

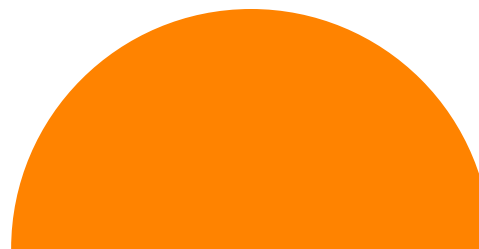


TAPP Network
A DIGITAL TRANSFORMATION AGENCY

Why Most Nonprofit Websites Don't Drive Engagement And What to Do Instead

Hosts: Zach Paton & Sarah Bucci

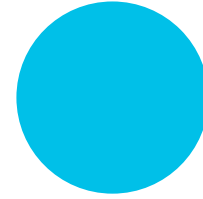
Tapp Network



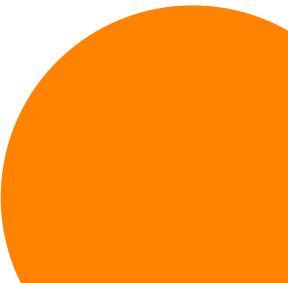
Introductions



Sarah Bucci
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Marketing Technology Specialist
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Agenda

- Website Data & Engagement
- The Why Behind the Struggle
- Anatomy of a High-Performing Website
- Practical Steps for to Drive Change
- TechSoup Services
- Questions & Answers

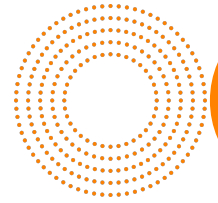


TAPP Network

www.tappnetwork.com

Empowering Organizations for Good

We transform your visionary goals into digital realities, empowering nonprofits and government agencies to thrive in today's dynamic world.



Problem We Solve

In the new Age of Acceleration, many nonprofits and government agencies are challenged by a lack of digital infrastructure. This gap inhibits their ability to keep pace and effectively support the most vulnerable populations.

Our Why

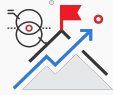
Tapp's mission is more than just business growth; it's about driving digital innovation across rapidly expanding sectors. We strive to transfer our knowledge, tools, and technology to government agencies and nonprofits that are tackling society's most pressing challenges.

How We Innovate and Impact

We achieve this by harnessing the power of artificial intelligence, developing high-impact websites, software, and data-driven campaigns. Our AI-enabled digital transformation strategies enhance the positive impact of the organizations we serve and amplify their engagement with the communities they support.

How We Can Help You - [Learn More Here](#)

Strategy



Start with a technology audit and digital marketing game-plan to accelerate your growth and market share within your sector.

Creative and Branding



Make your brand stand out from your competitors to reach the right customers with the right message.

Web and APP Development



With our 20+ years of experience, we know your 24/7 salesperson must be beautiful, functional, and optimized for your goals.

Sales Enablement



We can help you close the loop between your marketing and sales teams—and more desirable deals.

Integration & Migration



Build bridges and knock down silos with simple and painless CRM integrations and migrations that are seamless to your team.

HubSpot Implementation



Ensure a smooth and successful transition from an alternative solution to HubSpot, without all the headaches.

Inbound Marketing



We provide the complete solution to increasing leads, revenue, and brand authority as a Platinum Hubspot Partner

Social Media Marketing



One of the most effective ways to engage influencers, customers and prospects to drive brand awareness, followers, and sales

SEO and Content Marketing



We help you grow your online presence through strategic content, keyword targeting, and search optimization that drives the right traffic to your mission.

E- Commerce



We deploy the transactional services and software you need to increase sales across all your audience touch points.

Paid Media



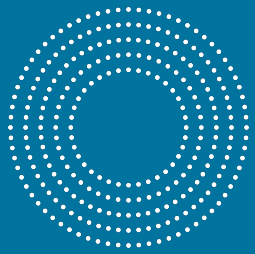
TAPP makes your budget go further with a targeted approach to reaching your buyer personas in search and social.

Public Relations



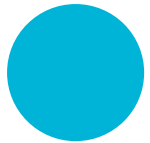
Defining the right audience and media channels to build regional and national brand recognition as well as thought leadership.

