8-2011

NevadaGIVES.org: Building website capacity for data collection

Snezhanka V. Christy
University of Nevada, Las Vegas

Lisa E. Stamanis
University of Nevada, Las Vegas

NevadaGIVES.org: Building Website Capacity for Data Collection

Snezhanka V. Christy

Lisa E. Stamanis

University of Nevada, Las Vegas

Department of Public Administration

Final Project for the Master's in Public Administration

In partial fulfillment of PUA 791 Topics in Public Administration

Dr. Christopher Stream

August 15, 2011

TABLE OF CONTENTS

Abstract

Since the adoption of the Government Performance and Result Act of 1993, the same demand for accountability placed upon government agencies is also expected in the nonprofit sector (Poister, 2003). Also fueling the need for dependable nonprofit performance data, is the current economic environment where funding is scarce or non-existent. Along with providing routine information and services, developing a competent website to collect and make available performance data for stakeholders and patrons is a necessary practice in both the public and private sector. Nonprofit organizations fortunate enough to have functioning websites can maximize their potential by managing them as a data collection tool to assess effectiveness. However, websites must be designed to optimize their engagement capabilities to not only draw visitors to the site, but encourage repeat visits. The Las Vegas based nonprofit NevadaGIVES has invested significant resources into creating a comprehensive website to promote their mission of philanthropy. Currently the organization is planning a major e-philanthropic fundraising event, “Nevada Gives to the Max Day,” to be launched in November 2011. To produce a genuinely successful online event and to make the most of their investment, the organization must enhance their public interface capabilities. To improve end-user satisfaction NevadaGIVES must prioritize their commitment of time and resources to improving the NevadaGIVES.org website by taking advantage of readily accessible usability strategies that promote user experience or “UX.” Employing the four engagement factors: branding, content, functionality and usability in their website design will encourage repeat visits and build capacity for data collection.

Executive Summary

NevadaGIVES, a Las Vegas based nonprofit, endeavors to raise awareness of philanthropy and volunteerism by presenting events and providing on-line resources to engage and empower the local community in the practice of philanthropy. For NevadaGIVES, philanthropy, or "giving," includes the traditional cash donation; however for those who cannot give monetarily, they encourage the gift of volunteerism, goods and services. NevadaGIVES promotes philanthropy by presenting several informational events each year to engage the community by connecting local businesses with nonprofits.

Along with raising awareness, NevadaGIVES would like to be known as the information resource on philanthropy for Southern Nevada. To this end, they have committed significant resources of time and funding to creating and maintaining the NevadaGIVES.org website to provide a continuous, public platform for service delivery of their mission and goals (Appendix A). Currently the organization is promoting their first major fundraising campaign, "Nevada GIVES to the Max Day," designed to promote e-philanthropy. Learning of NevadaGIVES' shift interest in hosting an e-philanthropy event, the UNLV MPA group decided to perform an evaluation of the service delivery of their website.

After collecting background information on NevadaGIVES, studying their website and comparing to the goals and mission of their organization, it was agreed to conduct a survey with questions designed to measure engagement. A survey would provide the NevadaGIVES organization with feedback regarding online giving, website content and design to motivate the organization to improve website service delivery as they move forward with the Nevada GIVES to the Max web event. However, the survey information can only provide general guidelines in which to continue tailoring their website as needs of patrons as well as technology platforms continue to change. According to the Urban Institute, "Outcome information seldom, if ever, tells why the outcomes have occurred. Many internal and external factors can contribute to any outcome. Instead, use the outcome data to identify what works well and what does not" " (The Urban Institute). The following questions illustrate the approach the MPA group took when designing the survey questionnaire. The framing of each question was related to the four user experience factors as well as the NevadaGIVES mission and goals:

Branding:

- *Who is using the website and for what purpose? Why do they return?*
- *Is the NevadaGIVES brand strong enough to be viewed as a primary source for giving in southern Nevada?*

Content:

- *Is the content continually updated?*
- *Does the design contribute to a positive experience with the website?*

Functionality:

- *Are they reaching the intended audience? Engaging new audiences?*
- *Does the site provide complete information to earn customer confidence and credibility?*

Usability:

- *Can users find what they are looking for? How many clicks?*
- *Does the home page above the fold quickly tell us the purpose of the site?*

Essentially, by creating a website which is easier to navigate and is responsive to individual needs with the application of the user experience factor, becomes an efficient use of staff and funding in a strained economy.

