



MOVE PEOPLE

Transforming Your Web Presence

Linda Wenger, Jewish National Fund & Don Roach, Convio

Wednesday, September 30, 2009 | 3:00-4:00PM Central

TRANSFORMING YOUR WEB PRESENCE

The 4 Must-Haves for a Better Website



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Don Roach, Convio

Introductions



Linda Wenger

**Executive Director, Marketing & Communications,
Jewish National Fund**

- Responsible for Advertising, PR, Direct and Online Marketing; oversee 33 regional offices, collaborate with JNF affiliates around the world
- Work experience: executive management; advertising; Fortune 500 Companies such as IBM, American Express, Time/Warner and Corning amongst others



Don Roach

**Art Director
Convio**

- 8 years experience with interactive design
- 4 years at Convio, focused on nonprofit constituent engagement
- B.S. in Advertising, University of Texas

Agenda

- Signs & Symptoms of an Ailing Website
- Jewish National Fund's Journey
- 4 Must-Haves of an Effective Web Presence
- So...Where Do I Go From Here?
- Q&A

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Signs & Symptoms of an Ailing Website

- 1. Not communicating a clear mission**
- 2. More time spent creating HTML web pages than crafting your message**
- 3. Cumbersome donor experience**
- 4. Confusing navigation**
- 5. Industry or expert jargon**



* Nielsen Norman Group Report on Nonprofit Usability, March 2009.

Fact & Figures

You're not alone...

- **57% of organizations fail to clearly state their mission on their homepage.***
- **From our experience, about half of organizations experience bounce rates between 50-60% or higher.**
- **96% of organizations fail to make the case from their homepage.***
- **From our experience, 95% of organizations use internal jargon or “Org Speak.”**



* Nielsen Norman Group Report on Nonprofit Usability, March 2009.

Why Pursue Updating your Website?

1. What we're doing right now just isn't working
2. Updating organization's mission or vision
3. New leadership or strategy
4. Changing constituency or supporter landscape
5. Adapting to the economic reality or challenged to meet aggressive goals



What's the goal?

- Drive greater constituent engagement
- Promote a sense of online community
- Deliver services
- Build relationships

The 4 Must-Haves of an Effective Web Presence



1. Understanding Your **Audience**



2. Strong **Structure**



3. Compelling **Design**



4. Control and Flexibility of **Content**

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Jewish National Fund's Journey

- JNF was founded in 1901 to purchase land for a Jewish nation
- We transformed the desert into a green, fertile land
- Since 1948, JNF addresses issues of afforestation, water resources, R & D, education, community development, tourism and recreation
- JNF is well-known among American Jews for its role in the creation of the State of Israel (Blue Box) and planting trees in Israel
- Today, JNF has over 1 million records in its database



Jewish National Fund's Journey

- Past 5 years: our email database consists of 50% tree buyers, 40% regular donations, 10% prospects
- Online activity: 60% of visitors to the JNF site purchase trees; 22% make a donation
- Average age of online constituent is 55
- 78% of surveyed users gave online to other Jewish organizations
- Majority of visitors to JNF site type “jnf.org” directly or into search engine – not through related sites or searches (e.g. environment, Israel)



JNF, for
ISRAEL
forever.

Signs & Symptoms...circa 2007



1. **What wasn't working:**
 - Outdated design
 - Large, content-heavy site that has grown beyond its architecture
2. **Change in message:**
 - Opportunity to reframe JNF's environmental work and expanded impact
3. **Expand constituency:**
 - Need to attract younger, more diverse constituency
4. **Web 2.0:**
 - Outreach through social networking and other engagement tools

The Need to Redesign

External issues

- High bounce rate on home page
- Keep up with web best practices
- Update navigation and design
- Post timely and relevant material



Internal issues:

- No site map/guidelines to defend against departments and regional offices fighting for valuable home page real estate
- Staff unable to navigate/find information
- No clear strategy for visitor experience or donor stewardship
- Need better tools to manage and update site – Content Management System