The Reality Behind Data



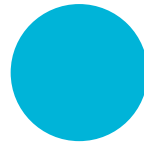
What Website Engagement Actually Means

Engagement is not traffic. It is the actions visitors take that move them closer to your mission.



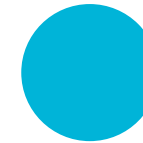
Donating

Online giving starts at your website. If the path is unclear or broken on mobile, donors leave before completing the gift.



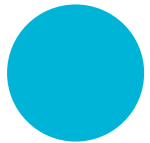
Volunteering

Supporters want to find open opportunities quickly. Buried or vague sign-up processes eliminate momentum before it builds.



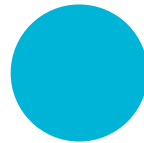
Finding Programs

Clients must understand in seconds what you offer, who qualifies, and how to apply — without reading three pages first.



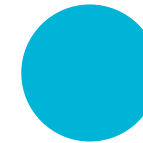
Sharing Your Story

Compelling, fresh content gives supporters something worth sharing. Word-of-mouth starts with a story worth telling.



Subscribing to Updates

Email list growth depends on a visible, low-friction signup moment. It should appear at least three times per page.



Taking a Specific Action

Every page should have one clear, visible next step — not five competing options. One CTA. One direction. More conversions.

The Reality

Most nonprofits have the tools. Few have them working together.

55%

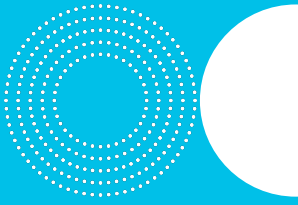
of visitors spend fewer than
15 seconds on a website

3 sec

is all you have to capture
attention before a visitor leaves

70%

of nonprofits say their website
doesn't reflect their current
mission

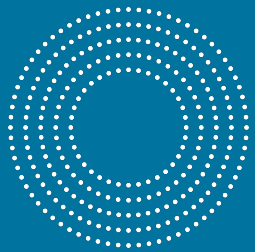


Let's Take a Poll!

What is your nonprofit's biggest website challenge right now?

- A. Our site is outdated and doesn't reflect who we are today**
- B. Visitors can't find what they need or take action easily**
- C. We don't have the staff or budget to improve it**
- D. We're not sure what's working or not — no analytics insight**
- E. All of the above**

Why Most Sites Struggle to Drive Engagement



Challenge #1: No Clear Value Proposition

Visitors decide in 5 seconds whether your site is worth their time. Most nonprofit homepages fail that test.

Vague or jargon-heavy headlines:

"Empowering communities through transformative action" tells no one what you actually do or who you serve.

No visible audience signal:

Visitors cannot tell if the site is for donors, clients, volunteers, or all three. Everyone leaves confused.

Mission buried below the fold:

The most important message should be the first thing anyone sees — not buried under a photo slider.

No emotional hook:

Facts without story do not move people to act. Lead with impact, not programs.

Before

"Serving the community since 1987 through comprehensive programming and outreach."

After

"Free job training for adults in Detroit. 94% of graduates find employment within 90 days. Apply in 5 minutes."

Challenge #2: No Clear Path to Action

When everything is a priority, nothing is. Competing or buried calls to action cost you donations and sign-ups.

01

Multiple competing CTAs on one page

Donate, Volunteer, Subscribe, Share, and Learn More all fighting for the same click. Visitors do nothing.

02

Donate button hidden in the navigation

The most valuable action on your site should be the most visible element on every single page.

03

Vague button copy that gives no reason to act

"Click Here" and "Learn More" tell visitors nothing. "Give \$25 Today" and "Join Our Next Training" convert.

04

No CTA above the fold on mobile

80% of mobile visitors never scroll below the first screen. If your ask isn't there, most people never see it.

05

No audience-specific journeys

Donors, clients, and volunteers need different paths. One generic homepage navigation serves no one well.

Challenge #3: Outdated Content Destroys Trust

Stale content signals an inactive organization. It erodes donor confidence before a supporter ever reaches out.

Events from 2023 or 2024 on the homepage

Outdated events tell visitors the site is abandoned and the organization may not be active.

Staff pages with people who no longer work there

Nothing erodes trust faster than a team page full of former staff, especially if leadership has changed.

