# MADE BY KATIE

**Free Resource**

# Website Checklist for Charities

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# Hi

Hi! I'm Katie from **Made by Katie**, and I'm here to help you make sure your charity's website is as awesome as the work you do!

Whether you're starting from scratch or just sprucing things up, this checklist will guide you through all the must-haves to make your site shine.

## Why Does a Great Website Matter?

First impressions count! Like it or not, people are going to make snap judgments about your charity based on your website. If your site looks a bit dodgy, it can put them off faster than you can say 'click away.' A top-notch website isn't just nice to have—it's crucial. Here's why:

### 1. Build Trust and Credibility

A clean, professional site shows potential donors, volunteers, and supporters that you're the real deal. Your website is often the first place people go to find out more about your mission, so it's key to making that all-important good first impression.

### 2. Increase Donations

Want more donations? (Who doesn't, right?) A well-structured, easy-to-navigate website can help with that! Make sure your donation page is simple, clear, and compelling. When people can see how their money will make a difference, they're much more likely to hit that 'donate' button.

### 3. Spread Awareness

Your website is like a megaphone for your mission! It helps you reach people beyond your local community. With the right SEO magic, you'll be found by people who are actively searching for causes to support. More eyes on your site = more potential supporters.

## 4. Keep Supporters in the Loop

An up-to-date website is the perfect place to share all your charity's latest news, events, and success stories. Keep it fresh, and your supporters will stay engaged and excited about what you're doing. Regular updates = regular involvement!

## 5. Boost Engagement

Want to get people involved? Blogs, event listings, and newsletters are your best friends! Let visitors subscribe, share posts, or sign up for events right from your site. It builds a stronger connection with your community and keeps everyone in the loop.
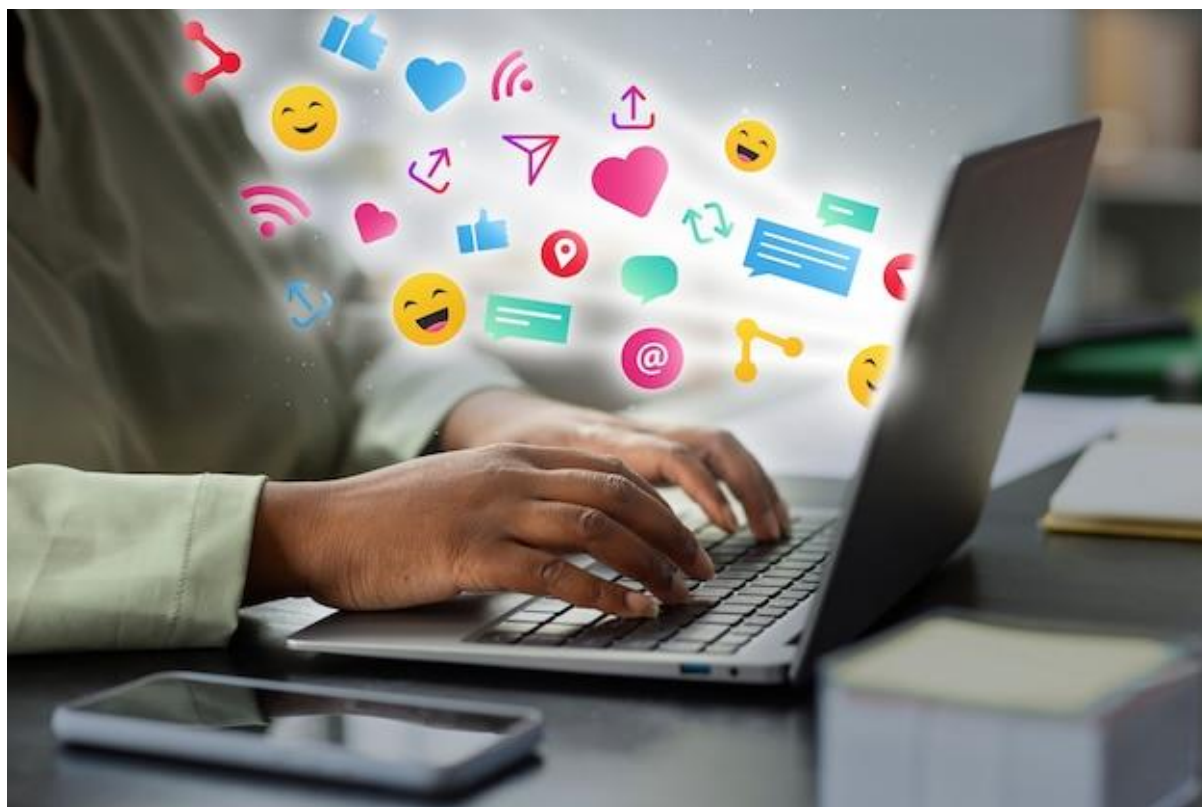
## 6. Streamline Operations

