DESIGNING FOR DONATIONS

How can your website improve?

MCN Fundraising Conference | July 25, 2019
Getting to Know Copilot

• Copilot is a web development and online communications firm specializing in nonprofits
• Creating websites for the past 15 years
• Experience with many different sectors including housing, the environment, schools, and foundations
AGENDA

• Live-dissection!
  – Grace in the City / Robin Steger
  – Missions, Inc. Programs / Sarah Busch
  – MYSTERY ORGS!?
• Real-time insights
GOAL: REAL IDEAS YOU CAN USE TODAY
THE BRAIN!

System 1
- First Impressions, Emotional

System 2
- Analytical, Slower

Daniel Kahneman
YOUR WEBSITE NEEDS TO ENGAGE BOTH
GRACE IN THE CITY CHURCH

Robin Steger, Church Administrator
GRACE IN THE CITY, A CHURCH FOR THE CITY

“The least of these.” The hungry and the homeless. The sick and persecuted. What do we do for them, we do for Jesus Himself, by the
Colors have cultural meaning and emotional valence

And you must also work with your brand ...
Please indicate a resource to be viewed, and a color filter to be applied to that resource.

Type a URL:  https://www.graceinthecity.org/
And then pick a color filter:  Greyscale/achromatopsia

Join Us This Sunday At Grace In The City Church As We Continue In Our Series:


Sunday Worship Service from 4:00pm-5:30pm, with “Fellowship Dinner” following service, from

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https://www.toptal.com/designers/colorfilter/
MOBILE

• What looks fab on your screen, may not translate to others.
• Browser Add-on (Ex. Mobile Resizer)
• Beware the hamburger!

COPILOT
web » social » creative for nonprofits
BOLD CALL TO ACTION

• You don’t need a flashing “Donate” button, but ...
• Above the fold, no click to see it.
• And below the fold!
City believes that giving is at the heart of the message of the Gospel. John 3:16 says, “God so loved the
HUMAN CONNECTION

• People relate to people.
• Seeing your mission “in action” is priceless
Extra gentle for the most sensitive skin.

Specially designed for sensitive skin, add the chemicals and moisture to keep your baby happy and dry and you have diaper rash.

Baby Ticket’s unique high-absorbency natural-blend cotton leakguard provides cotton-soft, extra thick, gel-free protection for your baby’s sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com.
Emergency for the most sensitive skin.

If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com.
MISSION, INC.
PROGRAMS
Robin Steger, Church Administrator
Missions Inc. Programs is a nonprofit social service organization working to make change possible for people whose lives have been disrupted by domestic violence, addiction and alcoholism, or illness.
Can I see what you’re all about?
Missions Inc. Programs is a nonprofit social service organization working to make change possible for people whose lives have been disrupted by domestic violence, addiction and alcoholism, or illness and disability.

Located in Plymouth and St. Paul, MN, our six programs provide safety, housing and support services to over 3,600 men, women and children each year.
each year.
WAYS TO DONATE

+ ONLINE

+ MAIL

+ PLANNED GIFT

+ STOCK GIFT

+ NON-CASH
Every donation helps care for those affected by domestic violence and chemical dependency. Your gift will provide
We serve over 3,000 young people each year.

Your donation is about to make that work possible. Did you know that we run the only drop-in center for homeless and insecurely housed youth in Ramsey County? Your donation is more than a gift. It's an investment in the success of future adults.

Youth who are educated, employed, housed, and connected to medical and mental healthcare are much less likely to fall victim to adults who
Make a Donation

[$100]  [$250]  [$500]  [$1,000]

[$2,500]  [$Other]

☐ Become a monthly donor and help us provide direct support to residents 24/7. Please select your specific recurring monthly gift amount above.

General donations to Missions Inc. Programs help us the most. However, we know that one or more of our programs may have had a particular impact on your life or the lives of your loved ones, or may address an issue you are particularly passionate about. You may choose to designate your gift to a specific program or to Missions Inc. Programs in general.

Designation

[General Support (most needed)]
FREE SPACE!
Boldly volunteer your website!
15-MINUTE CALL ABOUT WHATEVER!
THANKS FOR JOINING ME THIS MORNING!