WELCOME TO YOUR WEBSITE

Organization: _____ *Account #:* _____

YOUR JOURNEY

Your dedicated account team will be with you every step of the way from here on out. Here's a quick overview of what you can expect to do between now and the moment when your new website goes live, and then what comes after to keep your website fresh and impactful!

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Don't be nervous. We've got this handled for you. Just follow our lead one step at a time through the getting started process and we'll make sure you come out on the other side with a shiny website just right for your organization.

Meet Your Account Coordinator

Your account coordinator will be the Robin to your Batman (or Batgirl), the peanut butter to your jelly and—most importantly—your primary contact for the initial setup and go live of your website.

Your account coordinator is here to help you with website design, content management and training for getting the most from all of your available online tools. Write your account coordinator's name, email and phone number below so you'll never get lost.

ACCOUNT COORDINATOR NAME: _____

EMAIL ADDRESS: _____

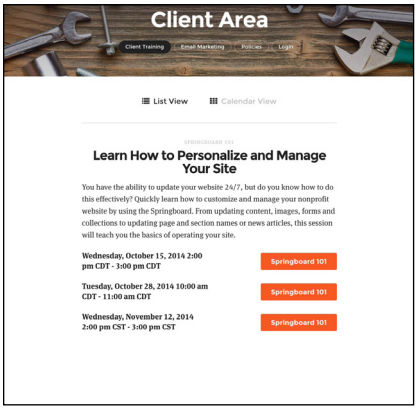
PHONE NUMBER: _____

Explore the Springboard

Ready to make a big splash with your nonprofit's web presence? Let's jump onto the Springboard—the area where you'll be able to personalize and manage your website 24/7.

Learn how to customize and manage your nonprofit's website—from updating content, images, forms and collections to updating page and section names, news articles and more. This training will teach you the basics of getting the most from your website.

- ☐ Register today for *Springboard 101* at **firespring.org/support**.
- ☐ Want to watch an educational video to get you started? Visit our Knowledge Base at **firespring.org/knowledge** and search "Springboard overview" to access the video.



Approve Your Design

Your account coordinator will email you a proof of your new website within a week of your first call. In that email, you'll also receive login information for your Springboard account—we'd hate for you to misplace or lose that valuable info so take just a second and write it down below.

Log in at **springboard.firespring.org.**

ACCOUNT NUMBER: _____

USERNAME: _____

PASSWORD: _____

After you receive your website proof, review the colors, layout and fonts. Then send us any edits you'd like to see made on your site—we'll get to work on those right away.

Once you use your login information to access the Springboard, you can add and modify your content, upload images and so much more.

Organize Your Layout

Now it's time to organize all of your content. Whether you're copying your website's previous structure or generating new, relevant content, these tips will give you helpful information that will get your content ready to go!

Know Your Readers

Effective writing begins with knowing your audience. Write for your readers, not your organization. Your audience isn't everybody—identify a demographic or key character traits the majority of your audience shares and start from there. The most effective writing focuses on addressing an audience's specific needs.

Connect Through Your Content

The strongest bond a relationship has is a connection. Connect with your constituents, donors or volunteers by speaking the same language they do. Your organization needs to review your content to ensure you're speaking how your audience speaks in order to establish a deeper, more natural connection. If you write how your nonprofit speaks internally, you'll only end up talking to yourself.

Keep Content Short and Simple

When writing, less is more. Readers frequently scan so revise each sentence and eliminate unnecessary words. Use these helpful tips:

- ✓ Headlines should be eight words or fewer.
- ✓ Sentences should be 15 to 20 words—the shorter the better.
- ✓ Paragraphs should have between 40 and 70 words.

Edit. Edit Some More. Edit Again.

Always have someone else read and help edit your content. A fresh pair of eyes always helps. First edit for style and tone. Make sure the writing accomplishes the following:

- ✓ Your content clearly communicates one thought.
- ✓ All words are necessary.
- ✓ Words, sentences and paragraphs are grammatically correct.
- ✓ Thoughts and paragraphs transition and flow seamlessly together.

[EDITOR'S NOTE: Good editing can take up to half the time it took to write the original content so be patient and thorough.]