Your website can do some heavy lifting for you—automating things like event sign-ups, volunteer registration, or donations. It'll save you time, make life easier for your supporters, and give you one less thing to worry about.

## 7. Enhance Communication

People want to feel connected to the cause, and your website is the perfect way to stay accessible. Clear contact info, social media links, or even a chat feature will help people reach out, ask questions, or get involved. Strong relationships with supporters = more love for your cause!

### 8. Show Off Your Impact

Don't be shy, **shout** about your achievements! Use your website to showcase success stories, stats, testimonials, or case studies. When people can see the difference you're making, they'll be more likely to keep supporting your amazing work.

### 9. Be Accessible

Making your site accessible isn't just nice—it's necessary. People of all abilities should be able to navigate and engage with your charity online. Inclusivity matters, and it means you can reach an even wider audience.

### 10. Stay Competitive

Let's face it, the charity world can be competitive. A modern, well-designed website helps you stand out from the crowd and shows you're serious about your mission. It's your charity's virtual handshake—make it count!

**In short?** A great website is your charity's best tool for telling your story, raising money, and building a community of passionate supporters. Let's make it count!

# The checklist

1. **Identify Your Audience:**

Before anything else, figure out who your website is for. Are you trying to connect with donors, volunteers, families in need, or all of the above?

Understanding who you're talking to helps you get the tone, content, and design just right. If your site doesn't click with the people you're trying to reach, they might leave before getting involved.

2. **Define Your Website's Purpose:**

Is your website mainly about raising funds, spreading the word, signing up volunteers, or offering resources? Having a clear goal will guide every decision you make. Without a clear focus, your site can get messy and confusing, making it hard for visitors to know what to do next. Nail down the purpose, and you'll make sure everything works towards helping your charity succeed.

3. **Create a Welcoming Homepage:**

Your homepage is where first impressions happen, so make it count!

- **Clear Mission Statement**: In one or two sentences, tell people who you are and why your charity matters. Explain who you help, how you help, and why your work makes a difference.

- **Great Photos:** Use quality images that show the heart of your cause—people love visuals! Just steer clear of those overly cheesy stock photos.

- **Add a prominent Call to Action (CTA):** Whether it's "Donate Now" or "Join Us," make it super obvious how visitors can get involved. Pop a bright, clear CTA button in the hero section (the bit they see without scrolling) so they can take action right away.

