



10 Essential Elements to a High-Converting Nonprofit Homepage



Why aren't more people engaging with your organization?

Imagine... you just met with someone who is the perfect fit for your organization. They are passionate about your cause and excited to get involved. And you're thinking, *I wish I could clone myself so I could talk to more people.*

Now imagine the same scenario, but this time you never meet with this "ideal" person yourself. Instead, they stumble across your website on their own.

How do you feel about their chances of walking away passionate about your cause and excited to get involved?

Your website is the best way for you to "clone yourself" so you can engage with more of the right people to grow your organization. And your homepage is the front door to your website. It's the first impression many people will have of your organization.

But if your homepage doesn't accurately reflect the quality of work you do, highlight the impact you have on the world, build trust, affinity, and guide your visitor to their next best step...

...then you're not making the right first impression.



An effective homepage can have a massive impact on your organization, enabling you to scale your mission. **But to do so, it must, with no exceptions:**

- Accurately reflect who you are as an organization
- Engage your audience in their story and how you fit into it
- Direct your visitors to their best next step

I've seen hundreds of nonprofit websites, and most are missing the mark on one or more of these goals. But don't worry! Making your homepage more effective is a lot easier than you might think... if you know what to fix. And that's exactly why I put together this blueprint.

If you incorporate these 10 essential elements, you will see higher engagement from the people you want to reach most.

You already know how much the world needs the work you do. It's time your website visitors perceive your organization the same way you do. Learn to make a great first impression with your homepage, and start engaging more of the right people with your mission.

Let's get started!

Your friend,

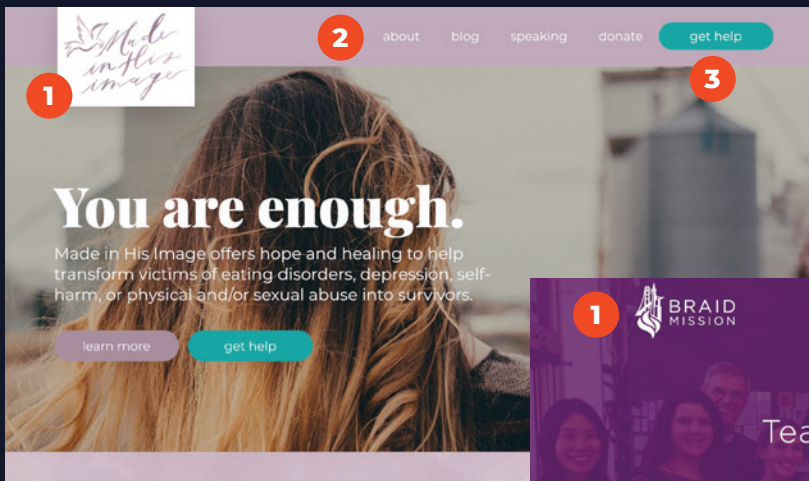
Janelle Suzanne

Partner & Chief Marketing Officer, Louder Agency

Louder⁷

[ELEMENT 1 - HEADER]

Your high-converting homepage should include a simple, clear header.



Checklist:

- 1 Logo with organization's name in top left-hand corner
- 2 Menu with three, simply-named navigation choices
- 3 Primary call-to-action (CTA) button with contrasting color in the top right-hand corner



[ELEMENT 1 - HEADER]

Your perfect homepage template starts at the top with a simple, clear header. An ideal header has three main components.

First, your organization's logo needs to be obvious, but not overpowering, and placed at the top left-hand corner of the site where your visitors expect to find it. If you have a version of your logo that doesn't include your name, don't use it here. Visitors should be able to see your name and your logo clearly.

Second, your header should have a simple, clear menu. Your homepage is designed to serve new visitors first, so keep the "insider" links in the footer. People who are already connected to your organization will work a little harder to find them. Also, don't overwhelm visitors with too many options, or with too many drop-down menus. Use landing pages to segment people and keep this menu clutter-free.

Use clear names for items in your main menu. If you have various programs with their own unique names, don't put the name of each program in your menu. Describe the program with a word or use a category for the type of initiative. The labels you use in your menu need to set a clear expectation of what your visitor will see if they choose to click a link. This isn't the time to be clever or attempt to pique your visitor's curiosity.