Introduction

The evaluation will provide technical assistance for the Las Vegas based nonprofit, NevadaGIVES enabling the organization to build the capacity for engaging a broader audience and begin collecting data to improve service delivery. Currently NevadaGIVES does not collect data to assess the effectiveness, nor are they utilizing the full potential of their “virtual real estate” of their website, NevadaGIVES.org, to engage the community in philanthropy.

Established in 2003, NevadaGIVES is a 501(c)(3) charitable organization whose mission is to increase awareness of philanthropy and volunteerism in Southern Nevada. The organization’s vision is to, “build a vibrant, effective and growing philanthropic community that improves the quality of life for all Nevadans” (NevadaGIVES, 2010). In building awareness about giving, they hope to encourage a greater number of average citizens, both in southern Nevada area and throughout the state, to take action by giving back to their community on a regular basis either through donations of cash, goods or volunteerism.

In addition to encouraging a call to action through their website and educational workshops, NevadaGIVES would like to be regarded as the primary informational resource to both nonprofits and businesses on charitable giving in Southern Nevada. To help focus their organizations goals, the MPA group decided the focus the research scope on the service delivery through their website and whether customers were satisfied with the online services delivered through the NevadaGIVES.org. Customer satisfaction is linked to website performance and the organization’s missions and goals. Satisfied customers are more likely to respond positively and in a meaningful way by possibly donating, volunteering, using the site as a primary resource of information, having overall favorable impression of the organization, returning to the site and recommending the site to others. Regarding the distal goal, NevadaGIVES desires to affect state-wide giving efforts and ultimately, overall state giving statistics.

National Giving Index	**Average adjusted gross income per income tax return**				**Average charitable contribution per return**			
	2003 Dollars (Actual)	2008 Dollars (Actual)	2003 State Rank	2008 State Rank	2003 Dollars (Actual)	2008 Dollars (Actual)	**2003 State Rank**	**2008 State Rank**
Minnesota	50,310	59,063	13	15	1,181	1,283	**13**	**12**
Arizona	45,003	52,240	22	26	1,028	1,073	**26**	**30**
Nevada	50,101	55,838	14	18	1,105	1,013	**20**	**35**

Table 1. Source IRS Statistics of Income July 2010. Prepared by the National Center for Charitable Statistics at the Urban Institute

However, the state of Nevada rates low on the national index of charitable participation and according to the 2010 IRS statistics of income and charitable contributions, Nevada ranked 20th in 2003 and 35th in 2008 on the average charitable contribution per return among the 50 states; a -8.3% drop in giving statewide (See Table 1). The table compares Nevada with two other states; Arizona and Minnesota who have similar average adjusted gross income per tax return. Minnesota is also relevant to the comparison because NevadaGIVES hopes to emulate their giving capacity by creating an on-line giving portal (see Appendix B for complete data results).

While the current function of the NevadaGIVES website is to provide informational resources for both nonprofits and businesses (the organization currently does not take donations for other organizations), it is now planning to transform their website into a major philanthropic fundraising platform with “Nevada Gives to the Max Day,” to be launched November of this year. This one-day event, modeled after Minnesota’s very successful “GiveMN” e-philanthropy event presented from the GiveMN.org website, will convert the NevadaGIVES website into a major e-giving, or e-philanthropy portal with potential for dynamic nonprofit and donor engagement. In this new capacity, NevadaGIVES will be building an engagement program in which all charities, both locally as well as nationally, will be able to participate in year-round on-line giving.

To determine which elements of their website will enable NevadaGIVES.org to improve customer engagement and subsequent interactivity for data collection, the evaluation consisted of literature reviews and an exploration of “best practices” of nonprofit internet engagement methods capacity to accomplish its mission and goals. The phases for the evaluation included:

1) A survey of a broad range of academic and non-academic literature published on the history of not-for-profit and charity marketing and the use of Internet technology by charities;
2) An investigation and comparison of the organization’s website design, features and performance against industry benchmarks, including Give MN website and other successful charity websites known for their “best practices” and inspiration;
3) An analysis on the cost-effectiveness of website redesign to improve interactivity.