### 4. Simplify your Navigation:
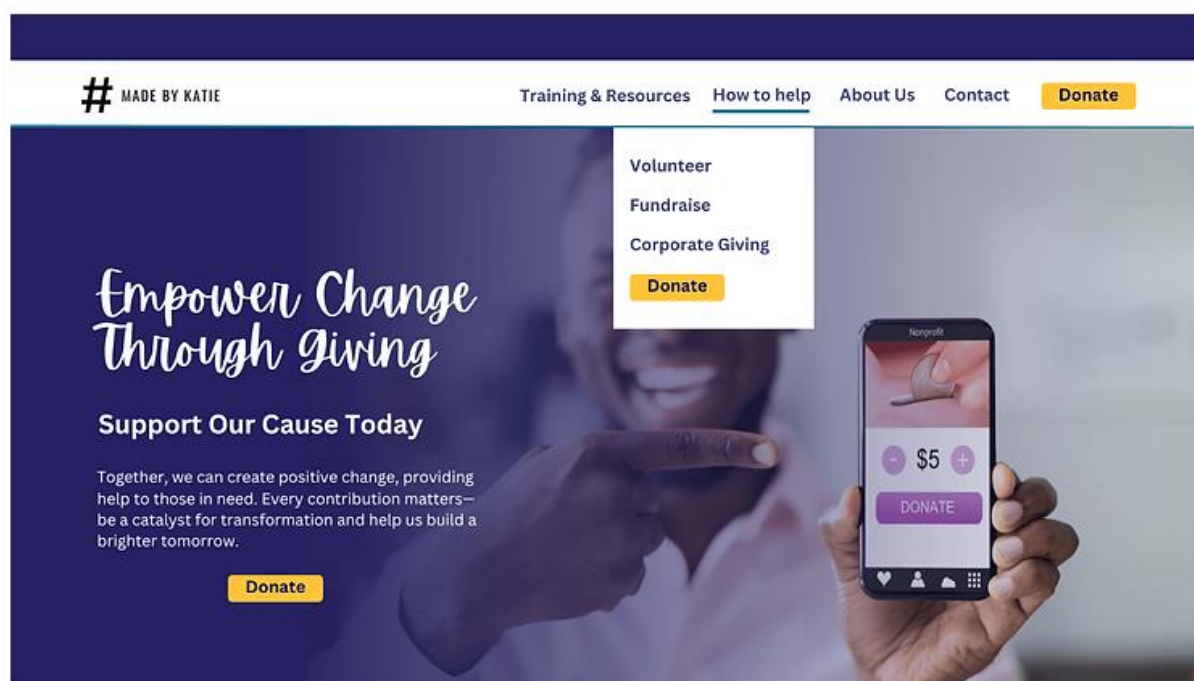


No need to overcomplicate things! Less choices cluttering your main menu makes it easier for your users to do the important things, like click donate. If you want more detail on this. Try reading this blog post.

- **Menu**: Use a clear menu with your key pages like About, Support Us, Donate, and Contact.

- **Add a Search Bar**: Make it easy for people to find exactly what they need, especially if your site has a lot of content.

- **Footer**: This little area at the bottom of every page is gold for important stuff. Include links to your privacy policy, contact details, social media, and any other essential info. A neat and organised footer helps visitors find what they need quickly.

### 5. Tell your Story on the About Page: Here's your chance to tell your story!

- **Your Charity's Journey:** Share why your charity exists and the impact you're making.

- **Meet the Team:** Show the faces behind the mission—people love knowing there's a real team working hard for the cause.

- **Achievements & Partners:** Highlight your awards and recognitions and list your partners. This builds trust and shows your charity

## 6. Set up an Easy Donation Page:



Make it super easy for people to give!

- **Big, Bold 'Donate' Button**: Make sure it's right there on your homepage and impossible to miss.

- **Just Giving:** If you're using Just Giving, log into your account to create a secure link or button within your JustGiving workspace for your website.

- **Simple Donation Form:** Keep it quick and easy – the fewer clicks, the better!

- **Fundraising Regulator**: If you're registered with the Fundraising Regulator or made a fundraising promise, show off their logo. It helps build trust with your visitors.

## 7. Showcase your Impact:

Show off the amazing work you're doing!

- **Stats and Success Stories:** Use numbers, photos, and real stories to show the impact of your charity.

- **Testimonials:** Let the people you've helped tell their own stories (keeping it anonymous if needed). Nothing builds trust like hearing from those directly impacted by your work.

## 8. Keep Supporters Engaged with a Blog or News Section:

Keep your supporters in the loop!

- **Recent Updates:** Share stories, successes, and behind-the-scenes moments.

- **Consistent Posts:** Keep your blog fresh – regular posts can keep your supporters engaged and boost your visibility.