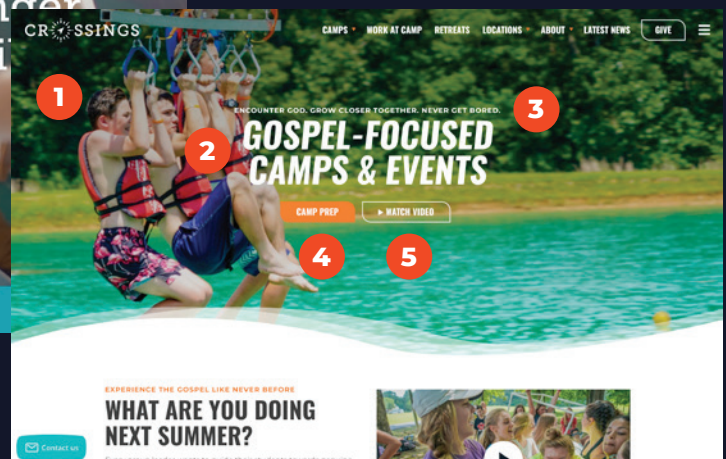
The **third** component to your header is an obvious call to action (CTA). Ideally, you want the far-right item on your menu to look like a button with a contrasting color that is only used on your site for your primary CTA.

If every visitor to your site took only one action, what would you want that to be? Do you want them to donate? Volunteer? Sponsor? Register Now? Get Tickets? Make it clear and label this button accordingly.

If you have multiple CTAs that are equally important, create a separate landing page for visitors to choose their path and use a CTA like **“Get Involved”** or **“Join the Movement”** on your homepage. This isn’t ideal, but it can work as long as the rest of your page is clear.

[ELEMENT 2 - HERO]

Your high-converting homepage should tell a story of transformation.



Checklist:

- 1 Aspirational photo or video
- 2 Benefit-forward headline that speaks to the customer transformation
- 3 Subheadline that states how you help people achieve that transformation
- 4 Primary call-to-action (CTA) that is centered or left-aligned
- 5 Optional: secondary CTA next to or beneath the primary CTA



[ELEMENT 2 - HERO]

The top section of your homepage is arguably the biggest factor in whether or not you're going to pull your audience in to learn more about your organization. It's the first thing they'll see, so you want to make sure that you make a good impression.

This is called the “hero” section because it needs to focus on your audience as the hero of the story. They are the ones trying to achieve transformation. And you want to position your organization as the guide to help them achieve that transformation.

To do this effectively, start with a **clear headline** that speaks to the before and after state of your audience or the transformation that your mission makes happen in the world. It should spotlight the experience, not your service, mission, or products themselves.

Immediately under the headline, your homepage needs a “how” statement. This should clearly, and succinctly state how your organization helps bring that transformation to life.

Don't fall into the trap of sacrificing clarity for cute, clever headlines. You only have a few seconds to make your pitch before you lose your audience's attention. So, make sure your headline and subheadline are simple and easy to understand.



Next, you need a **primary CTA button** that is centered or left-aligned on the page. Remember the button you created for your menu in the header section? Use that again here with the same exact colors, font, and attention-grabbing action.

You also have the option to include a **secondary CTA** that acts as an alternative opportunity for visitors to engage with you, so you can continue nurturing that relationship. This is for visitors who aren't ready to bite the bullet and take the primary action—donating, volunteering, etc.—just yet. Generally, the secondary CTA is featured less prominently than your primary CTA so it doesn't steal attention away from it.

For your secondary CTA, offer a free resource that's relevant to the work you do. Or, use this button to call your visitor to learn more about some aspect of your brand.

Finally, the **image in your hero** section should serve to further your headline. It should visually celebrate the outcome that occurred with the help of your organization.

For most brands, the hero image represents the customer transformation, but this is where organizations can be slightly different.

Your **aspirational photo or video** could show your actual hero—the person who donates, sponsors, volunteers—experiencing personal fulfillment and transformation after they partner with you. Or, the imagery could focus on the result of your hero's action by showing the outcome for the people group you serve.



Whatever you decide, *do not use a carousel for any part of the hero section.* Stick to one aspirational image and the same hero headline, subheadline, primary CTA, and secondary CTA. You never know what slide a visitor might read first, and you don't want them to miss your primary message.