4) Design of a survey questionnaire to determine website users' experience and satisfaction with service delivery and its impact on their future behaviors as potential donors or volunteers;

The conclusions drawn from this analysis will be presented to NevadaGIVES as a series of prioritized recommendations in which the president, board and stakeholders can incorporate into their planning process. Once they have a grasp on building interactivity, they must establish benchmark, begin data collection so they can now monitor effectiveness and implement improvements. This analysis is not intended to provide specific recommendations on the level of investment that the organization should make, or to build a high-end website in order to achieve its mission and goals. It is rather an attempt to provide more practical suggestions for improving website interactivity by delivering an improved website experience that is inspiring, accessible and usable by all customers ultimately adding value to the organization's brand and credibility.

Conceptual Framework

Establishing a conceptual framework outlines the course of action for the evaluation. The first step for the University of Nevada Las Vegas' Masters of Public Administration student group (MPA group) was to build a knowledge base and understanding of the different concepts and conceptualized relationships related to the problem of improving and organization through their website. The search for knowledge began with two informative interviews with Stacey Wedding, President of the NevadaGIVES Board, with whom the MPA group discussed the organizations varied background and present short and long term goals. From these interviews the MPA group learned how the organization relied on their website and newsletter to communicate their message of philanthropy. To better understand the concepts of philanthropy and its changing landscape as a result of the internet revolution, the MPA group conducted an extensive literature review of academic and non-academic publications which helped to focus even further into the critical need for a nonprofit to optimize the use of their website. Questions researched in the literature were related to why people give, where Nevada stands on the national Giving index, the definition of e-philanthropy, how a charity website can support organizational goals, and why nonprofits need to collect data. In addition the research let us to also investigate best practices in the nonprofit field and how difficult it is to establish benchmarks. In order to understand what inspires and attracts users to interact with a nonprofit website, the MPA group discovered the value of *user experience*; how it affects customer satisfaction and keeps visitors coming back.

Figure 1.NevadaGIVES.org home page (above the fold)

Each website home page (above the fold, or what is visible when the page appears) was evaluated and compared for customer engagement features, or user experience factors, commonly known in the web design field as "UX." The MPA group found that NevadaGIVES.org, while having good information, it was severely lacking in all four user experience factors. Conversely GiveMN.org was employing all aspects of user experience through new content, colorful interactive deign, social media and trust building features such as the data counter. The user can easily navigate site more efficiently while engaging in an enjoyable, interactive experience.

Figure 2. GiveMN.org home page (above the fold)

The MPA group compared NevadaGIVES.org to the nonprofit website they aspire to; the GiveMN.org website considered the nation's "gold standard" about community fundraising. The MPA group began to draw connections between the users' experience and perceptions of a website's branding, content, usability, and functionality, and used the four factors to create a survey questionnaire to provide NevadaGIVES with customer service/customer engagement input. The questions were designed to collect nominal data and provide the organization with recommendations on improving service delivery (Appendix C).

Purpose of the Research

The evaluation goal is to provide NevadaGIVES with strategic recommendations to improve their website usability thereby increasing interactivity to engage increasingly larger audiences in the giving experience. By building capacity for collecting and using data though online surveys linked to their website or distributed by the organization staff, NevadaGIVES will be able to establish benchmarks to continuously monitor and assess the effectiveness of their website and service delivery. This study will explore the key factors influencing user experience of the website and measure the overall online customer satisfaction which is "vital for any nonprofit organization hoping to increase donations, membership, volunteerism, loyalty, and engagement" (Freed, 2009).

Literature Review

Why Do People Give?

"If we do not understand why people give, then how can we encourage them to become donors or increase their contributions, and how can we predict changes in the economic environment that will influence giving?" (Vesterlund, The Nonprofit Sector, 2006**)**

Government Procurement notes, that "the United States is a nation of givers. Americans donate time and money to a multitude of causes and charities, from their local arts institutions and religious congregations to international causes such as hunger relief and human rights" (Government Procurement, 2002).

A study which examined the philanthropic behavior of Americans reported that "69 percent of contributing households give to religion, 43 percent of households give to health organizations, 39 percent to human services and 38 percent to youth services" (Giving And Volunteering, 2002). The report showed that "58 percent of all respondents give because they feel they owe something to the community… Volunteers give the most time on average to environmental and youth service organizations at 26 hours per month followed by education organizations at 18 hours. Environmental organizations attract fewer volunteers (4.8 percent), but they give more hours than almost all other subsector volunteers" (Giving And Volunteering, 2002).