- **Mailing List Sign-Up**: Make it easy for visitors to stay connected by offering an email sign-up on your blog or news page. Let them know what they'll get in return, like exclusive updates or behind-the-scenes stories.

- **Share on Social Media:** Add social sharing buttons to your posts so supporters can spread the word. The more your content gets shared, the more eyes (and support) your charity can reach!

## 9. Test for Mobile-Friendliness:

People are browsing on their phones more than ever, so your site needs to work on all devices!

- Test on Mobile: Make sure everything looks and works perfectly on smartphones and tablets.

**8. Make Contact Easy Peasy:** Make it easy for people to reach you!

- **Email & Phone Number**: Display your contact details on every page.

- **Contact Form**: Include a simple form for visitors to ask questions or get in touch.

- **Charity Number:** Add your charity number and registered address for transparency.

- **Social Media Links:** Make sure your social media icons are easy to find, so visitors can follow and connect with you.

**9. Stay GDPR Compliant:** Keep it legal and transparent!

- **Privacy Policy:** Yes, you need a privacy policy on your website if you collect personal data, even if you don't use it. This outlines how your site collects and uses data (like emails or donation info). Link to it in your footer so it's always easy to find.

- **Cookie Notice:** Let visitors know your site uses cookies to track browsing info, and give them the chance to manage how their data is used.

- **Opt-in Forms:** Make sure any email sign-ups are clear on how you'll use their info.

**10. Prioritize Accessibility:** Everyone should be able to enjoy your website!

- **Alt Text on Images:** Add descriptions to all your images for visitors using screen readers.

- **Easy-to-Read Fonts:** Pick fonts that are easy for everyone to read.

- **Good Colour Contrast:** Ensure your text pops against the background.

**11. Optimize for Search Engines (SEO):** Help people find your charity online!

- **Keywords:** Use words related to your cause on each page to help your site show up in searches.

- **Meta Descriptions:** Write a short, engaging summary for each page to help search engines (and visitors!) understand what it's about.

**12. Improve your Site's Speed:** Nobody likes a slow website!

- **Compress Images**: Make sure your images are optimized so they load quickly.

- **Check Your Speed**: Use tools like Google PageSpeed Insights to see how fast your site is running and where you can make improvements.

**13. Track your Success with Analytics:** Keep track of what's working!

- **Google Analytics:** Install this free tool to see how visitors are using your site and which pages are getting the most attention.

- **Regular Check-ins:** Make time to review your stats and adjust your site based on the insights you gather.

