Audit Your Online Donor Experience

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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?
What about YOU?
Five Factors of the ODE

- Clare Housing
  - Security
  - Accessibility & Ease-of-Use
  - Branding
  - Messaging
  - Stewardship/Relationship Building
Switch to Live Demo
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