What We Did About It

- Made case to JNF executive management
- Met with four solution providers
- Developed ROI criteria
- Made decision based on:
 - Platform
 - Strategic approach
 - Team
 - Knowledge of JNF business practices and needs



Re-imagining JNF Online

- Created a master plan
- Research-based approach
 - Interviewed stakeholders, surveyed constituents, solicited buy-in*
 - Learned that our constituents are highly engaged with JNF
 - Fewer complaints about the current site than expected
 - Age not necessarily a factor
 - Major donor engagement can work online
 - Staff uses website as a resource to greater degree
 - Staff wants to contribute content
- Evaluated current site content



1. Understanding Their Audience

 <p>Michael Young Professional</p> <p>Demographic</p> <ul style="list-style-type: none"> • Single, 20s • Lives in California metropolitan area • Middle income <p>"I want to volunteer, and I'd like to know about programs that cater to young people like me."</p>	 <p>Martha Urban Mother</p> <p>Demographic</p> <ul style="list-style-type: none"> • Single-mother woman • Married with children in the 20s • Lives in a metropolitan area • High-to-mid income <p>"I work full time, but still want to be involved with JNF."</p>
<p>Description</p> <ul style="list-style-type: none"> • A recent college graduate, Michael is looking for ways to get involved. • He's excited to travel but wants to make sure he can contribute to his community. • He has worked for a few different companies and is looking for a new challenge. • He has a laptop, but typically uses it for work. <p>Technological</p> <ul style="list-style-type: none"> • Michael is a native computer user and is comfortable with most online tools. • He has a laptop, but typically uses it for work. <p>Needs</p> <ul style="list-style-type: none"> • He does not have a lot of time to spend on volunteer work. 	 <p>Elise Young Mother</p> <p>Demographic</p> <ul style="list-style-type: none"> • Single mother • Lives in a metropolitan area • Middle income <p>"I'd like to know how I can contribute to my community and how I can get involved with JNF."</p> <p>Description</p> <ul style="list-style-type: none"> • Elise is a young mother who is looking for ways to get involved with JNF. • She is a member of the local Jewish community and is looking for ways to get involved. • She has worked for a few different companies and is looking for a new challenge. • She has a laptop, but typically uses it for work. <p>Technological</p> <ul style="list-style-type: none"> • Elise is a native computer user and is comfortable with most online tools. • She has a laptop, but typically uses it for work. <p>Needs</p> <ul style="list-style-type: none"> • She does not have a lot of time to spend on volunteer work.
 <p>Samuel Senior Male</p> <p>Demographic</p> <ul style="list-style-type: none"> • Single, 60s • Married, affluent • Lives in a metropolitan area • Upper class <p>"I'm not comfortable donating online, but do like to check some sites to see the latest news."</p>	 <p>Ron Senior Male</p> <p>Demographic</p> <ul style="list-style-type: none"> • Single, 60s • Married, affluent • Lives in Boca Raton, Florida • Upper Middle Class, Fixed Income <p>"I am interested in ways I can give to JNF now, but also in planned giving opportunities for the future."</p>
<p>Description</p> <ul style="list-style-type: none"> • Samuel is a partner at a law firm, where he has worked for thirty years. While he enjoys what he does and the lifestyle it affords him. • He and his wife have two children, and have been to Israel multiple times. • He is a major donor to JNF, primarily using his donations both to support the organization and to help offset the tuition fees from all of his traveling. • He does his transactions online because they are large gifts, and because he has a long history with the JNF Regional Director in his area, who invites him to attend area, regional, and national events. He also keeps him apprised of new programs and opportunities at the organization. <p>Technological</p> <ul style="list-style-type: none"> • Samuel is very comfortable online, though his donations are typically done offline. • He has a home office, where he's frequently on his computer both for work and for personal use. He also has a BlackBerry, but uses it typically for checking email and taking calls. <p>Needs</p> <ul style="list-style-type: none"> • Samuel is very familiar with JNF and the mission. He frequently purchases goods and services. • Samuel likes to be kept up to date with news and events from JNF, and wants his contributions to be used. • Since Samuel is a major donor and also is approaching retirement, he's interested in knowing about different ways he can give to JNF now and also opportunities for the future. <p>Scenario</p>	<p>Description</p> <ul style="list-style-type: none"> • A retired pediatrician, Ron lives in Florida where he moved when his wife died. • He's been to Israel, and is active in the Jewish community. • Ron has known about JNF his whole life, and has very strong feelings toward the organization because of the work it does in the state of Israel. <p>Technological</p> <ul style="list-style-type: none"> • Ron is comfortable with most online tools, but he's not comfortable making financial transactions online. • He has a high-speed connection, but his computer is a few years old and the screen is small. • He primarily uses the internet to keep in touch with his grandchildren who live all over the country. <p>Needs</p> <ul style="list-style-type: none"> • Ron would like to be more involved in events hosted by Jewish organizations that he can attend with his friends. • He would like to be able to give to JNF online, but he's not comfortable making financial transactions online. • He would like to be able to give to JNF online, but he's not comfortable making financial transactions online. • He would like to be able to give to JNF online, but he's not comfortable making financial transactions online. <p>Scenario</p> <p>Ron spends about an hour online a day, usually in the morning. After he checks his email from his children, he visits the JNF site to find out about news and current events in Israel. After getting the homepage, he will look for that day's activities or events in the Boca Raton area in which he can participate. Occasionally, he will see an area for fundraising, and is currently deciding if he can help to participate in the organization.</p>