The survey also noted the effect that household income plays in contributions. As previous *Giving and Volunteering* surveys have proved, "household contributions increase as income increases, but lower income groups give a higher percentage of their income to charities. The tendency of people to volunteer also increases with household income growth. For example, one in four people from households with incomes of less than $25,000 volunteered in the past year, while more than one in two from households with incomes of $75,000 or more volunteered" (Giving And Volunteering, 2002), (Government Procurement, 2002).

According to the latest figures (Giving USA Foundation, 2011), "the total of all philanthropic giving in the United States was $290.9-billion in 2010". As always, the bulk of that money was raised from individuals. "Donations by individuals remained essentially flat from 2009 to 2010—at 1.1 percent in inflation-adjusted dollars, for an estimated total of $211.8-billion. The rest came from corporations and foundations" (Giving USA Foundation, 2011).

What is E-Philanthropy?

Hart (2008) defines E-philanthropy as "a set of efficiency-building Internet-based techniques that can be employed to build and enhance relationships with stakeholders interested in the success of a nonprofit organization. E-philanthropy is the building and enhancing of relationships with volunteers and supporters of nonprofit organizations using the Internet. It includes the contribution of cash or real property or the purchase of products and services to benefit a nonprofit organization, and the storage and usage of electronic data and services to support relationship-building and fundraising activities" (Hart, 2008).

Hart notes that "E-philanthropy came of age on 11 September 2001. In the days and weeks following the terrorist attacks on the USA, the world turned to the Internet as a vehicle for its charitable response to the tragic events. The level of online philanthropic activity … was so amazing that the experience has become a defining moment in US philanthropy. In the two months following the disaster, more than 1.3 million contributors donated over $128 million online" (Hart, 2008).

"For nonprofit organizations, the Internet provides an unprecedented and cost-effective opportunity to build and enhance relationships with supporters, volunteers, clients and the communities they serve. Connecting with supporters online provides a new means for converting interest in a mission to direct involvement and support (Hart, 2008).

E-philanthropy or online giving is the wave of the future. The Case Foundation, citing recent studies by Greenfield, Keating, Parsons and Roberts, states that "online giving is particularly cost-effective for charities**.** While it can cost $1.25 to raise a dollar from a new donor through direct mail and more than 63 cents through telemarketing, the cost per dollar of raising money online can be as little as 5 cents" (Sources: Fund-Raising Cost Effectiveness, by James Greenfield; Cost-Effectiveness of Nonprofit Telemarketing Campaigns, by Keating, Parsons and Roberts; and Network for Good), (The Case Foundation. 2011).

"Network for Good, a nonprofit site for charitable giving, recently asked online donors an important question: "Why do you donate online?" The most common answer -- "It's easier than writing a check" -- says much about the changing face of philanthropy. Online giving is easy, and for a new generation of donors, convenience can be as important a consideration as the cause itself" (The Case Foundation. 2011).

NevadaGIVES Historical Background

NevadaGIVES is an independent 501(c)(3) public charity. It was launched as an initiative of the Business Community Investment Council (BCIC) and Nevada Community Foundation in 2003, through a multi-year grant from New Ventures in Philanthropy. As the community's interest in NevadaGIVES continued to grow and they recognized the need to increase its impact in the community, the organization decided to establish itself as an independent public charity in 2007 (NevadaGIVES website, About Us, 2011). NevadaGIVES' mission is "to raise awareness of philanthropy and volunteerism by serving as the informational resource in Southern Nevada" (NevadaGIVES website, About Us, 2011).

NevadaGIVES carries out its mission through a variety of efforts. Generally, it helps individuals, businesses and nonprofits identify opportunities to give back in a way that is meaningful and enjoyable to them. Although NevadaGIVES has a modest budget and only one part-time staff person, the organization provides a number of quality services through their website as well as by presenting community events. Their website provides recognition to organizations that are positively impacting the community as well as their many corporate sponsors (NevadaGIVES website, FAQ, 2011). In addition, the public can also access an extensive library of philanthropic resources, charitable best practices, and a calendar featuring local nonprofit events. Along with their informational website, NevadaGIVES also holds a number of educational events such as “Speed Dating for Funders and Nonprofits,” “Annual Philanthropy Summit,” and convenes the “Business Community Investment Council.” As NevadaGIVES moves forward, it has ambitious plans including philanthropy promotional campaigns and utilizing technology with Nevada Gives to the Max Day to connect those with resources to those in need of resources (NevadaGIVES website, About Us, 2011).

