

# Audit Your Online Donor Experience

Cary Walski, Founder & Nerd-in-Chief, Copilot  
Karen Graham, Founder, Karen Graham Consulting

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# About Us

Karen Graham

*Founder, Karen Graham Consulting*



Cary Walski

*Founder, Copilot: Web Development & Ongoing Support for Nonprofits*



**What about YOU?**

# What is the donor experience?

**Why does it matter?**

40%

**What about YOU?**

# Five Factors of the ODE

- Clare Housing
  - Security
  - Accessibility & Ease-of-Use
  - Branding
  - Messaging
  - Stewardship/Relationship Building



**Switch to Live Demo**

# Q & A

**What about YOU?**

# Bonus

Doing more of everything is not a strategy.

Find me and get access to the “Big Easy”

Exercise to prioritize your next steps!

# Questions?

Visit me at [gocopilot.org/contact](https://gocopilot.org/contact)