Provide Direction for Staff to Contribute Content

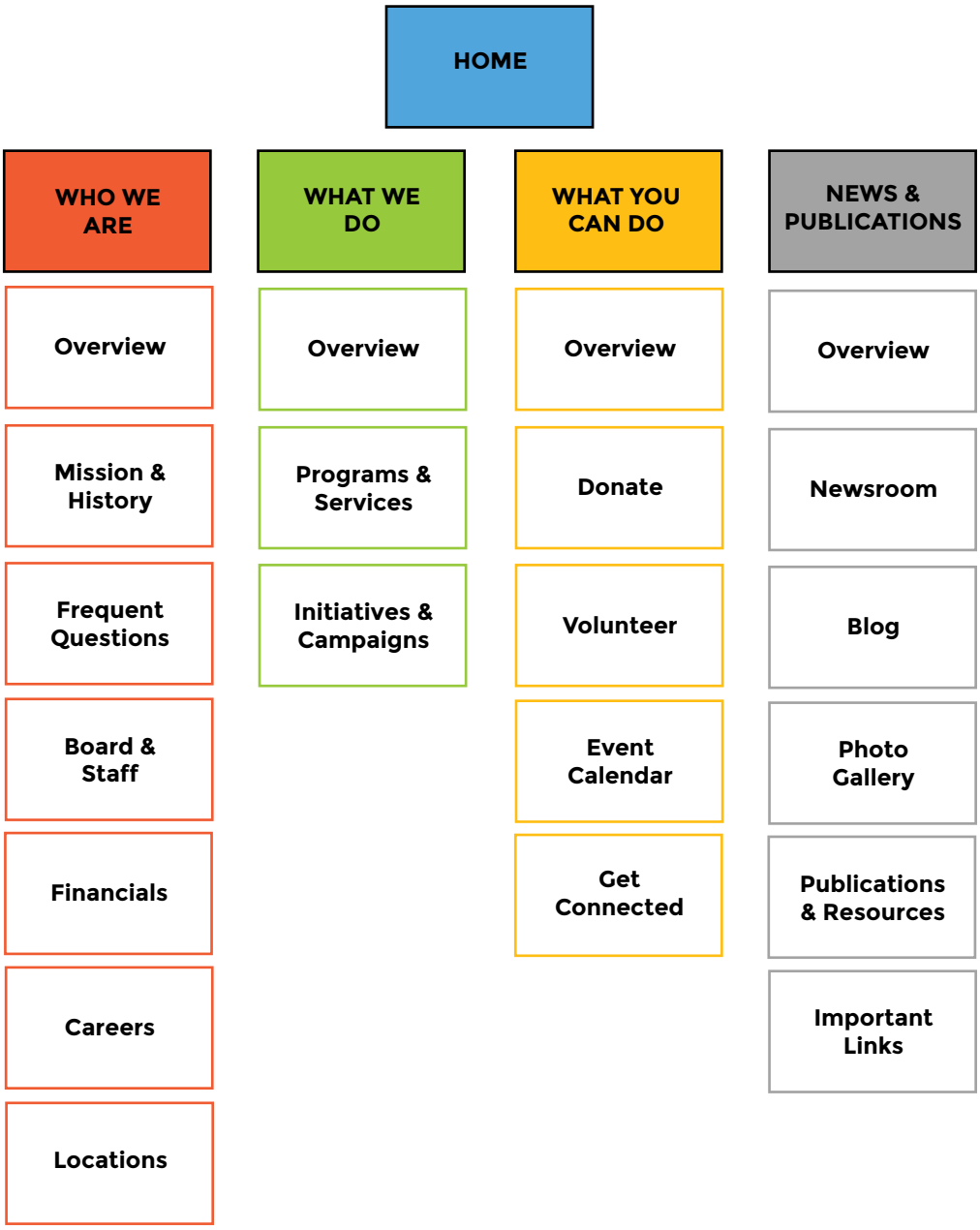
Publish a style sheet outlining your organization's grammatical rules (guidelines on capitalization, department names, titles, etc.) and distribute it to everyone who writes content for your nonprofit. If your site is for the general public, include basic instructions on how to write impact-focused content that's easy to understand.

Publish Your Content

Publishing is about gaining attention with your content and then selling with it. The first thing publishers need to get right is making sure their content is effective. Review and analyze the material you have for each page. Ask yourself what kind of content will create impact, advocacy and drive actions like increasing donations or volunteer involvement.

Site Structure

To get your website up and running, we've created a simple site structure that includes information most nonprofit organizations should include. The site structure (shown here) is already provided within your Springboard. You're free to use what's provided or modify your website structure as you see fit.