Annual reports from 2 or 3 years ago

Funders and donors want recent impact. Showing 2021 data in 2026 raises questions about transparency.

No blog or news updates in 12+ months

A dormant blog signals that the organization is not actively sharing its work or engaging supporters.

"Copyright 2021" in the footer

A small detail that sends a loud signal. Visitors notice. It suggests the site is not maintained.

Broken links and 404 error pages

Dead links frustrate visitors and tank SEO. Run a link audit quarterly — free tools make this easy.

Practical Exercise: Run a 30-Minute Content Audit

You do not need a consultant to find your biggest content problems. Here is how to do it yourself today.

- ❑ **Open every page in your main navigation** and ask: is this accurate as of today? Flag anything with a date older than 12 months.
- ❑ **Check your Events or News page** and remove or archive anything from before the current year. If there is nothing current, add a placeholder.
- ❑ **Click every staff photo** and confirm each person still works there. Remove departed staff immediately.
- ❑ **Search your own site** for your last annual report. If it is more than 18 months old, either update it or remove the link.
- ❑ **Check the footer copyright year** and update it. This takes 2 minutes and makes a real difference in perceived professionalism.

Get a Free Website Wellness Assessment

Website Wellness Assessment is a free TechSoup service for assessing your website and providing guidance for improvement.

The assessment highlights common mistakes and pitfalls that can cause websites to underperform or not be indexed by search engines. The assessment reviews the following areas of your website and provides a wellness grade for each.

- SEO (search engine optimization)
- Backlinks
- Robots.txt
- Mobile compatibility
- Image size and alt text
- Page titles and descriptions
- And more

[Get a Website Wellness Assessment](#)

Challenge #4: Poor Mobile Experience

More than 60% of nonprofit web traffic comes from mobile. Most nonprofit sites are not mobile friendly.

Text too small to read without zooming: Body text under 16px forces visitors to pinch-zoom. Most leave instead.

Buttons too small to tap: Touch targets need at least 44x44 pixels. A tiny "Donate" button on mobile is a missed gift.

Desktop-first forms: Multi-field donation or volunteer forms on mobile are abandoned at rates over 80%.

Slow page load on cellular: Pages taking over 3 seconds to load lose 53% of mobile visitors before the page even appears.

Navigation that collapses poorly: Hamburger menus that are hard to open, or menus that obscure content, create instant frustration.

60%+

of nonprofit web traffic
comes from mobile devices

Try This: Quick Mobile Test

Pull out your phone right now. Navigate to your nonprofit's homepage. Can you read the headline without zooming? Can you tap the donate button with one thumb? Is the page fully loaded in under 3 seconds?

Also check: Google's free PageSpeed Insights tool at pagespeed.web.dev

Free tool, instant results.

Challenge #5: Missing Trust Signals

Before donating, most people check that an organization is real, active, and accountable. Are you showing them enough?

No impact numbers on the homepage

"We helped 1,200 families last year" builds immediate credibility. Vague mission statements do not.

No donor testimonials or stories

Social proof from real supporters tells prospective donors that others like them have trusted you.

No media logos or press mentions

"As seen in the Detroit Free Press" costs nothing to add and immediately signals legitimacy.

No charity rating badge

Guidestar, Charity Navigator, or BBB Wise Giving seals reassure first-time donors that you are accountable.

Contact information hard to find

An address, phone number, and email visible on every page tells visitors you are a real, reachable organization.

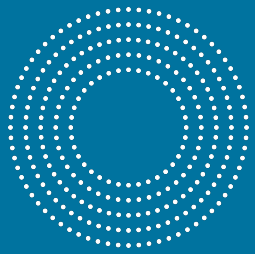
No SSL certificate (http vs https)

A security warning on your donation page will stop the gift. Every site must have https — there is no excuse.





The Anatomy of a High-Performing Website



What High-Performing Sites Do Differently

They lead with clarity, not creativity: The homepage states who they serve, what they do, and what to do next — all within the first viewport.

They design for the visitor, not the org chart: Navigation reflects how users think and what they need, not how internal departments are structured.

They build mobile-first: Every design decision starts with the smallest screen. Desktop is treated as an enhancement, not the default.

They make giving frictionless: Donate buttons are visible on every page. Forms are short, fast, and mobile-optimized.