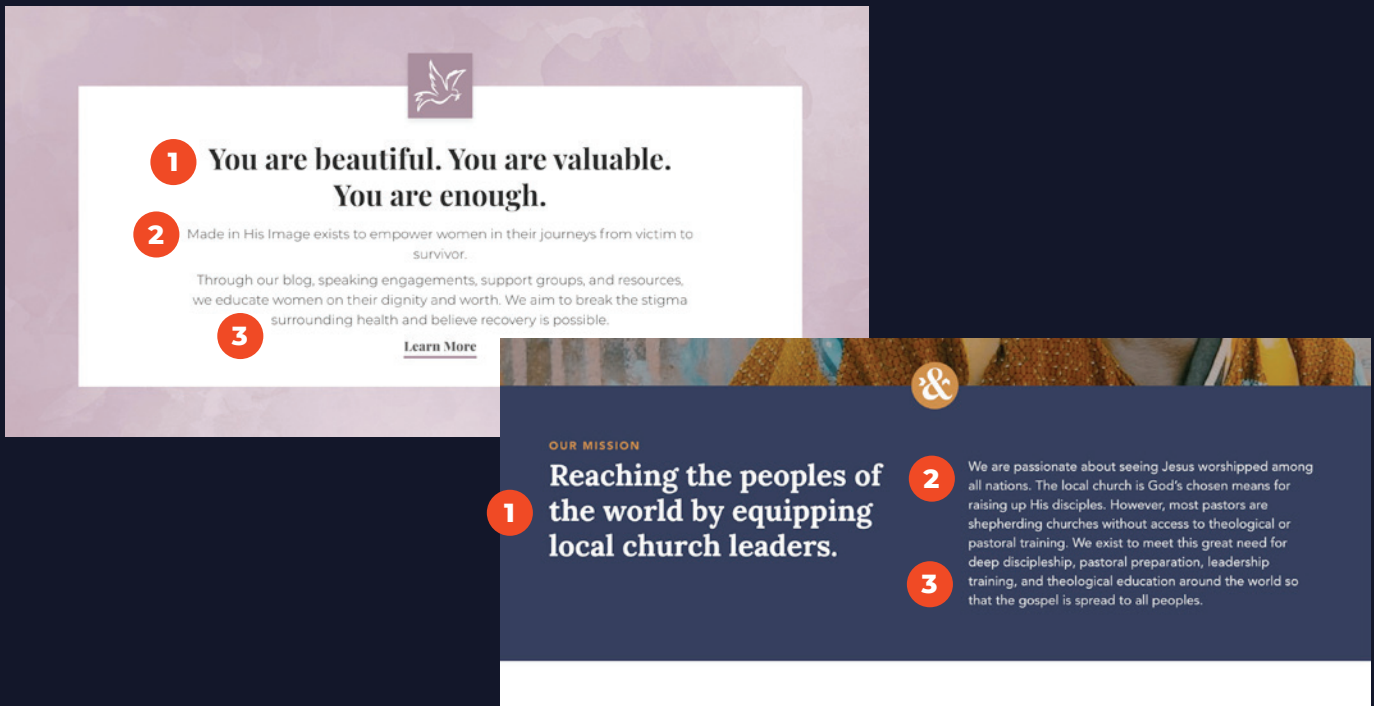
Headline Examples:

- Ending Poverty From the Ground Up
- From Survivors of War to Leaders for Peace
- Rest and Restoration for Survivors of Sex Trafficking
- A Home for Everyone
- Raising the Next Generation of Leaders

Secondary CTA Examples:

- Learn More
- Download Free Parenting Guide
- Preview Camp
- View Mission Trip Locations
- Watch Video

Your high-converting homepage should clearly state your mission to address a problem that exists in the world.



Checklist:

- 1** The problem that's in the world
- 2** Your solution to the problem
- 3** Clearly stated outcome



[ELEMENT 3 - MISSION]

Your audience needs to hear your mission—the reason you exist and the impact your organization desires to have on the world. This is not your official mission statement, which is probably long, dense, and difficult to understand. Rather, this is one to two short sentences that clearly state the outcome you’re working toward.

This is done best when you start by digging into **the problem your audience is up against** or the problem that is in the world that you want to solve. A visitor to your site may be aware of the problem, but they may not have all the details or know why they should care about it.

This is where you pull visitors into your story and create an emotional connection between your brand and your audience. Steer away from using data or statistics, which tend to fall flat.

Then once you’re united around a common problem that you both care about, paint a picture of **how you plan to make the world different** and how **they can be part of that mission**.

If you aren’t using a video in the hero section, consider using one here. But always include text alongside your video. This is a great place to use two columns with a video on one side and text on the other side.