Quick Links:

1. Get Involved
2. Donate Now
3. Upcoming Events
4. Newsletter Signup

Additional Features/Call-outs:

- Sponsor Links
- Newsfeed
- Featured Program or Event
- Testimonial or Impact Story
- Social Media
- Spotlight

Create Your Own Site Structure

Want to create your own website structure from scratch? It's easy. Fill in the blanks with titles for each section and page of your website—remember to group similar content so it's easier for your visitors to find what they're looking for.

If you have additional sections or pages within sections, flip this page over for more space. When you're ready to apply this structure to your site, log in to your Springboard at **springboard.firespring.org**.

HOME

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
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Additional Features

Quick Links:

1.
2.
3.
4.
5.

Call-outs:

1.
2.
3.
4.
5.

Social Media Links:

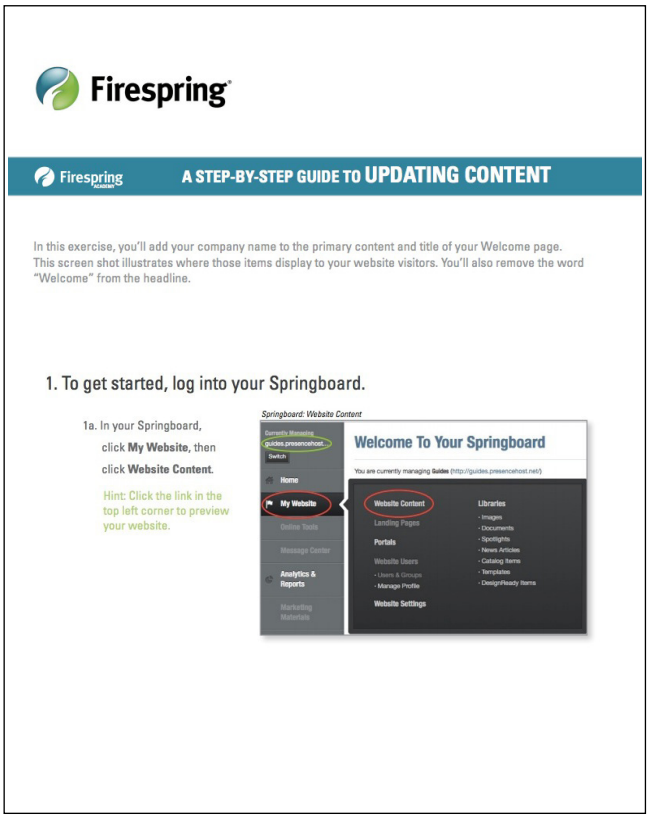
Facebook Yes / No
Twitter Yes / No
YouTube Yes / No
Pinterest Yes / No
LinkedIn Yes / No

Update Your Homepage and 5 Most Important Pages

After you've completed your website structure, fill your pages with content. Your homepage is the most important page on your website. Your homepage should succinctly introduce your nonprofit, state your mission and describe why it matters to the reader.

Use the step-by-step guides from Firespring's Knowledge Base at **firespring.org/knowledge** to quickly apply the content you've created. Here are a few things to keep in mind:

- ☐ Tell your audience what you want them to do (e.g., donate now, volunteer, sign up, etc.).
- ☐ Explain how you benefit your community and the lives you serve.
- ☐ Include a call to action.
- ☐ Add images with alt tags so your website isn't overly text heavy.
- ☐ Add relevant information and up-to-date news articles or events.
- ☐ Add custom spotlights to highlight important events or announcements.


Firespring

Firespring ACADEMY A STEP-BY-STEP GUIDE TO UPDATING CONTENT

In this exercise, you'll add your company name to the primary content and title of your Welcome page. This screen shot illustrates where those items display to your website visitors. You'll also remove the word "Welcome" from the headline.

1. To get started, log into your Springboard.

1a. In your Springboard, click **My Website**, then click **Website Content**.

Hint: Click the link in the top left corner to preview your website.

Springboard: Website Content

Welcome To Your Springboard

Training

Firespring is proud to help you easily understand and efficiently use your website to get the most from it. Attend our training webinars to learn how to make the most of your online tools, manage your events, market your website and more.

After you've gotten the lay of the land from *Springboard 101*, get more important information by registering for additional sessions at **firespring.org/support**.