NevadaGIVES proximal goal is to significantly raise the visibility, and subsequently the effectiveness, of their organization with the launch of the “Nevada Gives to the Max Day” event. The literature review determined that NevadaGIVES must not only stimulate excitement about the event to attract numerous donors on that day, but also build their brand capacity with incentives for donors to return to the website once the event has passed. Researchers identified four key website design and interactivity elements for stimulating website activity to improve outcomes. These factors are defined as experience factors; branding, content, functionality and usability (Figure 3). Also tied to all of these factors is the hedonic or entertainment factor. Therefore engaging customers on NevadaGIVES.org in a positive and stimulating way is critical to increasing customer satisfaction, which will ideally influence future behaviors.

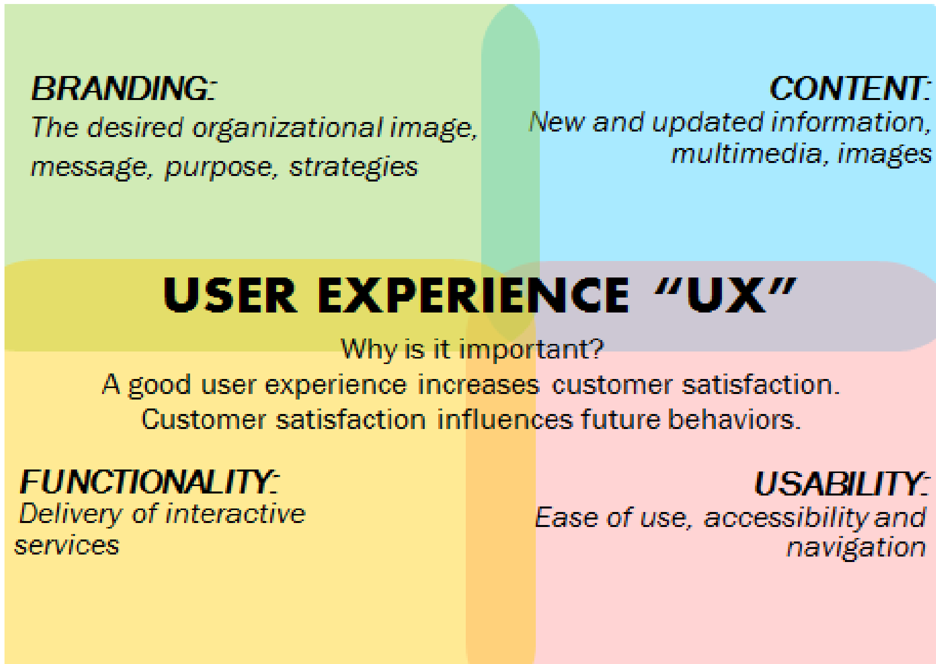

Figure 3. Illustration of the four user experience factors in building website satisfaction and customer loyalty

With the tremendous growth and development of e-philanthropy in recent years, many resources for best practices in web design can be found in both public and private informational websites as well as academic literature. Non-academic websites such as, *Social Media 4 Nonprofits* (Social Media 4 Nonprofits, 2011) and website engagement and analysis services offered by *Google+ Best Practices for Nonprofits* offer useful information for leverging marketing and brand awareness through linking your organization's URL to social networking sites at no charge to maximize the broadcast of your organization's message (nonprofitorgs, 2011). Aside from non-academic sources, best practices can be viewed by examining any number of award-winning nonprofit websites such as *The Bill and Melinda Gates Foundation* as well as the *GiveMN.org* website, considered the nation's "gold standard" in regard to nonprofit fundraising (Give Minnesota, 2011).

