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Website Audit

[Client Organization]

Purpose

This document is intended to support [Client Organization] staff in assessing the current website and identifying practical opportunities to better align it with fundraising goals, donor engagement priorities, and corporate partner needs. The aim is to provide a constructive, forward-looking audit that can guide content updates, user experience improvements, and stronger donor-facing positioning.

Framing

[Client Organization]'s website already conveys a clear, credible program model, strong corporate partnerships, and a genuine track record of results. The site presents an impressive roster of institutional partners (several well-known financial-services and professional-services companies) and a steady stream of program-participant and advisor testimonials that build real trust.

At the same time, there is a meaningful opportunity to sharpen how the site functions as a fundraising and individual donor engagement tool. This audit is framed not as a critique of [Client Organization]'s work, but as an opportunity to make the website more effective at converting credibility into support, helping visitors understand why philanthropy matters here, and what to do next.

Executive Summary

The current website presents [Client Organization] as a well-partnered, credible small-business support organization, but in its current form the site leans more heavily on corporate-partnership and programmatic credibility than on an individual donor's case for giving.

Four themes stand out in the initial review:

- **Donor pathway is present but not distinctly donor-first.** Donate is available in the main navigation and as a styled button, which is a real strength. However, the donation page's "Ways to Give" section treats a financial gift as one option among five (volunteering, forwarding a newsletter, buying an event ticket, attending an event, donating), which can dilute the urgency of the financial ask.
- **No dedicated Impact page or navigation entry.** Impact stats and the annual report are only reachable via an inline link buried in the About Us section, and there's no primary navigation entry for it, even though it's one of [Client Organization]'s strongest credibility assets (the corporate-partner roster, the outcome numbers).
- **Homepage doesn't establish nonprofit status or a donor's role.** The hero is a mission tagline, followed by the organization's name spelled out; then, the primary call to action (CTA) is "View Services." Everything at the top of the page is oriented toward the organization's program participants seeking help, not toward donors. Nowhere in that opening does it say [Client Organization] is a nonprofit or suggest why a gift matters; that only appears once you reach the separate Donate page.
- **Missing footer/legal basics.** The footer has no copyright line or year, which is a small but easy fix to improve trust and polish.

Overall, the website projects strong institutional credibility, but it could do more to make the individual philanthropic case feel personal and clear from the first click.

Refreshed Site Goals

- Give the financial ask its own clear prominence, distinct from the broader “ways to get involved” list
- Continue leveraging strong corporate-partner credibility, but balance it with individual-donor-facing language
- Give [Client Organization]’s impact and outcomes their own dedicated, navigable page
- Establish nonprofit identity and a donor’s role earlier in the homepage experience
- Add standard footer/legal elements (copyright line, current year)

1. The Financial Ask Is One Option Among Five

The donation page’s “Ways to Give” section lists volunteering as a pro bono advisor, forwarding the newsletter, buying an event ticket, attending a networking event, and making a financial contribution, all with equal visual weight, in a single list.

Why this matters: Treating a financial gift as one of five equally weighted actions can unintentionally soften the urgency of the philanthropic ask, especially on a page whose primary purpose is fundraising. The financial contribution option would benefit from visual priority (larger, first, or set apart), with the other engagement options positioned as secondary or alternative ways to help.

2. Corporate Credibility Is Strong; Individual Donor Framing Is Light

The homepage prominently features a substantial roster of institutional partner logos (several well-known financial-services and professional-services companies) and several testimonials, mostly from advisors and corporate partners rather than from individual donors.

Why this matters: This is a genuine strength for institutional credibility and corporate partnership development and should be preserved. But for an individual donor landing on the homepage, the overall impression leans toward “this organization already has strong institutional backing” more than “my personal gift is needed and wanted.” A brief, clearly labeled individual donor CTA or testimonial alongside the corporate content would help balance the two audiences.

3. No Dedicated Impact Page or Navigation Entry

Impact stats and a link to the most recent annual impact report are only reachable via an inline text link buried inside the “About Us” section of the homepage. There is no primary navigation item for Impact, Results, or Outcomes anywhere in the site’s main menu.

Why this matters: Impact data (outcomes achieved, support provided, the roster of major corporate partners) is one of [Client Organization]’s strongest credibility assets, and one of the most persuasive things a prospective donor or partner can review. Burying it in an inline link, rather than giving it a dedicated, navigable page, makes it much less likely that a visitor who isn’t already scrolling through the About Us copy will ever find it.

4. Homepage Doesn’t Establish Nonprofit Status or a Donor’s Role

The homepage hero reads with a short mission tagline, followed by the organization’s full name, with “View Services” as the primary call to action. Everything in this opening section is oriented toward the people the organization serves, not toward donors. There is no language establishing that [Client Organization] is a nonprofit, and no suggestion of why a donor’s gift matters. That framing appears only once a visitor navigates to the separate Donate page.

Why this matters: For a philanthropy-funded organization, the homepage is the place where a first-time visitor should learn both what [Client Organization] does and that it depends on donor support to do it. Without that framing up front, a visitor arriving at the homepage (rather than directly at the Donate page) may never learn that [Client Organization] is a nonprofit, or that giving is an option at all.

5. Missing Footer Copyright Line

The site footer includes location, contact info, social links, and a nonprofit-rating-profile badge, but no copyright line or year anywhere on the page.

Why this matters: A copyright line is a small, expected trust signal. Its complete absence (rather than a stale year) is unusual and worth a quick fix. A current copyright line with the organization's name is a minimal, low-effort addition.

Priority Recommendations

- 1 Restructure the donation page's "Ways to Give" section, so a financial contribution is presented first and with more visual weight, with volunteering, events, and referrals framed as additional ways to help.
- 2 Introduce a brief individual donor-facing CTA or testimonial on the homepage to balance the strong corporate partnership narrative.
- 3 Create a dedicated Impact page (or Results/Outcomes page) and add it to the primary navigation, surfacing the outcome statistics and corporate partner roster more prominently than a single inline link.
- 4 Add a brief nonprofit identity and donor-relevant line to the homepage hero or the section immediately below it, so visitors understand the organization's nonprofit status and the role of giving before they ever reach the Donate page.
- 5 Add a standard copyright line with the current year to the site footer.

Suggested Near-Term Wins

- Visually separate the financial giving option from the broader "get involved" list on the donation page
- Add "Impact" as a primary navigation item linking to the existing impact report / stats content
- Add one sentence near the top of the homepage identifying the organization as a 501(c)(3) nonprofit
- Add a copyright line to the footer

Sample deliverable — the client's identity, named corporate partners, and other identifying details have been redacted/anonymized for illustration.