

Welcome to the first edition of *Write on the Money*. Each month, this newsletter will present tips, best practices and/or client case studies to help you attract the talent, funding and support you need to further your cause. We hope you find the content useful and thought provoking, and we welcome your feedback.

When you're ready to take the lead, turn to Write2Win. We can help you develop a better website, write compelling donor letters, or easily (and inexpensively) update your annual report.

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Write on the Money

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Does your website attract or repel support?

As the year-end giving season gets under way, now is an excellent time to take a hard look at your organization's website. That's because current and prospective donors will very likely visit your website as they assess your organization and your case for support. The information your website presents, the manner in which that content is presented and the way your site works all will speak volumes, creating an immediate impression of your organization and brand.

Here are some questions to help you evaluate your website and determine if it is an asset or a liability in garnering the support you need to fulfill your mission.

First impression: Pass or Fail?

- Is the website's appearance attractive and professional?
- Are the colors and visuals consistent with your established brand?
- Is the copy well written, free of grammatical and spelling errors?
- Do all of the links work?

Is anyone important being ignored?

- Consider the people you are soliciting for support: Board members? Current, prospective and/or lapsed donors? Volunteers? Employees? Clients/members?
- Does your website answer the questions they are likely to ask?

Has the content become stale?

- Old event "news" and outdated newsletters or annual reports aren't just tell tale signs of neglect; they also represent missed opportunities to communicate the progress you've made and the track record you'd like to build on.

Are you selling features or benefits?

- Listing your services and detailing your credentials is important, but your website shouldn't stop there.
- To inspire supporters to contribute time, energy and/or money to your cause, your website needs to describe the good work you've done to change people's lives and improve the community.

Take a few moments now to make sure your website says the right things about your organization. If you'd like some help updating or upgrading the content, send an email to Sylvia@write2win.com or call 847-341-6846.