



# 6 BEST PRACTICES FOR NONPROFIT WEBSITE DESIGN



## 1 Maintain a consistent brand.

A cohesive brand helps your supporters recognise your nonprofit and mission. It assures them they are interacting with a brand they know and trust, and eliminates distractions.

## 2 Place your donate button in a prominent location.

Place your donation button in a prominent location, such as at the top of your page, so your donors know where to go next.

## 3 Keep your navigation simple.

Your navigation helps users get around your site. It should not be confusing or complicated, containing only the crucial content, with short, snappy titles.

## 4 Integrate your website with your CRM.

This allows donor data collected on your website to be automatically stored in your nonprofit CRM, so that you don't have to waste time manually transferring data.



## 5 Provide donors with direction.

Aim to keep donors on your website and engaged in your nonprofit by linking to social media or mentioning your newsletter.

## 6 Update regularly.

Update your website every few years to keep up with new developments or new branding.