☐

SPRINGBOARD 201

Making the Most of Your Online Tools

Join us to discover how to utilize your website to ensure fundraising success and community engagement. You'll learn how you can set up and track online donations and payment gateways. You'll also receive an overview of what your constituents and members experience in their password-protected portals on your website. Then, you'll learn how to build a user-friendly portal and customize it to your constituent's needs.

☐

EVENT REGISTRATION

Managing Your Events

Take the hassle out of organizing events by attending this webinar. You'll learn how to set up event registration using tickets, export registrant information and send email updates to registrants of your choosing.

Training

☐

SPRINGBOARD 411

Marketing Your Website

This collaborative webinar will show you how your site can be a vital marketing tool for any campaign. You'll learn how to introduce specific, targeted marketing campaigns by using 3 Strike Marketing. You'll also learn how to:

- ✓ How to review your website's analytic report.
- ✓ Using the analytic report's data to execute effective marketing campaigns.
- ✓ Executing referral campaigns for existing supporters.
- ✓ Promoting new (or existing) program/service offerings.
- ✓ Implementing a client feedback survey for donor retention purposes.
- ✓ Directing constituents to opt in for your e-newsletter.
- ✓ Utilizing contests or promotions to engage your constituents.
- ✓ Displaying specific spotlights that direct constituents to dedicated action pages.

Sign up today to get all of your questions answered and to learn the ins and outs of how you can utilize your website to achieve your full marketing ROI. This is the one hands-on webinar your nonprofit can't afford to miss.

☐

BEGINNER WORKSHOP

It's Time for Recess

We've heard bad things about "all work and no play." It's really nasty stuff. Join us for *Recess*, where we'll tinker with the toys of your site together.

Kim Stokes will be supervising this interactive playground, so bring all the information and questions you've gathered and we'll show you the rules of the game.

Gather Impact Stories

The personal impact your nonprofit has in your community is one of the most crucial parts about your content and how you market your website. Here are seven tips for sharing stories about your work from nonprofit expert, Lori Jacobwith:

1. Stories should be about real people who need something, hopefully something that YOUR organization provides.

2. Allow the person in your story to have a real name, age and to speak for themselves.

3. Minds wander; get real quickly. In about 4–10 seconds your listeners and readers tune out if you haven't grabbed their attention. Don't tell me you are going to tell me a story about someone, just tell it. Start with the person's name, age and a few descriptive words.

4. Keep your story short. Fewer than 500 words written or two minutes spoken is the recommended length for an effective impact story.

5. Allow your story to make the reader feel something. Anger, sadness, happiness, pride—it doesn't matter what the emotion is.

6. Your story should have a moment when people see how themselves or someone in their own lives could be in a similar situation. Relate to your audience. That person could be their aging parents, the daughter of the person who made their latte today or their own child.

7. The best stories are told by the person themselves. The most moving way to share how your organization makes a difference is by having clients tell their own stories.

A great story can make the difference between keeping your donors and volunteers connected or losing them to the next worthy cause. Make sure to put a face on your work every day.

Creation of your first impact story begins on the next page.

Gather information for your first impact story by answering the following questions:

What specific examples of your work have made an impact in somebody's life?

Who could you contact for personal, impactful stories?

What were the exact results and transformations from your work?

What emotion will this story evoke for readers?

Get Ready to Fundraise

Online giving is growing at more than 40% per year and the majority of web-based donations are made from a mobile device. Search in **firespring.org/knowledge** to find detailed instructions on how to:

- ☐ Create your desktop and mobile donation pages.
- ☐ Ensure website visitors can get to your donation page in 2–3 clicks or less from every page of your site.
- ☐ Track progress with fundraising campaigns.
- ☐ Streamline your form to ask as few questions as possible.
- ☐ Use a payment gateway for credit card transactions.
- ☐ Personalize the response message screen and email response message to give thanks and share how the gift will impact your organization.
- ☐ Create your strategy for personally thanking donors.

50–70% of supporters abandon a donation when redirected to another site to complete a transaction. Learn all about collecting donation payments through your website and increase conversions.

NOTES

Now that your site's structure is determined, your site has content, you have an impact story and you're ready to fundraise—you're also ready to go live. Congratulations! Follow these steps to launch your website and start your journey toward furthering your nonprofit's mission.