Goal: Create a more dynamic, personalized user experience

Tool: Constituent personas developed with comprehensive user research

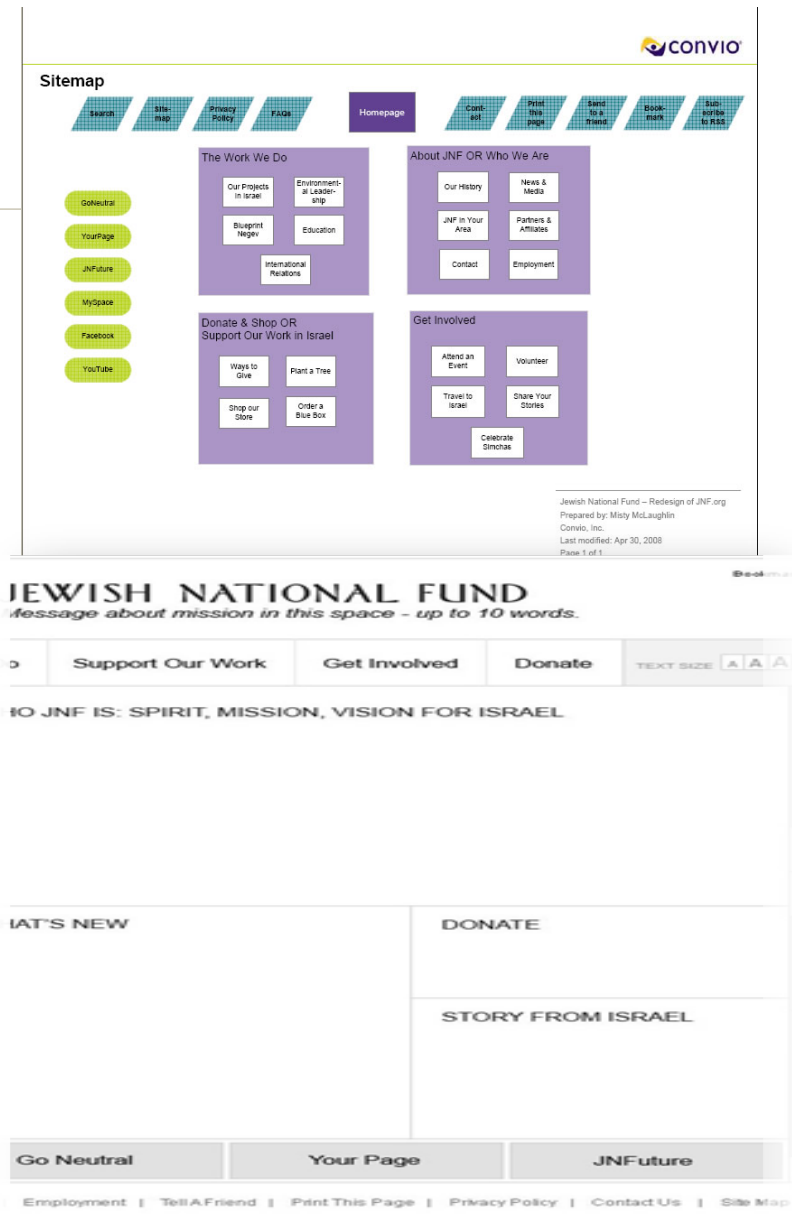
Outcome: Documentation of group-specific needs and goals

