

# Building a Donor-Centric Website

*Donation-optimized design made easy*



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*A quality nonprofit website is like a **well-run coffee shop**—warm, welcoming, and easy to get what you came for. If the menu is confusing, the line is too long, or the service is slow, donors will leave without making a gift.*

*Let's build a coffee shop.*

# Agenda

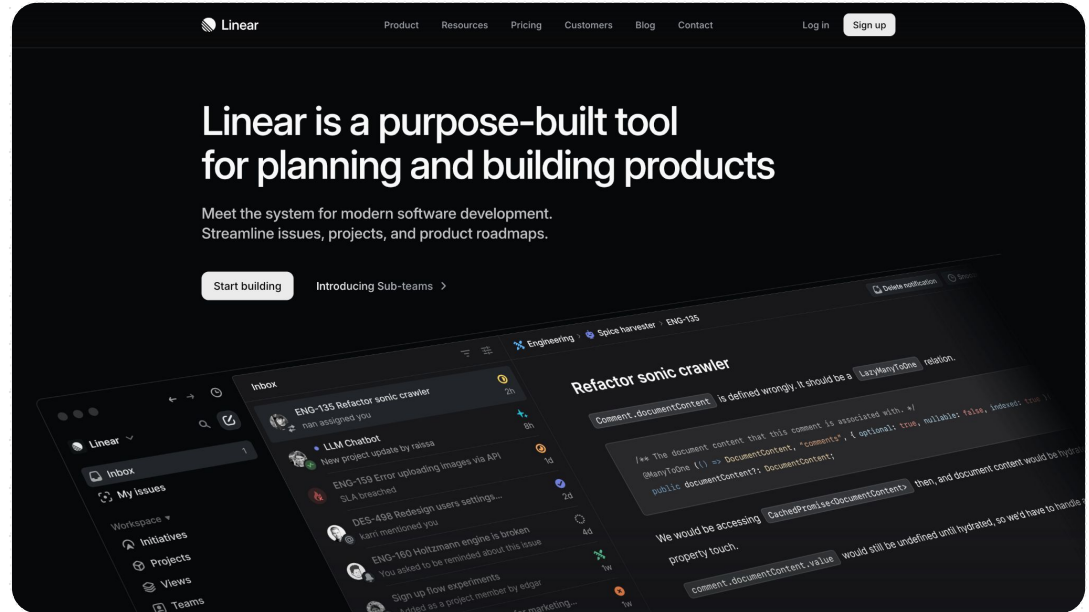
01. Key Elements of Donor-Centric Website Design
  02. The Hubspot Ecosystem
  03. Content Hub: Function and Form
  04. Q&A and Takeaways
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# Key Elements: Donor-Centric Website Design

