

Gift Angels Project, Research Findings

I. Interviews/Stakeholder Meeting

- A. Main Goal of Gift Angels: Provide information to site visitors
- B. Other Goals
 1. Getting more volunteers
 2. Possibly receiving more donations
- C. Current website does not include 2 new projects and ministries page
- D. Online contributions are not an active source of support, organization relies on local students and volunteers for support

II. Social Media Analysis

- A. Twitter and Facebook analytics were looked over for the period of May to June 2020
- B. Moderately high social media activity for a small organization
 1. 1500+ page views
 2. 149 new followers
 3. 142 new likes

III. Website Analysis

- A. Site was active since July 2019
- B. Average unique visitors per month = 38
- C. Average total visitors per month = 50
- D. Highest number of page visits was in January 2020
- E. **Key Takeaways**
 1. **Average visitors viewed 50% of the web pages**
 2. **Visitors only visit once a month**
 3. **Content is crucially important due to the frequency of visits**

IV. Survey Results - Online survey aimed at understanding what users expect from non-profit websites.

The key takeaways from the survey

- The main reason (66.7%) people visited a non-profit website was to learn more about them. Ties in with Gift Angels' goal of providing information.
- The other 2 main reasons (33.3% each) were to volunteer and to donate.
- PayPal and using banking details ranked top for preferred donation methods with 54.5% and 30.3% of respondents preferring them.
- Nearly half of the respondents have volunteered with local organizations/ community initiatives. This is also similar to GA who relies on local volunteers.
- Half of the respondents also thought that it was important for the organization to be in their community or country.
- Goals are slightly more important than achievements.
- **Website information rated as important-very important to have on a site:**
 1. *Information about how to volunteer:* 78.8%
 2. *History or about page:* 93.9%
 3. *Stats/info about their cause:* 100%
 4. *Information about their goals:* 91%
 5. *Information about accomplishments:* 84.9%
 6. *A registered domain name:* 63.6% (27.3% neutral)

7. *A non-profit registration number: 57.6% (33.3 neutral)*
 8. *A contact form: 78.8%*
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The key takeaways:

Certain types of information are very important to site visitors and potential visitors. Ensure content is clear and meets minimum informational requirements.

While users feel strongly about how they would donate, 67% did not visit with that intention - most only wanted information.

Providing these basic informational pieces to a website will satisfy the majority of visitors.

Neutral responses may be influenced by familiarity / previous exposure to an organization. Room for future investigation.

Content guidelines:

Sentence length: [MIT guidelines](#) and general content guidelines suggest keeping sentences below 30 words.

Avoid passive voice, repetition, and cramming multiple ideas together.

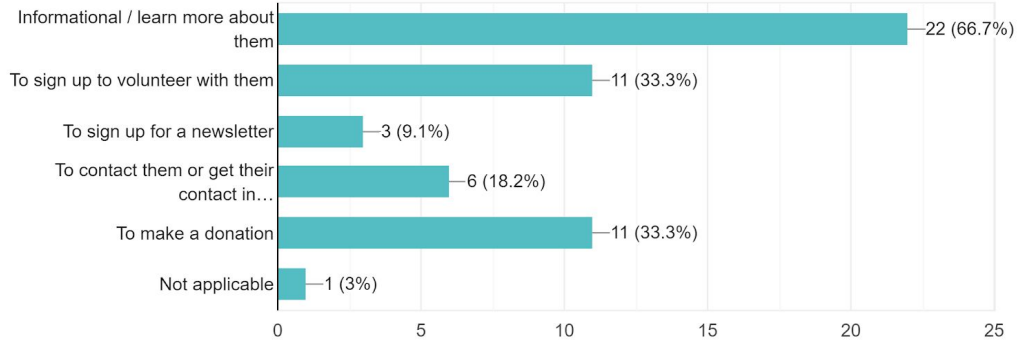
[Another study](#) found that at 43 words, comprehension drops to less than 10%.

- **Open-ended responses:** “It is good to have enough information for donation or research purposes”
“I have visited a non-profit website that was not secure which made me somewhat skeptical about its validity.”
“Pictures are important! Make sure they're scaleable for mobile and desktop. Create a homepage with a slideshow and then a bar at the top to lead you to your linked pages. Put testimonials on the homepage, that's one of the important things to see for me”
“The primary information for me when I making a contribution towards a certain cause is who is driving that organization. By that I mean is it a well known global organization like U.N. or an individual. If its the latter, what is their background information. The credibility of the driver of the cause is really important to me.”

