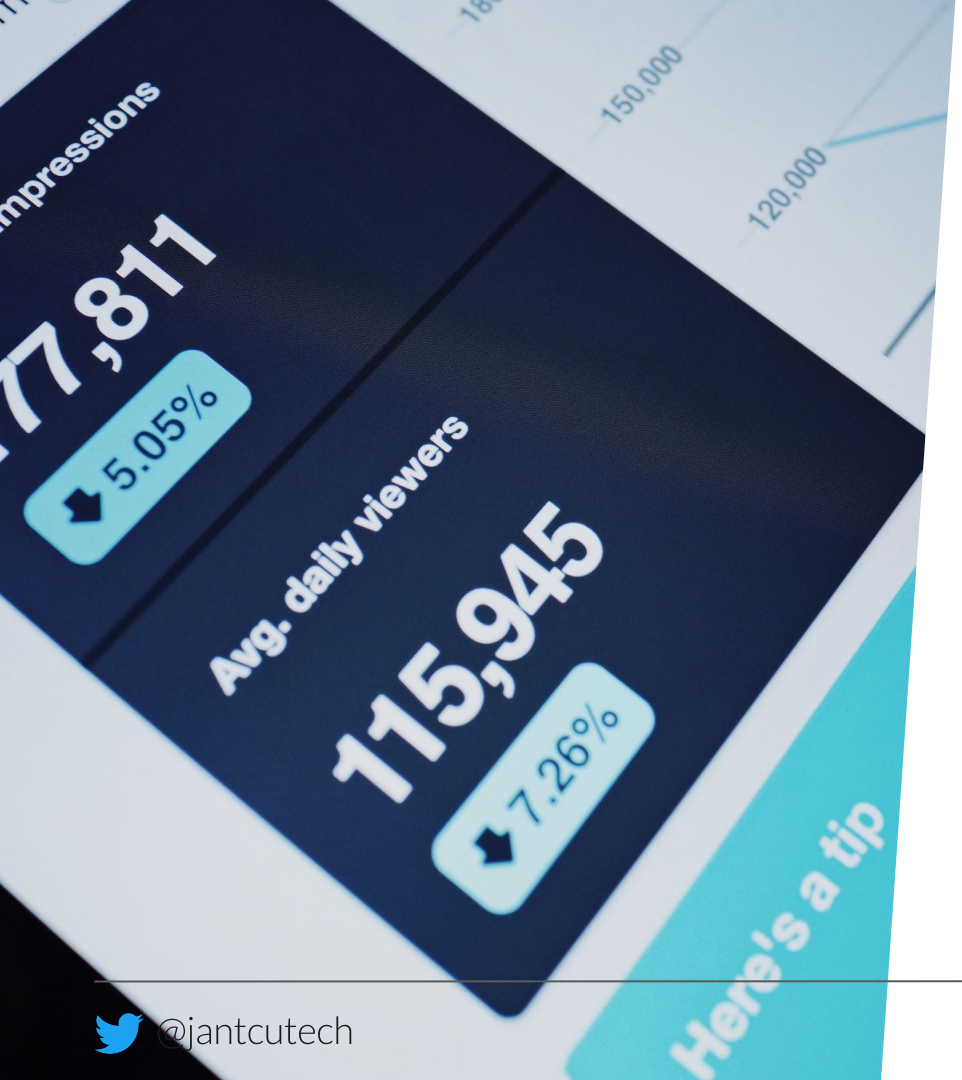
DONATE
Learn More

ENROLL A CHILD
Learn More



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?

Jantcu
Community-Minded
Software.