2. Strong Structure

Goal: Develop a strong, scalable site blueprint enabling dynamic content presentation and easy authorship

Tools: Content hierarchy, audience-specific pathways, and editorial plan

Outcome: Scalable new information architecture that can evolve for the next 3-5 years



3. Compelling Design



Goal: Create online personality to reflect JNF's mission and impact

Tools: Test & refine visual brand with target audience segments

Outcome: New visual strategy focusing on engagement through storytelling and action

4. Content Control and Flexibility

Goal: Control and autonomy of messaging, content publishing and display

Tools: Convio Content Management System, including easy authoring and categorizing of all kinds of content (text, images, multimedia)

Outcome: Simple, sophisticated ownership of all online messaging with multiple writers contributing content

Steps: 1 Enter properties ▶ 2 Enter body content ▶ 3 Preview ▶ 4 Schedule ▶ 5 Submit

Title
The title of the page

File Name
this is the part of the url that comes directly before .html
this field will auto populate based on the title, but can be edited
this field can only contain letters, numbers or underscores, no spaces

Page Meta Keywords
Enter a string of comma-separated keywords for this page to improve external search engine results

Page Meta Description
Enter a short description of this page to improve external search results

Description
Enter a short 1-2 sentence describing this page
The description will appear in the site search results page

Related Zone

Related Region

Related Project Area

Related Campaign

Related Holiday

Related Donor Level

FOR E-NEWSLETTER ONLY

Template
Select which display template this page should use

Wrapper
Select which page wrapper this page should use

Plant Trees in Israel, Plant, Trees, Israel, Environmental, JNF, Jewish National Fund, non-profit, non profit, nonprofit, water, land, security, charity

Charitable organization specializing in development of Israeli land and infrastructure, especially planting trees.

Los Angeles Zone
Midatlantic Zone
Midwestern Zone
New England Zone

Choose one...
Arizona
Baltimore
Chicago

Choose one...
Community Development
Education
Forest & Ecology

Choose one...
Ammunition Hill
Blueprint Negev
Celebrating Simchas

Choose one...
Chanukah
Passover
Rosh Hashana

Choose one...

Choose one...
April 2009
June 2009
March 2009

Default Display Template

(Inherit from Parent Folder)

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Must-Haves: Why are they important?

An effective website delivers an online experience that:

1. Engages new visitors and returning constituents to deepen their relationship with your organization.
2. Scales to support your organization's 5-year online marketing & communication goals.
3. Moves beyond a "website" to offer a full ecosystem of integrated online properties – a presence.



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Where do I go from here?

Which best describes your organization?

- a) This sounds good but we're not sure we have a problem
- b) Our organization is ready for a change, but not sure what steps to take
- c) We are committed to updating our Web presence and just need to identify the right partners



Committed to a New Online Presence

The project has a green light, if you have:

- Internal staff** to manage and contribute to your evolving web presence.
- A budget plan** to support the redesign and routine, ongoing maintenance.
- Expertise**, whether in-house or through partners & consultants, to deliver on the project objectives.
- Software tools** to support, launch, and grow your great new web presence.



Convio Solutions

How can Convio help your organization no matter which stage you find yourself in?

- **Convio & Partner Design Services**
- **Convio CMS**
- **Online engagement tools**

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Let Convio Help You

Talk to one of our Convio experts

- Call us at: 888.528.9501
- Email us at: info@convio.com