Your high-converting homepage should highlight audience-focused brand pillars.

2 What We Offer Providers

We equip Early Childhood Education Centers with customized strengths-based training, professional development, and back office support services.

- 1** **Professional Development**
Provide inspiring, relevant and customizable training options for your educators.
- 2** **Administrative Support**
Implement practical solutions to simplify your day to day operations.
- 3** **Collaborative Community**
Connect with a network of peers and experts for enrichment and encouragement.

3 **Valuable Resources**
Explore Kentucky Shared Services, CACFP Food Program Sponsorship and more to best support your staff and your families.

[Learn More →](#)

2 CONFIDENCE AND COMMUNITY
We want to come alongside you

- 1** **Be confident in your next step.**
Whether you are exploring ways to get involved or are looking for ways to respond to the needs of foster and adoptive families, we want to help you wisely discern your next step and empower you to make a difference in the life of a child or family.
- 2** **Learn strategies that heal and actually work.**
Traditional parenting strategies may do more harm than good. Learn specific attachment-based, trauma-informed strategies so you can connect with your child and confidently meet their unique needs.
- 3** **Gain community that feeds your soul.**
When your community is stronger, you are stronger to help your child heal. This is why we encourage and train churches, support teams, and organizations so that they understand what it's like to parent a child with trauma. When your community "gets you", you can go that extra mile.
- 3** **Have a soft place to land when things are hard.**
Parenting children with a history of trauma is hard. We have been there ourselves. But you never have to do the hard things alone. We are committed to walking alongside you with empathy and care.

[Find Your Next Step](#)

Checklist:

- 1** 3-4 aspects that set your organization apart OR the different services you offer
- 2** Short headline leading into CTA
- 3** Primary CTA button centered at bottom of section



[ELEMENT 4 - VALUE STACK]

Now it's time to backup your primary message with **three to four key differentiators that set your organization apart. But rather than just talking about yourself here, frame these brand pillars around the key benefits they provide to your audience. Highlight how your audience is different because of the work that your organization is doing.**

To inspire action, these differentiators could be both rational reasons (e.g., “trip logistics done for you”) and emotional benefits (e.g., “create a sense of belonging”).

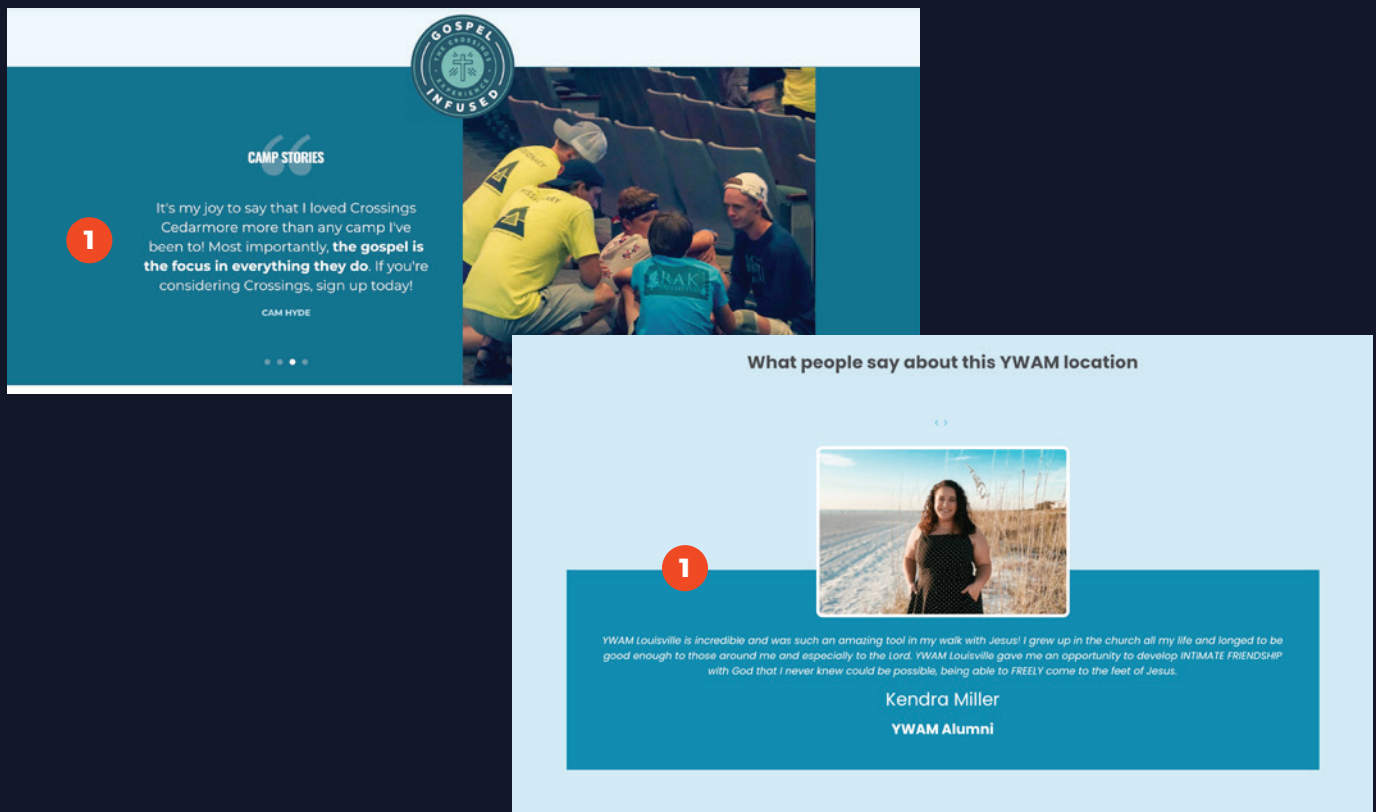
At this point on your high-converting homepage, your visitor has already scrolled past at least two CTAs. It's time to put another one here. This should be the same as the primary CTA that you used in your header and in your hero section.