Appendix from User Surveys

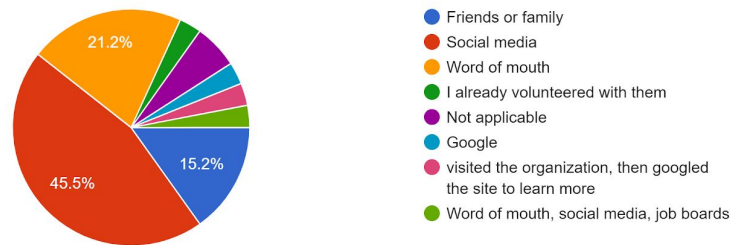
If you have visited a non-profit organization's website before, what was the purpose?

33 responses



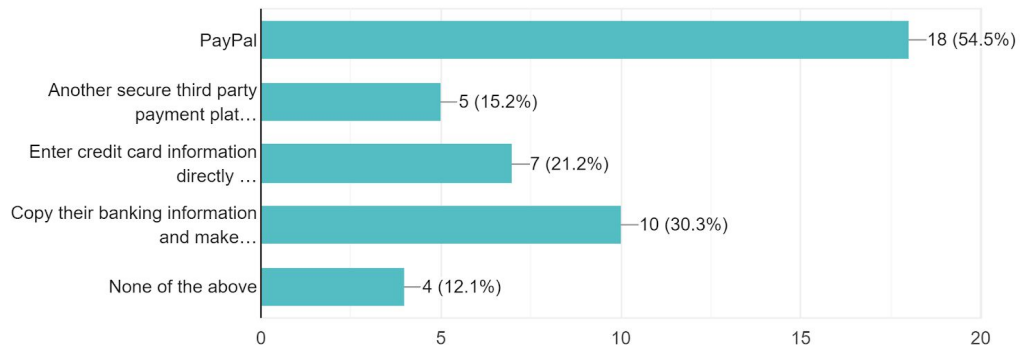
If you have visited a non-profit website before, how did you find out about it?

33 responses

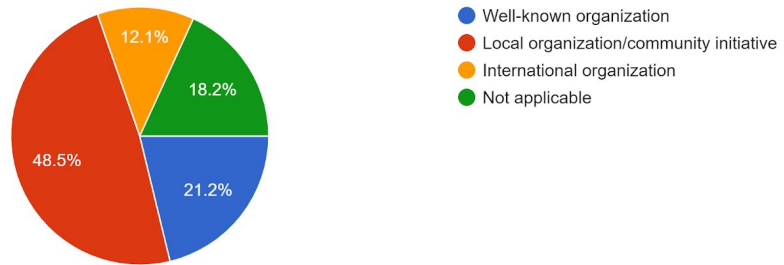


If you could donate or sponsor on an organization's website, which methods would you be willing to use?

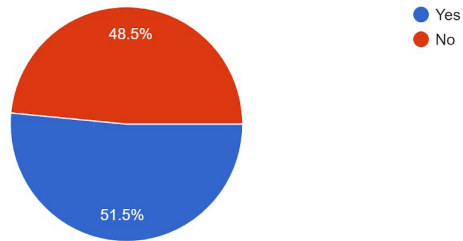
33 responses



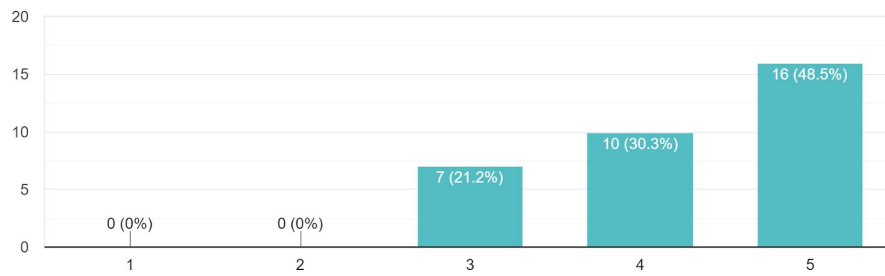
If you have volunteered before, in-person or online, was it with a
33 responses



Is it important that the organization is in your community or country?
33 responses