They use data to drive decisions: Analytics are configured for conversions, not just pageviews. Decisions are evidence-based.

They build for trust: Impact stats, testimonials, ratings, and clear contact info appear throughout — not just on an About page.



The Homepage: **Your Most Important Page**

Every section of a high-performing homepage answers a specific visitor question and drives them toward action.

Hero Section

"Who are you and what do you do?"

One headline. One CTA. One supporting image. No carousels.

Impact Proof

"Can I trust you are making a difference?"

3 compelling stats or one short impact story with a face.

Program Pathways

"Is there something here specifically for me?"

Separate entry points for donors, clients, and volunteers.

Social Proof

"Do others believe in you?"

Testimonials, partner logos, board members, or press mentions.

Primary CTA

"What should I do right now?"

One prominent, high-contrast action — never more than one.

The Hero Section: **Win or Lose in 3 Seconds**

The first thing a visitor sees must communicate who you are, who you serve, and what to do next. All at once.

Headline formula: [What you do] + [Who you serve] + [The result]. Example: "Free legal aid for tenants in Chicago facing eviction."

Single, specific CTA: Not "Learn More" — try "Get Help Today", "See How We Work", or "Give Before December 31st".

Supporting subheadline: One sentence that adds proof or urgency. "Serving 3,000 families annually since 2003."

Human photography: A real face connected to real impact outperforms stock photography in conversion rate by 2-3x.

No carousels: Auto-rotating image sliders hide your most important content. Visitors almost never click past slide 1.

Hero Section Example

**"Job training for adults in Seattle.
94% get hired within 90 days."**

Apply in 5 Minutes

Serving 1,200+ adults annually since 2003

[Insert an authentic photo of program participant from your organization]

Navigation: The Most **Underrated Engagement Tool**

When visitors cannot find what they need in two clicks, they leave. Site structure is strategy.

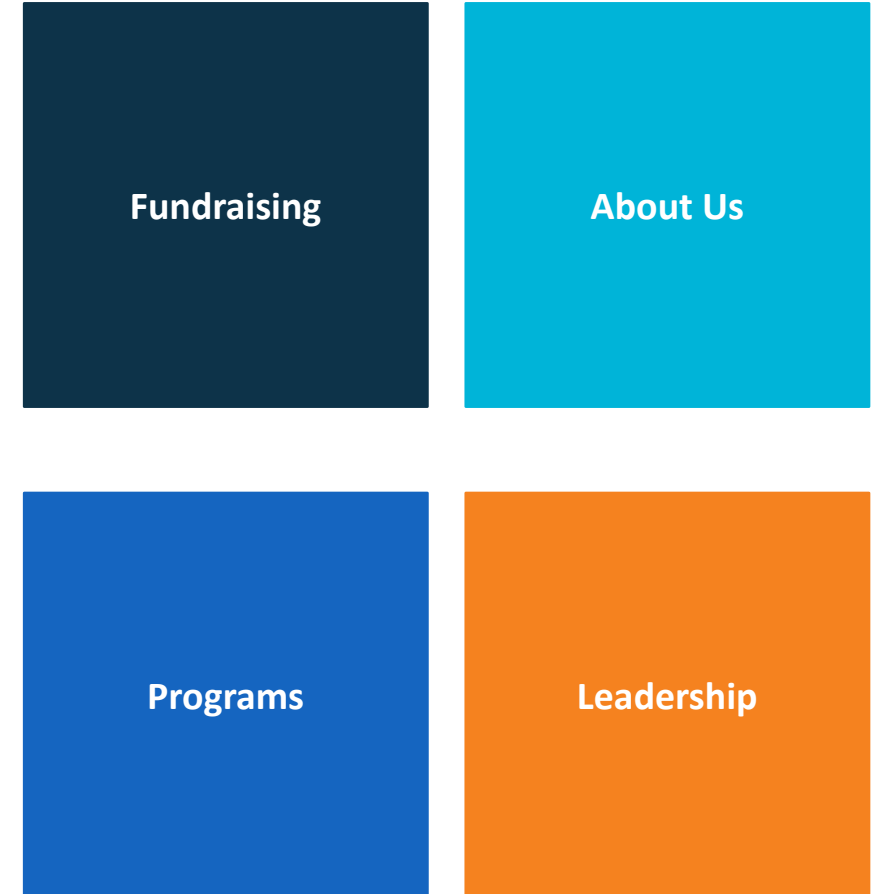
Limit primary navigation to 5 or 6 items: More than 6 top-level items creates decision paralysis. Group sub-pages instead.

