

Evaluate Your Y's Digital Presence

10 Development-Related Questions to ask yourself, your marketing and development teams

by Jeff Stanger, CFRE International

- When was the last time your website had a refresh?
- Are all the links on your website working? (When was the last time you checked?)
- Is your email sign up completion page a dead end, or does it encourage people to learn more?
- Do you passively promote monthly giving (drop-down option), or do you give it special treatment and its own branding?
- How easy is it for a visitor to find what you do and what you do with their gift? (The two most important questions visitors want to know.)
- Can a website visitor find a real name, phone number, and email from someone in the development department? If no, you've almost certainly lost a recent gift.
- How long has it been since you posted on your various social channels? (If not monitored or used, drop it.)
- How aggressively are you growing your email list?
- Are you converting social followers to email subscribers?
- Are you broadcasting or having conversations with your social media messages?