The success of many of these websites mentioned, with budgets on both ends of the spectrum, can be attributed to conscious incorporation of user experience, or "UX" applications designed with the end-user in mind. Providing a positive user experience, or a meaningful and valuable interaction between the user and website activities, must include four factors: branding, content, functionality and usability. In addition, the four UX factors can also contain a hedonistic or entertainment aspect as well (Sohaib, Hussain, & Badini, 2011).

Methodology and Data Collection

This study is both qualitative and exploratory. The instruments used to collect the data included email, telephone and person interviews. Based on the information from literature reviews, other research sample designs, a *Survey Monkey* questionnaire was created by the MPA group for future distribution by the organization. After numerous revisions, the survey was narrowed down from 26 to 20 questions that were very specific to how visitors were currently interacting with the website, rather than whether they just liked or disliked certain aspects of the website. The MPA group intended the survey to be emailed to a convenience sample of current and potential patrons, and those in the charitable nonprofit sector. In addition, a survey link would also be available from the NevadaGIVES website to capture those searching the internet. Due to time constraints, the survey was not distributed; however, the survey can be fully utilized as is, or modified by the organization as needed.

The MPA group used the four user experience factors; branding, content, usability, and functionality to frame the survey questions. Most questions were created and selected based upon interviews with Stacey Wedding, President of NevadaGIVES Board, who indicated which aspects of the subject matter were important to their operation. Although the survey was not widely distributed, the MPA group conducted a test survey completed by board members who provided valuable feedback and suggestions for wording, relevance and the Skip Logic option on some of the questions.

The survey includes 20 questions regarding demographics, user experience with different elements of the website, donor's perception of performance, organization's accountability and credibility, etc. (Appendix C, full survey instrument). The electronic questionnaire utilized the Survey Monkey website, which is free for surveys 10 questions or less. Monthly benchmarks can be gauged through regular survey feedback; continuous monitoring of user experience will provide a method in which to improve customer satisfaction.

Survey Instrument

The first four survey questions (Appendix C) address the purpose for visiting or reasons for not visiting the website, and the various UX factors which affect the users experience with the website. These were included in the questionnaire because responses tell us what attracts visitors to a nonprofit website or makes them return, what information and services they want and need, and how they rate key elements and features of the website, including online security for donating. Donors trust an organization which has taken steps to make any online donation safe and trustworthy. Improving the elements that visitors value most generally will have a positive impact on overall satisfaction and therefore on future behaviors.

Industry-level data suggests that "improvements to website functionality will have the greatest return on investment, followed closely by improvements to image. Enhancements to content, look and feel, and navigation are less likely to have a huge impact on customer loyalty and giving. These kinds of insights can be valuable to a nonprofit looking to prioritize investments in the website or make strategic cuts that will have the smallest impact" (Freed, 2009).

Survey questions 5 through 8 were designed to provide information about customer engagement and loyalty. Providing the website visitors the ability to share their feelings about their interaction with the organization improves customer satisfaction, builds loyalty and website reputation. For an organization that would like to be known as the primary informational resource on philanthropy it is crucial that its most powerful tool, its website provides what the customers need and expect, and inspires them to come back. Highly engaged consumers are more loyal and more likely to continue their support to the organization. Increasing the engagement of target customers increases the rate of customer retention.

Questions 9 and 10 were included to give the respondents the opportunity to share what would inspire them to give or get involved in the community, and to provide suggestions for improvements to the website and its services. Armed with information on users' values and what they need and want from a website, "any nonprofit should be able to make the case for an increased focus on website improvements that will significantly impact online customer satisfaction" (Freed, 2009).

Survey questions 11 and 12 are regarding the preferred methods for staying connected to the organization, including social media. The findings from these questions will provide information about the size of the group of website visitors who use social media and how social media can be utilized to improve website interactivity. The power of social media in today's world is undeniable, "with Facebook's 175 million daily visitors to Twitter's 75 million and LinkedIn's 50 million member accounts, (Econsultancy, 2010). Recent research on nonprofits shows that "Facebook was used by 90% of organizations; Twitter was used by 85% and

YouTube by 64%. These tools are being used to raise awareness of the organization and to form a community, gather knowledge, information and feedback" (GOSS Interactive website, 2011). In other words, "since there is a large group of nonprofit site visitors who use social media and who tend to influence others, it will be increasingly important for nonprofits to increase their social media participation in ways that correspond to their specific audiences' needs and interests" (Freed, 2009). By monitoring its social media engagement the organization will be able to understand if it is meeting its objectives.