Lead into your CTA with a compelling headline calling your audience to take part in your mission. Then place the CTA button below the headline.

If you offer multiple services or have different initiatives and need to segment your audience, use this section of your homepage to communicate your various offerings instead of your key differentiators.

Link these different opportunities to individual landing pages. Follow a similar structure as to the one you're using here for those subpages.

Your high-converting homepage should include meaningful social proof.



Checklist:

- 1 One robust story OR three short testimonials that say something meaningful
- 2 Separate blocks for separate audiences



[ELEMENT 5 - SOCIAL PROOF]

In the hero section of your homepage, you cast a vision for transformation. This is either the transformation for your audience themselves or—more likely—the transformation of someone your audience is helping.

Now it's time to **share the stories** of people who have already experienced that transformation. Such testimonials build your authority and prove that you can achieve the desired outcomes that you talked about earlier on your homepage.

If you are like many nonprofit organizations, you probably have two audiences: those whom you serve and those who are serving the organization through donating, volunteering, or some other means. Consider sharing stories from both groups, but in two distinct sections.

Start with the stories of the people you serve and how the work you're doing has changed their life. You can do one longer story of transformation—at most a few short paragraphs—or three short testimonials. Include a picture or video. Many people never stop to watch videos; so, always include text that sets up the video and highlights the primary idea or a quote from the video.



Next, **include another block of social proof** for people who are participating in your organization. This is probably a better place to use short testimonials and reserve the longer stories for the people you serve.

Testimonials should say something meaningful. They should speak to the problem, solution, and result that you presented earlier (e.g., “I have struggled with disordered eating. You gave me the resolve I needed to win back my life.”)


Or, use testimonials that speak to specific objections that your audience might have (e.g., “I didn’t think I could sponsor a child until I traded eating out once a month for this.”)


If the quotes you have aren’t meaningful, reach out to your audience(s) and ask them to tell you how your organization has impacted their life.


[ELEMENT 6 - PLAN]


Your high-converting homepage should give your audience a plan.

How a Both Hands Project Works

- 

1 A family answers the call to adopt and applies to host a Both Hands project
- 


2 Sponsorship is raised while serving a local widow
- 


3 100% of the funds raised support the cost of the adoption
- 


4 [See the Process →](#)

join us this summer


Save Your Child's Spot for the Summer Experience They'll Never Forget!

- 





1 **FIND A CITY**
30+ locations for 2021
- 

2 **SAVE A SPOT**
Registration is quick and easy
- 

3 **GET PUMPED!**
It's camp time!

[FIND A CAMP NEAR YOU →](#) 

Checklist:

-  Step 1: The action your audience must take
-  Step 2: What happens next
-  Step 3: The result
-  Primary CTA button centered at bottom of section



[ELEMENT 6 - PLAN]

Give your audience a plan that sets clear expectations of what action they need to take to get involved and what that experience is going to look like. Ideally, this is a three-step plan.