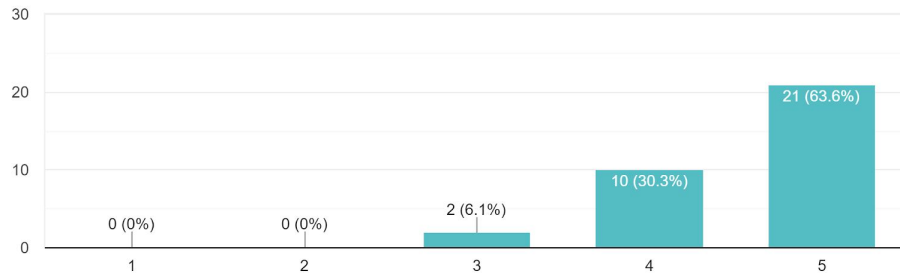


Information about how you can volunteer
33 responses



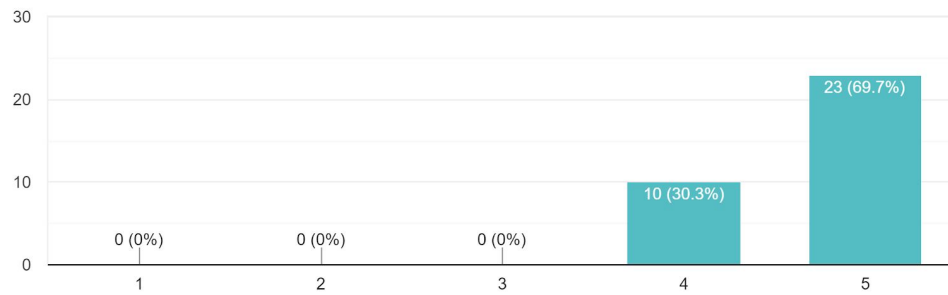
A history or about page

33 responses



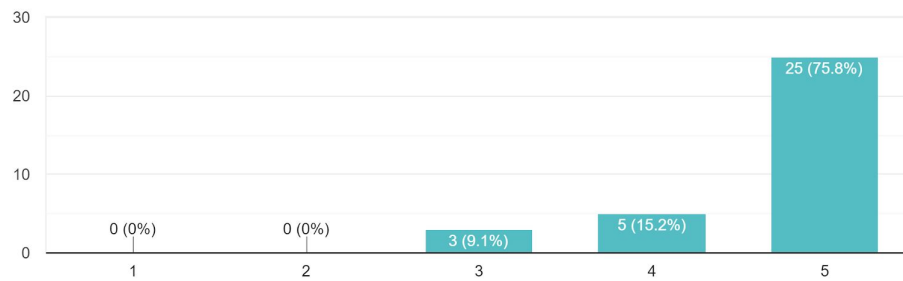
Statistics/information about the cause that they support (e.g. animals, children, etc.)

33 responses



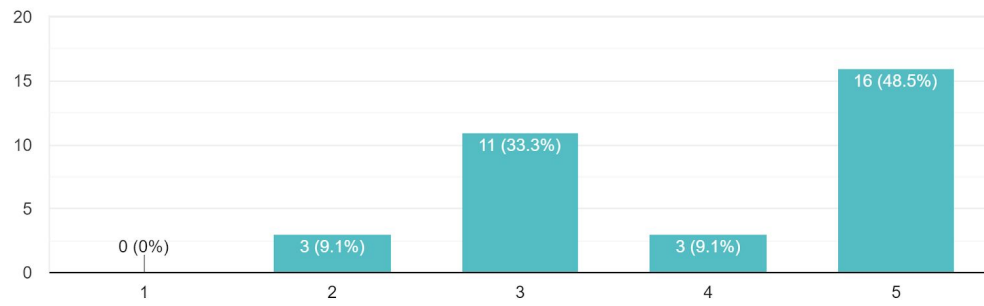
Information about their goals

33 responses



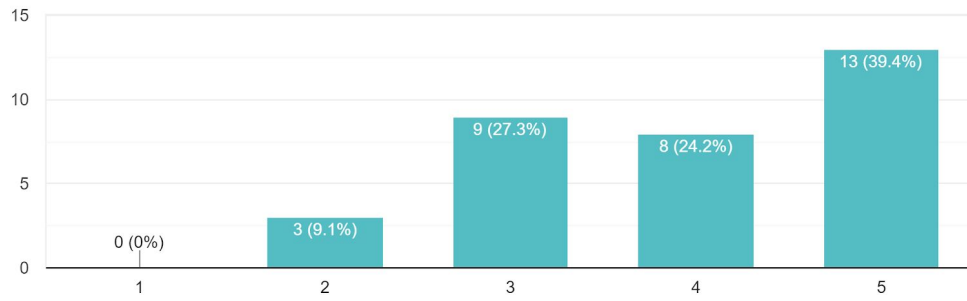
A non-profit registration number

33 responses



A registered domain name like www. organization-name. org

33 responses



A contact form

33 responses