The next three questions (13 through 15) address website's capability to provide services to potential donors, to communicate organization's accountability, and build trust. As Hart and Johnston (2002) note, "Years of experience in the off-line world have taught fundraisers that attention to ethics, privacy, security of information, honesty in reporting, and building a case for support will yield success in fundraising – because they help build trust… Every fundraiser knows that the most important element in building a relationship with a prospective donor is trust… trust in the mission, trust in the people, trust that the donor will be treated fairly, and trust in the integrity of the organization… [T]rust is the foundation of all successful relationships" (Hart, Johnston, 2002).

When an organization demonstrates transparency in decision making, it is important to a donor that agency provides disclosure of operating expenses and financials, or communicates impact of gift. "Those wanting to give want also to make sure that their gift will be used effectively. So, now more than ever, is the time to be clear and transparent about where contributions are going and how they will impact beneficiaries' lives. The more honest and open [a] charity is, the more new donors and gifts [is it] likely to attract (Kolaneci, 2011).

Donors tend to trust an organization that is rated positive by a third-party. According to Freed (2009) “nonprofit site visitors listen to outside sources” (p.10), including trusted family members, friends and advisors.

The question about preferred methods of giving (question 15) will provide suggestions to the organization about how to best collect their donations, and the cost of accepting donations, depending on the methods chosen. The volunteer option will provide significant information about the number of people who could potentially be engaged as potential volunteers. “In today’s time-starved world, nonprofit organizations realize how important it is to focus on the recruitment, retention, and efficient organization of volunteers… Potential volunteers are harder to locate, more difficult to schedule, and even tougher to retain. Mobilizing either large or small groups of people to spend time on volunteer efforts requires a new approach to volunteer management” (Parke, Hart, 2002).

The last five survey questions (16 through 20) are demographic and will help the organization profile the visitors to their website by residence, gender, age, education, and household income. A nonprofit organization must know who their target audience is and “consider the various publics [it is] trying to reach - donors, volunteers, prospects, media, staff, sponsors, clients, grantees - all have different needs and requirements. There are times when one message covers all but there will be times when [the organization] will need to identify the target and tailor [their] message to communicate directly, with say the media or donors” (Holdsworth, 2007). A research (Smith, 1999) on this field has suggested that “there is a difference between the age group of the traditional donor and the age group of the Internet donor… [The findings show that] the majority of the potential Internet donors are younger than 60 (85%) and only 10% are older than 60. In addition, the mean age of the Internet donor is about 42 years. A charity website that is designed to fall on the criterion of this age group will attract more donations" (Smith, 1999). A nonprofit organization must have a clear idea of its website visitors in order to meet the needs of the different types of audiences, all equally important.

Recommendations

Recommendations for NevadaGIVES.org are prioritized according to the least fiscal impact, but maximum benefits. Again, enhancing the four "UX" factors is key, as NevadaGIVES already has basic website content in which to expand upon:

Free/Low Cost

1. Recruit volunteers and interns to update website content and distribute e-blast/newsletter more frequently
2. Utilize social media links such as Facebook, LinkedIn and YouTube
3. Use free on-line tools such as Survey Monkey and Google Analytics; distribute the survey and assess results in real-time; make changes
4. Utilize the BCIC to seed NevadaGIVES.org links on their websites
5. Complete the security, privacy policy and terms and conditions to build trust for giving

Moderate Cost

6. Add inspiring color photos, YouTube videos from NG events
7. Add Search option
8. Move corporate sponsor logos on home page
9. Add blog w/comments/forum capabilities with link to e-newsletter
10. Add Customer Comment box on home page with direct contact information
11. Organize and prioritize website information
12. Embed links throughout website text.

Outcomes from utilizing "UX" is for NevadaGIVES to experience increased website activity; with more visitors satisfied with the site, the more likely visitors will return. The following list of indicators of increased interactivity can also be used as current data benchmarks:

Website Interactivity Indicators:

- The site will be used as a primary resource
- More web page his and more time spent on the site
- More visitors will recommend the site to others
- More visitors will return to the site
- More funds will be raised through the website
- More inquiries on how to participate
- More calendar postings
- Increased media coverage.