Set Up Your Domain Name and Email

Setting up your domain name:

Your account team will configure your domain and take your site live on Firespring servers. We're happy to take care of this for you; we just need you to send us some info:

YOUR DOMAIN REGISTRAR: _____

ACCOUNT USERNAME: _____

ACCOUNT PASSWORD: _____

✓ If you have more than one domain name, be sure to give us the complete list and indicate which one is your primary domain.

✓ Don't know where to find this information? Check with your resident IT person, do a Whois Lookup at **whois.icann.org** or call us at **877.447.8936** to find out where your domain is registered.

Setting up your email:

Email account hosting is included with your website via Google Apps. Contact your account team and we'll get your email accounts set up right away!

If you're the DIY type and want to take care of setting up your domain name and email yourself, it's a-okay, just let us know that's your plan. After we've configured our server, simply point your domain to this IP address: 216.58.248.48.

How to Add Email Accounts

Email Accounts via Google Apps that use your domain are included in your website setup as long as you are a 501(c)(3). We will apply for your account through Google. Upon acceptance, we will need the list of your email accounts. Then, we'll create all of your email accounts and get you all set up with Google Apps. Compile your email account list and provide them to your account coordinator.

List of approved email accounts:

_____

_____

_____

_____

_____

_____

You will access your email via **gmail.com**.

If you have purchased mailbox migrations, let's coordinate the date for the switchover. List a few dates that work best for you.

Proposed dates:_____

Google provides training tutorials and information to get you up to speed on how to use Google within your organization for email, calendars, shared documents and more. For more information, visit **support.google.com/nonprofits**.

You've Done a Great Job So Far

Yay, you! Once you're satisfied with your website, notify your account coordinator for a final review. Prior to your go live, we'll take a look at your site to provide any feedback and suggestions.

Once you go live you'll receive an email introducing you to your new account team! You'll always be able to reach your team for support Monday through Friday, 8:00 a.m. to 5:30 p.m. (CT) by calling toll-free **877.447.8936** and via email at **support@firespring.org**.

You imagine great things for your nonprofit and so do we. Those great things start with your new web solution from Firespring. We're proud to work for you.

ONGOING MAINTENANCE

Now that you have a launched website, the most important work is actually just beginning. Take time to break out tasks into weekly, monthly, quarterly and annual segments in order to keep your website current and effectively drawing your constituents in—whether they're regular visitors or first-timers.

Weekly

- ☐ Post relevant info on social media.
- ☐ Update events, news articles and blogs.

Monthly

- ☐ Use your analytics to spot trends within your website.
- ☐ Read the Snapshot monthly e-newsletter.
- ☐ Work on SEO.

Quarterly

- ☐ Add photos.
- ☐ Update fundraising campaigns.
- ☐ Attend NHU workshops.

Annually

- ☐ Attend training.
- ☐ Click through your website to:
  - ✓ Fix broken links.
  - ✓ Add updated information (staff, news, annual report, event photos, etc.).
  - ✓ Hide outdated content.
- ☐ Ensure marketing efforts are consistent across all channels.

Weekly

Post Relevant Information on Social Media

With social media becoming a key component to a nonprofit's success, your constituents are thirsty for timely, important information. Use the following steps to deliver what they're looking for.

- ☐ Link to your social media pages from your website.
- ☐ Get your community involved.
- ☐ Make your content mobile friendly so it can be shared easily.
- ☐ Upload photos to Facebook (photo posts receive 53% more likes, 104% more comments and 84% more clickthroughs than text-based posts).
- ☐ Be consistent with social media posts.
- ☐ Post relevant, engaging content.
- ☐ Interact with other organizations by liking their posts or retweeting their content.
- ☐ Use #hashtags to categorize your Tweets into a certain topic.

Update Events, Articles and Blogs

Keep your site updated and timely by promoting events, articles and blogs.

- ☐ Link to pages you want to emphasize as well as other websites that feature topics and issues relevant to your organization and community.
- ☐ Write an article about a new event.
- ☐ Link the article to your event registration.

Monthly

Use Analytics

Analytics are great to help you track areas of high traffic within your website, areas that can be improved and how your visitors are finding you. Find out how to use your analytics more efficiently.

- [ ] Go to **firespring.org/knowledge** and click on Messages & Analytics.

Read the Firespring Snapshot

Get the latest tips and tricks to benefit your nonprofit each month by reading the Firespring Snapshot.