In **step one**, identify the action they need to take, for example: fill out a form, schedule a call with you, submit a request, etc.

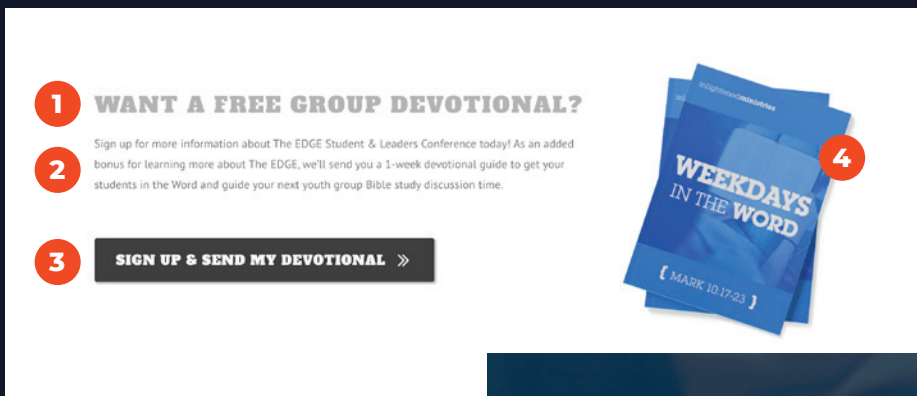
Step two sets expectations for the response your audience should anticipate or what that initial appointment, call, or interview might be like. In other words, this is what their relationship with your organization will look like after they have taken that first action.

The **third step** is the outcome that you've been emphasizing since the beginning of your homepage. Emphasize the transformation for either those who are benefiting directly from your organization or those who are partnering with you to serve others.

There's no need to list all the nitty-gritty steps. They'll figure those out on another part of your website. Focus on the immediate action and big picture transformation in this section. Your plan should communicate: "You take Step 1. We'll do Step 2 together. And then you're going to love Step 3 results."

Finally, you need to **call them to take that very specific action**. It would be wonderful if people took action without you telling them what to do, but that's just hopeful thinking. So once again, you need to include your primary CTA at the bottom of this section.


Your high-converting homepage should offer a valuable opt-in incentive.



1 WANT A FREE GROUP DEVOTIONAL?

2 Sign up for more information about The EDGE Student & Leaders Conference today! As an added bonus for learning more about The EDGE, we'll send you a 1-week devotional guide to get your students in the Word and guide your next youth group Bible study discussion time.

3 [SIGN UP & SEND MY DEVOTIONAL »](#)

4 



1 **Download Your FREE Sample Chapter**

2 **Actually, get MORE than a chapter!** This free download includes the full introduction, prologue, and first chapter of the book.

3 Plus, at the end of the chapter you'll find a workbook with reflection questions, a journal prompt, and a specific action you can take right away to apply what you just read in the chapter.

4 I hope you'll start to rediscover God's way to live in healthy biblical community for yourself and your church.

[Get Your Free Chapter](#)



Checklist:

- 1** Compelling headline
- 2** Short description of the value of the opt-in incentive
- 3** Opt-in button
- 4** Visual mockup of the opt-in incentive



[ELEMENT 7 - LEAD MAGNET]

For visitors who are not ready to commit to your primary CTA just yet, you'll want to include an opt-in incentive. This is arguably one of the most powerful marketing tools you can implement to turn visitors into leads that you can nurture over time via email.

But what is it? Well, an **opt-in incentive** is what it sounds like: an “incentive” that attracts visitors into your marketing funnel by giving them valuable content in exchange for their email address.

Your opt-in incentive can be educational, entertaining, or anything that's relevant to both the specific work you do and your primary audience. It can be a downloadable file (PDF, video, etc.), a promotional code, a free app, or something else.

Don't underestimate the value of this transaction! This is usually the first transaction visitors take before becoming longtime customers or partners with your brand.

But keep in mind that it must provide tremendous value to be effective. When opt-in incentives do this well, it immediately shifts your relationship with your audience and keeps them coming back for more.



For example, a summer camp might create a PDF of Bible study lessons that parents can incorporate into family time at home. An author could provide the first few chapters of her book for free. And a marriage ministry might have a quiz titled “How healthy is your marriage?” and send the results in exchange for an email address.