Use action-oriented labels: "Give", "Get Help", "Learn", and "Join" dramatically outperform "About Us" and "Programs".

Donate button visible in the header always: It should appear on every page, in a contrasting color, in the top-right corner.

Design separate user journeys: Donors, volunteers, and program clients have completely different needs. Build paths for each.

Footer as a second chance: Include contact, social, key links, and a newsletter signup. Many visitors scroll directly to the footer.



Each audience needs a different path

Content Strategy: What to Publish and When

A nonprofit without a content rhythm is invisible online. Here is a realistic plan for any team size.

Monthly minimum (every org, no excuses)



- One impact story: a real person, a real outcome, told in 200-300 words with a photo
- Update your homepage hero section if a campaign or event is active
- Check and fix any broken links or outdated event listings

Quarterly priorities



- Publish one blog post on a topic your donors or clients are searching for
- Update your team page if anyone has joined, left, or changed roles
- Review your FAQ or program pages for accuracy — things change fast

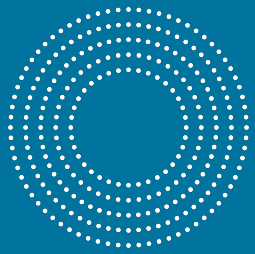
Annually



- Publish your annual report and link it prominently from the homepage
- Run a full SEO audit and update your top 5 pages with fresh keywords
- Review your entire site structure — does it still reflect who you are today?



What Needs to Change: Practical Steps



Your Donation Page: Where Gifts Are Won or Lost

Most nonprofit donation pages lose 50-70% of people who click Donate. These changes directly increase completed gifts.

Show the impact of the gift amount: "\$25 buys school supplies for one child" converts dramatically better than an unlabeled amount field.

Offer three preset amounts plus a custom option: Suggested amounts anchor decisions. Research shows the middle option gets chosen most often.

Make monthly giving the default selection: Monthly donors have 3x higher lifetime value. Lead with monthly, not one-time.

Accept Apple Pay, Google Pay, PayPal, and credit card: Every additional payment method removes a reason to abandon. Mobile wallets reduce form fatigue.

Keep the form to five fields maximum: Name, email, amount, payment info, and optionally a brief message. Every extra field reduces completion.

The screenshot shows a donation interface. At the top right is a 'Sign In' link. Below it is a progress indicator with four circles, the first of which is filled. The main heading is 'Choose Your Gift'. There are two tabs: 'One Time' (selected) and 'Ongoing'. Under 'One Time', there are four buttons for preset amounts: '\$40', '\$60' (highlighted with a red border), '\$100', and '\$200'. Below these is a button for '\$300' and a text input field labeled 'Other'. A grey banner below the buttons says 'Multiply your impact. Make it Monthly!' with a heart icon. Below the banner are two checkboxes: 'Dedicate this gift' (unchecked) and 'Add a little extra to help with fees (\$2.40)' (checked). At the bottom are three large buttons for payment methods: 'PayPal' (yellow), 'venmo' (blue), and 'Give \$62.40' (brown). At the very bottom are icons for VISA, American Express, Discover, Mastercard, PayPal, and a credit card icon.

Writing CTAs That Actually Get Clicked

The difference between a good CTA and a great one is specificity, urgency, and clarity of outcome.

Weak CTAs — these do not convert

Learn More

Click Here

Submit

Donate

Get Involved

View Programs

Strong CTAs — specific, action-driven, outcome-clear

See How We Helped 1,200 Families

Give \$25 — Feed a Child Today

Start Your Volunteer Application

Download the Free Resource Guide

Join 500+ Monthly Donors

Find a Program Near You

Practical: Homepage Self-Assessment Checklist

Open your homepage right now. Score yourself. One point for each yes. 8+ is passing. Under 6 means immediate action needed.

Clarity

Is your headline specific enough that a stranger understands what you do in 5 seconds?

CTA

Is there exactly one primary CTA above the fold that is visible without scrolling?

