NevadaGIVES engages the community in philanthropy through their website NEVADAGIVES.ORG and strives to,

“inspire giving and to be the information resource on giving in Southern Nevada...”
Nevada Rates Low on the “Giving” Index

Change in AGI and Average Charitable Contributions by State, Based on Contributions Itemized on Individual Income Tax Returns, 2003-2008

<table>
<thead>
<tr>
<th>State</th>
<th>Average adjusted gross income per income tax return</th>
<th>Average charitable contribution per return</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minnesota</td>
<td>50,310</td>
<td>59,063</td>
</tr>
<tr>
<td>Arizona</td>
<td>45,003</td>
<td>52,240</td>
</tr>
<tr>
<td>Nevada</td>
<td>50,101</td>
<td>55,838</td>
</tr>
</tbody>
</table>

Source: IRS Statistics of Income, July 2010. Prepared by the National Center for Charitable Statistics at the Urban Institute
“E-philanthropy is 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...

Connecting with supporters online provides a new means for converting interest in an organization to direct involvement and support (Hart, 2002).

Nevada Gives to the MAX
November 2011
RESEARCH GOAL

Provide strategic recommendations to help NevadaGIVES.org:

• Build the capacity for collecting data
• Track progress on a regular basis
• Assess their work
• Achieve their mission to raise awareness of philanthropy in Nevada
"We want to be "THE RESOURCE" for charitable giving in southern Nevada!"

“Our website is the “GOLD STANDARD” of nonprofits!”
NevadaGIVES must not only GET customers to the website, but provide INCENTIVES to KEEP them coming back.

Is NevadaGIVES.org functioning at its full potential to engage the public?

How can NevadaGIVES improve website engagement and build interactivity for data collection?
BRANDING:
The desired organizational image, message, purpose, strategies

CONTENT:
New and updated information, multimedia, images

FUNCTIONALITY:
Delivery of interactive services

USABILITY:
Ease of use, accessibility and navigation

USER EXPERIENCE “UX”

Why is it important?
A good user experience increases customer satisfaction.
Customer satisfaction influences future behaviors.

A good user experience increases customer satisfaction.
A highly “satisfied” visitor to a nonprofit website is more likely to:

• Donate
• Volunteer
• Use the site as a primary resource of information
• Have overall favorable impression of the organization
• Return to the site
• Recommend the site to others
Branding:
Flash animation photos looks dated and impersonal

Functionality:
Is the Give to the Max day message engaging and inspiring awareness?

Usability & Accessibility
Too many tabs, too many click(s) (no drop down menus)

Content:
Too much text obscures message. Message has not been updated in months..
Branding, Functionality, Usability & Accessibility:
Message is a call to action encouraging interactivity

Functionality & Usability:
Assists in data collection

Functionality & Branding:
Good use of Social Media to communicate your cause

Usability & Accessibility:
Users can easily accomplish goals and tasks

Content & Branding:
New and updated information, scrolling pages with inspiring color photos, corporate sponsors strengthens brand, ease of use (less clicks)

Functionality & Branding:
Data counter & Fans page strengthens trust and credibility
BRANDING:
- Mission and purpose of NevadaGIVES is not clear
- Photos have low visual and emotional appeal
- Website does not communicate accountability or build credibility
- No emphasis on accomplishments
- Community partners are hidden within the website

CONTENT:
- Not enough new and unique content
- No inspiring or relevant multimedia images
- Photos do not show the people who are impacted
- No emphasis on success and community partners on home page
- No quantifiable data posted

USABILITY:
- Too many clicks to locate information
- No indication of assisting users with disabilities or language options
- No involvement devices that show real time success and progress such as funds raised or gift calculator

FUNCTIONALITY:
- Low to no interactivity (no social media, blog, feedback)
- Newsletters are distributed infrequently
How would you rate the NevadaGIVES website? Excellent / Above Average / Average / Below Average / Poor / Not Applicable

- Logical website design and organization
- Ease of finding information
- Ease of navigation to various pages and links
- Quality of information and resources regarding giving in Southern Nevada
- Provides unique content exclusive to Southern Nevada
- Quantity of information and resources available on the website
- Overall look and visual appeal of the website
- Ease of submitting a story or charitable event
- Forums for discussion and feedback
- Frequency of updates
- Professional image of NevadaGIVES website
- Ease of making a donation
- On-line security for donating to NevadaGIVES
- COMMENT BOX

I am more likely to consider donating or volunteering when a nonprofit does the following. Select all that apply

- Demonstrates transparency in decision making and sound business practices
- Provides a receipt for my donation
- Demonstrates spiritual values
- Provides disclosure of operating expenses and financials
- Provides an opportunity for feedback on a regular basis
- Demonstrates their organization’s effectiveness
- Communicates impact of gift
- Has benefitted me, my family or someone I know
- Is recommended by trusted family members, friends and advisors
- Is rated positive by a third-party
- None of the above
- Other. Please specify

SURVEY PLAN:
How is NevadaGIVES.org currently being utilized? Providing what customers respond to improves service delivery...
TOP RECOMMENDATIONS for NevadaGIVES.org

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
TOP RECOMMENDATIONS CONTINUED...

**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 contact information
11. Organize and prioritize website information
12. Embed links throughout website text

Cost estimated between $3,000 - $4,000 with existing website.

http://lutrov.com/website-cost-estimate-calculator

**Next Steps:**

Start collecting and using data to establish benchmarks.

Volunteers collect data at all events, through simple surveys.

Use FREE survey tools for customer service input
Limitations:

- Data constraints (no existing data)
- Limited budget information
- Limited access to board and other stakeholders
- Limited access to website designer
- Time constraints
TAKE AWAYS…

Improve User Experience

Improve Customer Satisfaction

Impact future behaviors
Questions?