Next to the opt-in incentive offer on your homepage, **use a graphic to illustrate the content that your visitor will receive**. For example, a PDF mockup can look like a small book or a stack of papers, or a video can use a thumbnail of that video. Set up your opt-in incentive with a compelling headline and short description of the value they can expect to receive if they opt-in to this free content.

Finally, call your audience to take whatever action you need them to take to receive the opt-in incentive, for example: Get Your Score, Download Now, Watch Replay, Get Your Promo Code, or something else. This button should take them to an opt-in form where you’ll capture their first name and email address.

Remember, the purpose of your opt-in incentive is to build an email list so you can continue to nurture your relationship with them. This should start the moment you deliver the free content to their inbox.

[ELEMENT 8 - ORIGIN STORY]

Your high-converting homepage should tell your origin story.

1

Hi! I'm Clare, the founder of Imprint Hope. I created this foundation out of a burning fire to bring help, hope, and purpose to children with disabilities in Uganda.

I grew up alongside a sister with a disability. Although, it's a challenge for Kate to use words to express her desires, thoughts, and feelings, I've never known a human love deeper than hers. Kate's life has allowed me to peek inside the complex soul of a person with disability—and see how valuable, purposeful, and beautiful it truly is.

2

That's the experience I want to offer you through Imprint Hope—whether that's serving, giving, or praying. You'll begin to see the world differently. You'll be more attentive to people you hadn't noticed before. And you'll have the opportunity to leave a powerful mark on a child's life forever.

ABOUT IMPRINT HOPE

4



A NOTE FROM CRAIG

1

I started The EDGE about 20 years ago to provide an affordable, high-quality worship and discipleship weekend for students and youth leaders. I would love to give you a rundown of the conference—just call me at 615-599-5595 and let's chat.

Now, you might be wondering: *What makes this conference unique?*

Easy! Here are my top reasons you'd want to bring your group:

2

1. Most importantly, we're dedicated to discipleship.

Two times during the weekend your students participate in smaller group Bible studies to go deeper into the Word. Plus, our speakers don't water down the gospel. They speak truth from the Bible in a way that engages students to deepen their relationship with Christ.

2. We train your leaders.

It's not just for students. Your leaders (volunteers and staff) will get in-depth, practical training to reach and disciple today's generation of students.

3. It's just big enough.

We value both intimacy and quality. The conference is big enough to offer top-notch speakers, musicians, artists, and staffers, but they all still want to connect with your students personally. It feels like family here—which is why many groups come back year after year!

About The Edge »

4



Checklist:

- 1 Show empathy
- 2 Show authority
- 3 Photo of founder or team
- 4 About Us CTA button



[ELEMENT 8 - ORIGIN STORY]

Up until this point, your homepage has centered around your target audience. Using different methods, you've ultimately told the story of how you help them achieve transformation. Or how you help them help others achieve transformation or make the world a better place.

This is the first section where you get to share your “origin story” and talk about yourself—well, sort of. Like the rest of your homepage, you're still going to be talking about your audience, but now you're doing it through the lens of your story. (Pro Tip: If you've talked a lot about yourself before now, go back and recenter your story around your audience's transformation.)

Which is why your origin story is so much more than just a list of boring dates and facts about when you started. It needs to capture your audience's attention. The best way to do that? A well-crafted story. Powerful stories trigger action or investment.

Tell the story of why you do what you do, why you first started your organization, and that “a-ha!” moment when you saw a need and were compelled to do something about it. You believe in your mission so much that you've dedicated your life to it—so, tell about that pivotal moment when you decided to take action, and how that continues to influence



what you're doing now. This section shouldn't be more than a couple short paragraphs, but it must show two things: **empathy and authority**.

Empathy shows your ability to perceive what others are up against and the thoughts and emotions connected with that problem. And if your primary audience is the people you serve, then displaying empathy will make them feel understood and bonded to you.

You also need to establish your authority to do what you do. There are a few ways to accomplish this. You could share statistics of how many people you've helped. Mention how long you've been doing this, or name any significant affiliations. Is there something in your background that makes you particularly relevant in your field? If so, tell that story.


For example, a ministry might tell how they are particularly qualified to care for the medically ill in an impoverished country because the founder was a leading physician in the states before starting this clinic overseas. Think about what sets you apart to do work in this field, then weave that into your story.