Giving

Does a Donate or primary action button appear in the header on every page?

Recency

Is the content on your homepage from within the last 6 months?

Speed

Does your site load in under 3 seconds on a mobile connection?

Mobile

Is your homepage layout fully functional and readable on a phone?

Trust

Do you display at least one impact number or stat with your mission statement?

Proof

Is there at least one testimonial or story from a real constituent or donor?

Access

Is your contact information easy to find without going to an About or Contact page?

Security

Does the site have https (not http) — no security warning in the browser bar?

Your 30-Day Website Action Plan

Week 1

Audit and Diagnose

- Review Google Analytics — find your top 3 exit pages
- Open your site on a phone and list every mobile issue
- Identify every piece of outdated content (dates, staff, events)
- Pinpoint your #1 conversion goal (donation, signup, inquiry)

Week 2

Fix Trust and Freshness

- Remove or update outdated events, staff pages, and reports
- Fix broken links (use free tool: deadlinkchecker.com)
- Update copyright year and footer information
- Add or refresh at least one impact stat on your homepage

Week 3

Sharpen CTAs and Navigation

- Ensure Donate button is in the header on every page
- Rewrite your 3 most-visited page headlines to be specific
- Define one CTA per page — remove competing options
- Review your navigation labels against action-oriented alternatives

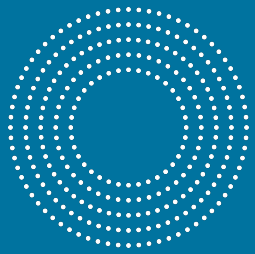
Week 4

Plan for Ongoing Improvement

- Create a quarterly content calendar with one piece per month
- Set up Google Analytics conversion goals if not already done
- Identify 2 pages for a deeper redesign in the next quarter
- Schedule your next content audit for 90 days from now



TechSoup Website Services by Tapp Network





Affordable.Efficient.Impactful

Digital Marketing Retainer Packages

Standard (\$899/month)

- 10 Hours of Support/Unlimited Requests
- Access to Subject Matter Experts
- Includes:
 - CRM support
 - Social media and blog production
 - SEO analysis and support
 - Email production

Premium (\$1,299/month)

- 10 Hours of Support/Unlimited Requests
- Access to Subject Matter Experts
- Everything in **Standard** plus:
 - Custom development and design work
 - Automation and integrations
 - Expert-guided advice
 - AI and integrations
 - Training and collaboration
 - 1:1 support and planning

Starting at
\$975



AI Starter Package: Assessment, Consultation, and Recommendation

The assessment and consultation help us understand your organization's current technology and needs. This enables us to create an AI integration report with recommendations for **enhancing communications, optimizing your website, and improving operational efficiency.** This offer provides:

- Review and initial assessment of your organization's technology
- A 90-minute consultation that provides an overview of AI technologies
- A report with recommendations to integrate AI into your organization's communications and operations

[Contact Us](#)

Artificial Intelligence (AI) Services for Nonprofits

Expand Your Reach, Streamline Your Operations, Optimize Your Impact

LEARN MORE

All Services Overview

Managed IT Services

IT Help Desk Services

Microsoft 365 Services

Website Services

Digital Marketing Services

Intuit QuickBooks Services

AI For Nonprofits

Any Questions?

The screenshot shows the TechSoup website interface. At the top, the navigation bar includes the TechSoup logo, a location dropdown for 'United States', and menu items for 'PRODUCTS', 'SERVICES', 'MEMBERSHIP', 'RESOURCES', and 'HELP'. There are also 'LOG IN' and 'JOIN' buttons and a search icon. The 'SERVICES' menu is expanded, listing various service categories: 'All Services Overview', 'Managed IT Services', 'IT Help Desk Services', 'Microsoft Services', 'Website Services', 'Digital Marketing Services', 'Intuit QuickBooks Services', 'AI for Nonprofits', 'Google Ad Grants Services', and 'Grant Prep Boot Camp'. A 'TAPP Network' logo is also visible. On the left side of the page, there is a promotional banner with a wooden background and a cardboard box. The banner text reads 'Not a TechSoup Member Yet?' and includes a 'JOIN TODAY' button. A back arrow icon is also present on the banner.

Thank You!



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