The next steps for NevadaGIVES, once "UX" factors are implemented, will be to start collecting and using data to establish benchmarks. In addition, volunteers can collect data at all events, through basic surveys, "How did you hear about this event?" "What is your preferred method of receiving updates?" and "What information are you interested in regarding giving in southern Nevada?" We encourage NevadaGIVES to take advantage of free-on line survey tools, such as *Survey Monkey* linked to the website for on-going service delivery assessment.

References

(n.d.). Retrieved 8 11, 2011, from http://nonprofitorgs.wordpress.com/2011/07/25/google-best-practices-for-nonprofits/

(n.d.).(2011, 8 11). Retrieved 8 10, 2011, from Gates Foundation : http://www.gatesfoundation.org/Pages/home.aspx

(2011, 2 3). Retrieved 8 12, 2011, from Social Media 4 Nonprofits: http://www.rositacortez.com/

Freed, Larry. 2009. Trends in Constituent Satisfaction with Nonprofit Websites: Building Membership Donations and Loyalty through the Web Channel. www.ForeSeeResults.com

Give Minnesota. (2011). Retrieved 8 8, 2011, from GiveMN.org: http://givemn.razoo.com/p/gtmd-postgame

Giving USA Foundation, 2011. www.givingusa.org

GOSS Interactive. 2011. http://www.gossinteractive.com/solutions/digital-marketing/social-media?formid=4200

Government Procurement (2002).Article: Study Looks At Giving And Volunteering in US, 2002, Penton Media, http://govpro.com/issue_20020101/gov_imp_29043/

Greenfield, James M. (1996) Fund-Raising Cost Effectiveness: A Self-Assessment Workbook**.** Hart, Ted, and Johnston, Michael. (2002) Fundraising on the Internet. 2nd edition. Building Trust Online.

Hart, T. (2008). The Routledge Companion to Nonprofit Marketing, edited by Sargeant, A., and Wymer, W.; e-Philanthropy. Leveraging technology to benefit charities and donors.

Holdsworth, Lynn. 2007. Creating a Content Strategy for Your Charity Website.http://www.raspberryfrog.co.uk/resources/articles/creating-content-strategy-for-your-charity-website

Keating, E., Parsons, L. M., and Roberts, A.A., (2003) Cost-effectiveness of Nonprofit Telemarketing Campaigns.

Kolaneci, Redina. 2011. How to increase giving though your charity's website; McConkey • Johnston International, http://www.mcconkey-johnston.co.uk/files/How-to-increase-giving.pdf

NevadaGIVES. www.nevadagives.org

NevadaGIVES website, About Us, 2011. http://www.nevadagives.org/about/

NevadaGIVES website, FAQ, 2011. http://www.nevadagives.org/how-to-give/for-businesses/faq/

NevadaGIVES. (2010). *NevadaGIVES Fact Sheet.* Las Vegas: NevadaGIVES.

nonprofitorgs. (2011, 7 25). *Google+ Best Practices for Nonprofits*. Retrieved 8 11, 2011, from Google+: http://nonprofitorgs.wordpress.com/2011/07/25/google-best-practices-for-nonprofits/

Parke, John, and Hart, Ted. (2002) Fundraising on the Internet. 2nd edition. Recruiting, Retaining, and Organizing Volunteers Online.

Poister, T. H. (2003). *Measuring Performance in Public and Nonprofit Organizaitons.* San Francisco, California: Josey-Bass.

Smith, M. (1999). The Mellman Group for Craver.

The Case Foundation. 2011. http://www.casefoundation.org/spotlight/holiday/online_giving Network for Good. http://www1.networkforgood.org/

The Urban Institute. (n.d.). *Candidate Outcome Indicators: Community Organizing Program*. Retrieved 8 10, 2011, from The Urban Institute: http://www.urban.org/center/met/projects/upload/Community_Orgs.pdf

The Urban Institute, The National Center for Charitable Statistics. (2010). PROFILES OF INDIVIDUAL CHARITABLE CONTRIBUTIONS BY STATE, 2008.http://nccsdataweb.urban.org/kbfiles/1099/CharGiv_08.pdf

Vesterlund, L. (2006**)** The Nonprofit Sector, edited by Walter W. Powell, Richard Steinberg. 2ndedition, Yale University Press, 2006. “Why Do People Give?”, by Vesterlund, L.