- [ ] Go to **firespring.org/snapshot** to read the archives and subscribe to the monthly e-newsletter to get the latest industry insights your nonprofit can benefit from.

Work on SEO

SEO helps you raise money, increase community awareness and provide information to people who are searching for it. Make it easy for your constituents and donors to find you online by constantly improving your nonprofit's SEO. For valuable SEO tips and tricks, visit **firespring.org/knowledge** and search "SEO."

- [ ] Update your title tags.
- [ ] Post news articles and events.
- [ ] Link to associated organizations.

Quarterly

Add Photos

Keep your site up-to-date and relate to your donors and constituents by posting photos. Start by going to **firespring.org/knowledge** and search for "image" and "spotlight."

- ☐ Create and add a new spotlight.
- ☐ Check staff and board pages for updates.
- ☐ Add pictures to event pages.
- ☐ Create a photo gallery of images.

Update Fundraising Campaigns

Demonstrate your hard work and the impact your nonprofit is making by adding your donations to the fundraising campaign tracker.

- ☐ Go to **firespring.org/knowledge** and search "fundraising campaigns."
- ☐ Create a new fundraising campaign.
- ☐ Add donations to your fundraising campaign tracker (the tracker is automatically updated each time an online donation is made).
- ☐ Publicize your success and gratitude by writing a news article and/or social media post.

Attend NHU Workshops

In order to help your nonprofit accomplish its mission, we've partnered with Nonprofit Hub to give you access to a valuable nonprofit resource at NO COST TO YOU. Our partnership with Nonprofit Hub University gives you tons of learning opportunities and free tuition.

- ☐ Log in at **nonprofithub.org/NHU** using your account number as your username and FSNHU2014 as your password.
- ☐ Watch 5 exclusive video lessons to teach you how to effectively fundraise.
- ☐ Download action step guides and supplemental tools to set up a 3-step marketing plan.
- ☐ Get exclusive access to the Nonprofit Hub University Facebook group.
- ☐ Get unlimited access to Nonprofit Hub University (including upcoming courses and webinars).

Annually

Attend Training

Get the latest and greatest info within the nonprofit industry and stay on top of Springboard best practices.

- ☐ Check **firespring.org/support** for upcoming webinars.
- ☐ Attend an NHU workshop through your Springboard.
- ☐ Learn more about the various tutorials we provide by searching "video" at **firespring.org/knowledge**.

Click Through All Pages of Your Website

An effective nonprofit website is like a flower; with a little love and care it can blossom into a thing of beauty. Give your site's visitors a pleasant surprise every time they stop by your website:

- ☐ Add updated information (staff, news, annual report, event photos, etc).
- ☐ Fix broken links.
- ☐ Remove or update outdated content.

Test Your Website's Links

Not much turns a visitor off faster than a website that has broken links. Make sure all your content is up and running like it should be by checking your website's links.

- ☐ Review all your website's links to ensure they're working.
- ☐ Use **validator.w3.org/checklink** to check for dead or broken links.
- ☐ Download "Check My Links" from the Google Chrome store.

Ensure Marketing Efforts are Consistent

Be sure your nonprofit has the same tone and voice across all your marketing channels.

- ☐ Promote your website through direct mail, e-newsletters, social media and email signatures.
- ☐ Check local online directories, your Chamber of Commerce or Better Business Bureau and make sure it includes a listing of your nonprofit with your URL.
- ☐ Refresh your nonprofit's SEO by using the tips from your Springboard.

STEP-BY-STEP GUIDES

Keeping your website updated and fresh with content is a vital component to making your nonprofit relevant within your community. This welcome packet contains some of the most important tasks, best practices and reminders to help get your website off to a fast start but not everything is listed here.

Solutions and Guides

Make sure you check out our solutions and step-by-step guides to keeping your site fresh at **firespring.org/knowledge**. Some of the helpful and important information we recommend includes:

- ✓ Using portals with your nonprofit's website.
- ✓ Integrating donor management and retention software.
- ✓ Nonprofit 101 PDFs and step-by-step guides.
- ✓ How to set up events.
- ✓ How to create fundraising campaigns.

We're here for you whenever you need us. Feel free to call us at **877.447.8936** or email **support@firespring.org** whenever you need help, clarification or additional resources to make your nonprofit the very best it can be.

Thank you for choosing to partner with us. We look forward to helping your nonprofit further its mission.

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