## Need some Inspiration?
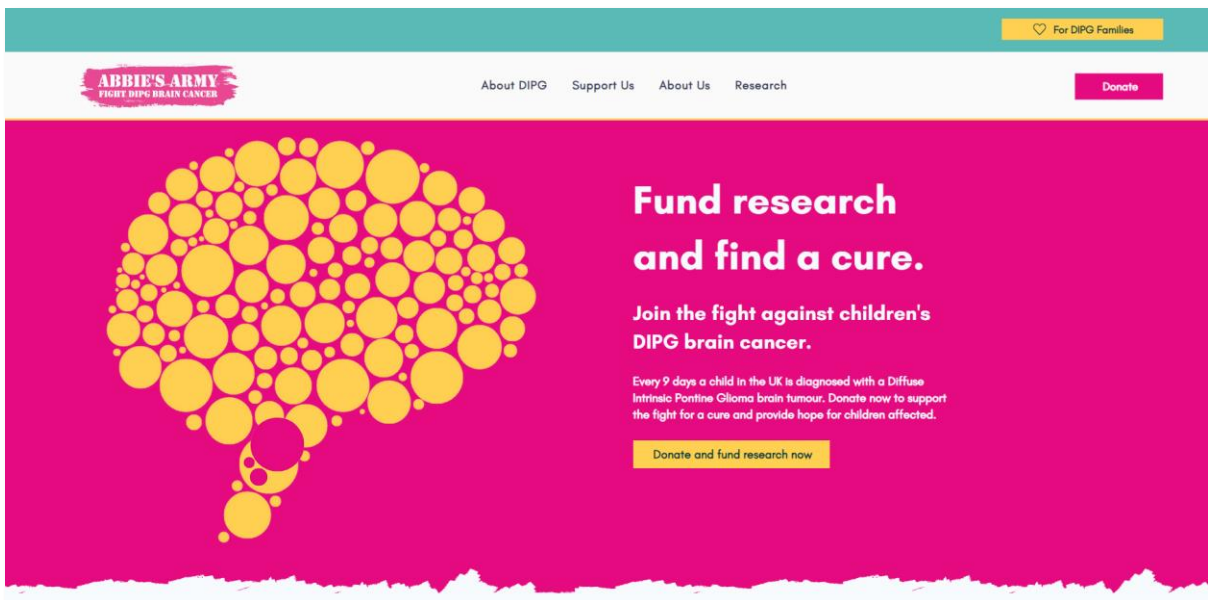


Check out these fantastic charity websites (even if I do say so myself) that effectively showcase their missions and engage their audiences:

- **Abbie's Army**

- **Black Girls Do Run UK**

- **Hackney Children & Baby Bank**

- **Women & Children First**

# Need a Little Extra Help?

**Join My Mailing List**
Get handy resources and how-to guides delivered straight to your inbox! No spam, I promise—and you can unsubscribe anytime.

**Follow Me on Instagram or Facebook**
If you liked this free resource then follow me on Instagram and Facebook. And don't forget to join my new Facebook group—a supportive community for new charities where we share advice, ideas, and a bit of friendship.

**Got Questions?**
Feel free to DM me on social or shoot an email to **hello@made-by-katie.com**. I'm here to help, so don't be shy!

**Or Let Me Handle It for You!**

Running a charity can be hectic, and your website shouldn't add to the stress. Just send me a message at **hello@made-by-katie.com** and let me know a bit about your charity, your budget, and what you're hoping to achieve with your website. If you've already got a website, sharing the link helps too!

From there, we can arrange a discovery call when it suits you. This is a no-pressure, no-obligation chat where we'll talk about your charity, what makes it unique, and what you're aiming for online. I'll then put together a detailed proposal for you to review. It's especially handy if you need to share it with a finance committee or trustees.

If you decide to move forward, great! I keep my pricing transparent and fair, based on the scope of the project. Payments are split into three parts: a deposit to lock in the work, half when we kick off, and the final payment once everything is handed over.

Throughout the process, I make things easy for you—understanding that you're likely juggling a lot. We'll create a project timeline that works around your schedule. And if you've got any other questions, feel free to check out my FAQs for more details.

**Why Work With Me?**
Because I truly care—about you, your charity, and your mission. I like helping good people do good thins. I pour my heart into every project, making sure your website reflects what you're all about. Plus, I've got over a decade of experience in the charity world, so I understand the unique challenges you face. I'll make the process as smooth as possible so you can focus on doing what you do best while I take care of the techy stuff.

"Katie says her design is fuelled by glitter, coffee and the unwavering belief that design can change the world and never a truer word said.

When it comes to Katie's design and the way she just understood us as clients, all that glitters is 24 karat gold."