Include a picture of your founder or team. People connect with people, buy from people, engage with people—but not necessarily with brands. A picture of you or your team humanizes your organization to your audience.

And for those who want to learn even more about your organization, finish out this section with **a button to your About Us page**.

[ELEMENT 9 - FINAL CTA]

Your high-converting homepage should show your audience their next move.



1 **HELP US FOSTER HOPE**
Are you ready to make a difference?

Through a gift of \$25 a month, you can become a Champion of Hope and partner with us in our mission of building stronger foster and adoptive families. Your support will help provide local foster and adoptive families with the coaching, training, and ongoing support they need to transform their home and heal their child.

2 [Become a Champion of Hope](#)

1 Get Involved

Start a Project
Serve a widow while funding your adoption or orphan cause.

Give to a Project
Make an impact for adoptive families or orphan care ministries today.

2 [Start a Project](#) [Give to a Project](#)

Checklist:

- 1** Benefit-forward headline
- 2** Primary CTA



[ELEMENT 9 - FINAL CTA]

One of the roles of your homepage is to show visitors their next step. If you've followed this guide so far, then you've already included your primary CTA in a variety of places. Visitors who make it to the bottom of your homepage typically needed more information before making a decision. Give them one last call to action here to make taking that next step easy.

Start with a **benefit forward headline** and maybe a sentence or two about the transformation they can expect—either in themselves or in the people you serve. This should reflect the transformation you talk about at the very top of your homepage. Don't use the same exact words, but absolutely portray the same sentiment.

Now stick your **primary CTA** in there. This is the same one you used in your header and hero section: identical colors, font, and words. This is your last ditch effort to get your visitor to turn into a long-time customer, donor, or ministry partner, so make it clear and easy for them.

[ELEMENT 10 - FOOTER]

Your high-converting homepage should end with a tailored footer.



Checklist:

- 1** Contact information
- 2** Copyright statement
- 3** Privacy Policy
- 4** Terms of Service
- 5** Optional: other helpful links



[ELEMENT 10 - FOOTER]

Don't skip this section. It's more than just an afterthought. Your footer should be tailored to your organization. Think of it as an expanded navigation bar. Where the top menu focuses on what a new visitor needs to know, the footer is for people who are already engaged with your brand.

Add links to your blog, newsletter, case studies, social media profiles, or any other important but miscellaneous information. Always include your **contact information**—name, physical address, phone number—any affiliations, **copyright statement**, **Privacy Policy**, and **Terms of Service**. Drop a “Donate Now” link in this section, but only do that if donating is not your primary CTA.

Remember, your top menu should be clear and simple, directed at new visitors. Meanwhile, your footer can and should be full of **additional helpful links** as well as the required information.



[L O U D E R]

What are you waiting for? Let's get started.

If you made it this far, I have no doubt that the wheels in your brain are spinning. Block out the next half hour to assess your homepage. Ask yourself: *What elements are already there? What's missing? What could be improved?*

Let me be clear. There isn't one *right* way for everyone. But if you learn the "why" behind each of these 10 elements, you can design a highly effective homepage that works for your brand.

Use the checklist at the top of each section of this document as you audit your homepage. Now, make a plan to incorporate any of the missing elements.

If you get stuck, we'd love to help.

Because we care about serving organizations like yours. You're doing the hard work in the world to bring about meaningful change. We want to partner with you to help you amplify your mission. It's time you expand your reach, engage your audience, and inspire action with an intentional homepage.



If you're ready to get started, simply schedule a free 20 minute consultation using the link below. On this call we will help you uncover what's holding you back, then offer solutions so you can make a great first impression online.

...because you should be confident that your website is working as hard as you are to accomplish your mission.



Schedule your FREE consultation

Cheering you on!

Janelle

Janelle

Louder⁷
louderagency.com



See why hundreds of purposeful brands have partnered with us to Do Good and Be Louder...

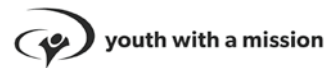
“After over a decade of working with various marketing agencies, we’ve never found anyone who compares. Louder is a top-notch team front to back. From the early development stage, through building, to the support following project completion, everyone was excellent, prompt, understanding, and efficient.”

John E.
Both Hands

“The most valuable part of our experience has been a fast, knowledgeable and personable support line as we have a complex website and need help often.”

Ashley R.
Christian Alliance for Orphans

Some brands we serve



Louder
louderagency.com