

Putting Your Website to Work

By: Shefa Weinstein
Web Design Insight



Purposes of a Website

- ✓ Brochure / Validation
- ✓ Knowledge and News
- ✓ Social Networking
- ✓ Entertainment / Get Involved
- ✓ Spending Money

Reach More People: Create your website



- ✓ Branding
- ✓ Language
- ✓ Buy multiple domains
- ✓ Set up analytics

Reach More People: Promote your website



- ✓ Put the link to your website on everything
- ✓ SEO – Search Engine Optimization
- ✓ Marketing
 - SEM – Search Engine Marketing
 - Mass Marketing
- ✓ Collect email Addresses!

Get Them Interested: Social Media Optimization (SMO)



- ✓ Ex. Facebook – Top 5 causes as of Feb 11th
 1. Cancer research – 3,018,069 members - \$58,710 donated
 2. Global warming – 1,691,885 members - \$21,058 donated
 3. Animal rights – 1,239,850 members - \$19,578 donated
 4. Child abuse - 935,625 members - \$7,730 donated
 5. Darfur - 805,443 members - \$13,148 donated
 - Free Ron Arad – 35,681 members
- ✓ Blogs, Digg, del.icio.us...
- ✓ Media
 - YouTube
 - Flickr

Raise Money: The Ask



- ✓ Don't forget to ask, but don't be too pushy
- ✓ The money is there
- ✓ Marketing and SMO are your tools
- ✓ Create mini-websites for special events
- ✓ Find other ways of making money

Raise Money: Donations page



- ✓ Always have a donate button on other pages
- ✓ Make the donation page clear
 - Allow the user to sponsor items
 - Give multiple levels
 - High level should be high

Keep Everyone Updated: Yourself



✓ Blogs for you to read

- <http://thenewjew.wordpress.com/>
- <http://philanthropy.com/giveandtake/>
- <http://www.theagitator.net/>
- http://www.donorpowerblog.com/donor_power_blog/

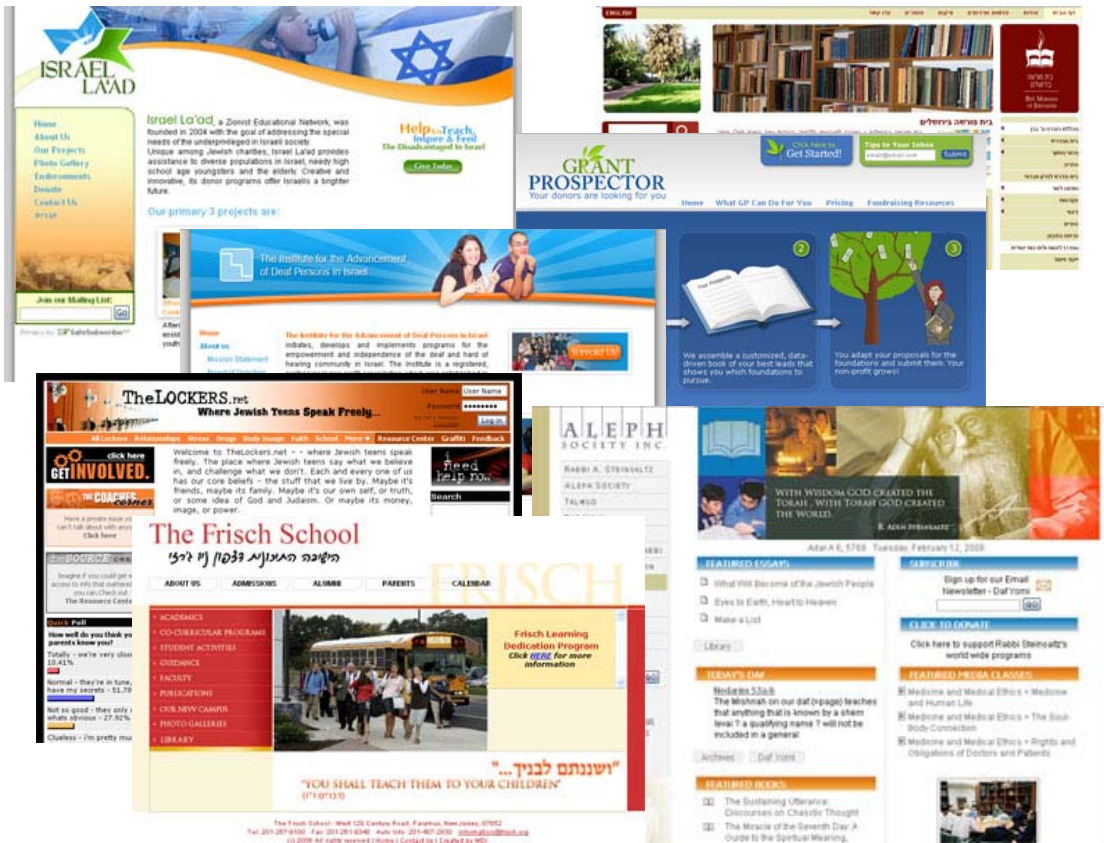
✓ Keep an eye on your competition

Keep Everyone Updated: Your constituents



- ✓ Send a periodic newsletter
- ✓ Create a Blog
- ✓ Keep your website text up-to-date
- ✓ Periodically add articles to your website that relate to your cause

Our Work



Our clients include:

Steinsaltz.org
 Likud
 Beit Morasha of Jerusalem
 Perry Davis Associates
 The Frisch School
 Hatzalah Central Office
 theLockers.net
 Koby Mandell Foundation
 Kav L'Noar
 Lincoln Square Synagogue
 American Friends of JCT
 NJOP
 Nishmat
 Israel Laad