**Tasha Thompson, Founder & Trustee of Black Girls Do Run UK**

"Working with Katie on our new website was brilliant. She took the time to really understand the charity and our work with women worldwide.
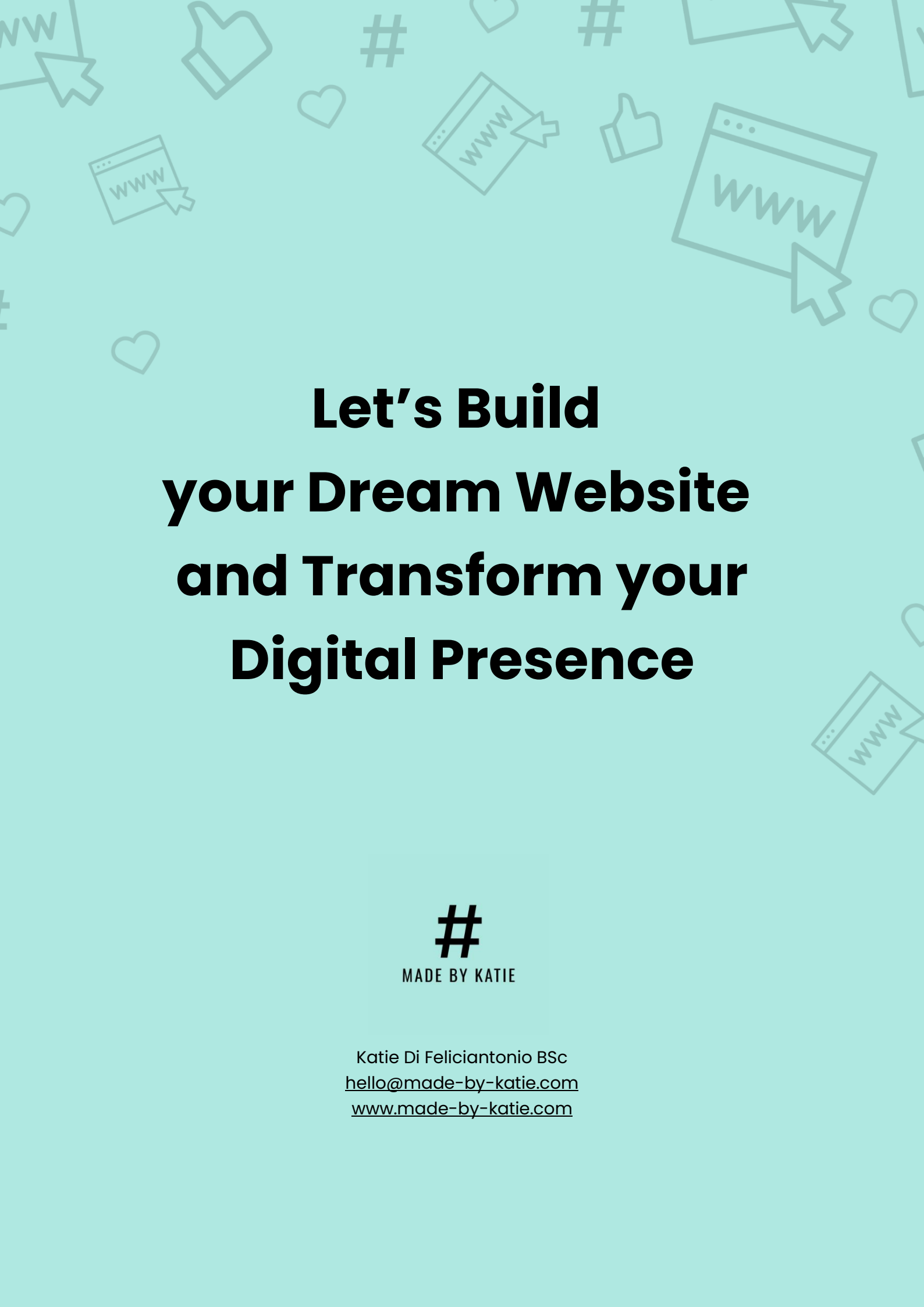
Through brilliant design and inspirational ideas, she gave us a clear vision of how we could completely revamp our website home page and structure, so it is both easier for people to understand, and to give greater emphasis to the stories of the women we work with. The user journey is so much better, it is so much easier to read and engage with, and it looks so much better on a mobile.

Thanks to Katie's hard work, we are now in a position to greater encourage people to act and, ultimately, support and empower more women to better health around the world."

**Mark Mina, Head of Fundraising & Communications of Women & Children First**

**Limited-Time Offer**

I know budgets can be tight, so here's a little help! **Get 10% off your web design project when you book a free discovery call** and mention this checklist. Let's create a site that tells your story and connects with your supporters!

# Let's Build
# your Dream Website
# and Transform your
# Digital Presence

# #

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