



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip June 19, 2023

Tips



Greetings!

Question/Tip #1

Is your website and especially your giving page(s) accessible? Can it be viewed in multiple formats (desktop, laptop, phone, and iPads/tablets)? Why is this important?

1. Because in 2022, 36% of all donations were given through the use of mobile devices.
2. Fifty-seven percent of website traffic occurred on mobile devices.
3. The average gift on a mobile device jumped from \$46 to \$94.

If your pages are not designed for viewing by multiple devices (and especially mobile) then you are robbing yourself (and your financial partners) of greater partnerships and investments!

Question/Tip #2

Are your pages inviting and designed to accommodate those with auditory and visual impairments? Accessible means more than just device types, it also refers to those with visual or auditory impairments, still being able to access and utilize your webpage. Case in point 75% of Americans with disabilities self-report using the internet on a daily basis.

If your web designer is not highly familiar with Web Content Accessibility Guidelines (WCAG), then insist they become familiar or get a new designer/programmer. [Check out this site for a list of WCAG points.](#)

Currently, only 22% of non-profits have their websites designed to meet WCAG standards. Think about the improved interaction and engagement you can create by ensuring this standard in your design.

Tip #3 - Content Matters

Dr. Russel James' research reminds of us these important giving page pointers.

1. Use clear Call-To-Action phrases. For example; "Give now to help more teens go to camp this summer."
2. Use a conversational tone and language (In deference to formal language)
3. Use buttons, not hyperlink phases for your "give now" options. Buttons improve click rates by 45% (see below).
4. Use photos or imagery sparingly and only high-quality files. Further, only use images that are spot-on to your point. Visual "assistance" improves the audience's memory from just

10% when auditory only, to nearly 65% when

Blessings,

Rick

Giving USA has produced an annual "State of Philanthropy" report for many years.

The 2023 Guide is currently available. It is an enormous research document but filled with critical insights for any non-profit Executive Leader or Development Officer. It also requires an annual subscription fee of approximately \$150.

I already have the document downloaded and will be offering bits and pieces of it in the coming weeks of my Weekly Tip. But you should consider purchasing and digesting your own copy. [Email me if you want to know more.](#)

But if you do, please let me know. I'd love to do a Zoom brainstorming session around the materials and volumes of information it offers. Frankly, there is more data in the book(s) than I could ever completely glean and effectively pass on.

One of your peers called me the other day and wanted to know what it would cost for an hour of conversation and consulting.

Please understand, the ministry and yes, the business of Multiply 417 is about my Passion, and my Calling to provide this kind of help. The aspect of it also being a vocation, falls to a distant third place.

So the answer to the question is I'll always help regardless of a financial arrangement. Please do me the honor of asking for my help or thoughts regardless of how much money you don't have to spend on a consultant.

[Email Me!](#)

[Email Me!](#)

So the math doesn't lie. Look at the two ways above you can email me. One is a button, the other one is simply a hyperlink. 45%. That's forty-five percent more people will click on the button, than on your hyperlink!



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[Check out my website for more helpful ideas!](#)