01

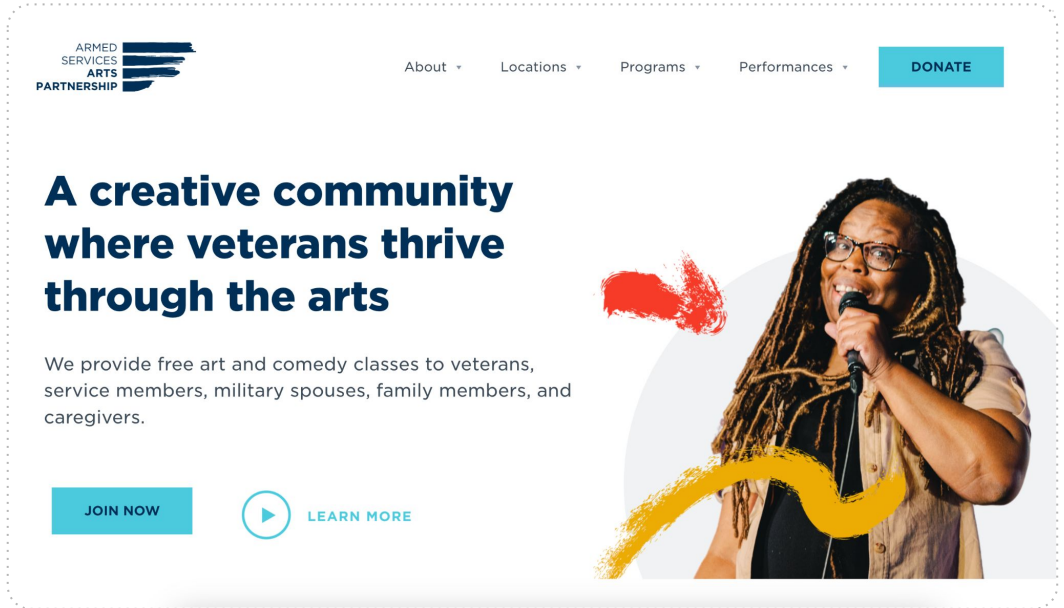
# 1. UX Design

User Experience Design puts the focus on user needs. UX is all about making a website **easy, enjoyable, and effective** for visitors. It ensures people can quickly find what they need, complete actions, and have a smooth, frustration-free experience.



## 2. Compelling Storytelling

**Engaging** copy, **emotional** storytelling, and a clear demonstration of **impact** with statistics and testimonials is the not-so-secret sauce to making your mission easily digestible to a first-time visitor.



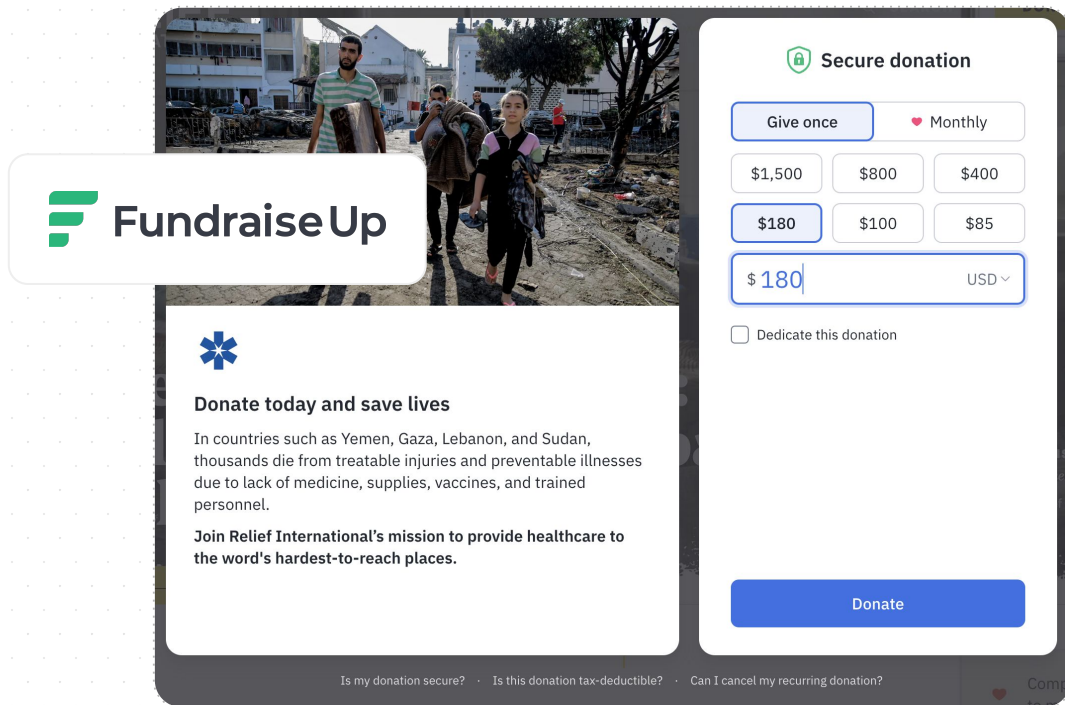
The screenshot shows the homepage of the Armed Services Arts Partnership. The navigation bar includes links for 'About', 'Locations', 'Programs', and 'Performances', along with a prominent blue 'DONATE' button. The main headline reads 'A creative community where veterans thrive through the arts'. Below this, a sub-headline states: 'We provide free art and comedy classes to veterans, service members, military spouses, family members, and caregivers.' There are two call-to-action buttons: a blue 'JOIN NOW' button and a blue play button icon followed by 'LEARN MORE'. On the right side, there is a photograph of a woman with long dreadlocks and glasses, smiling and speaking into a microphone. The photo is overlaid with a red brushstroke in the upper left and a yellow brushstroke in the lower left.



### 3. Simple Donation Process

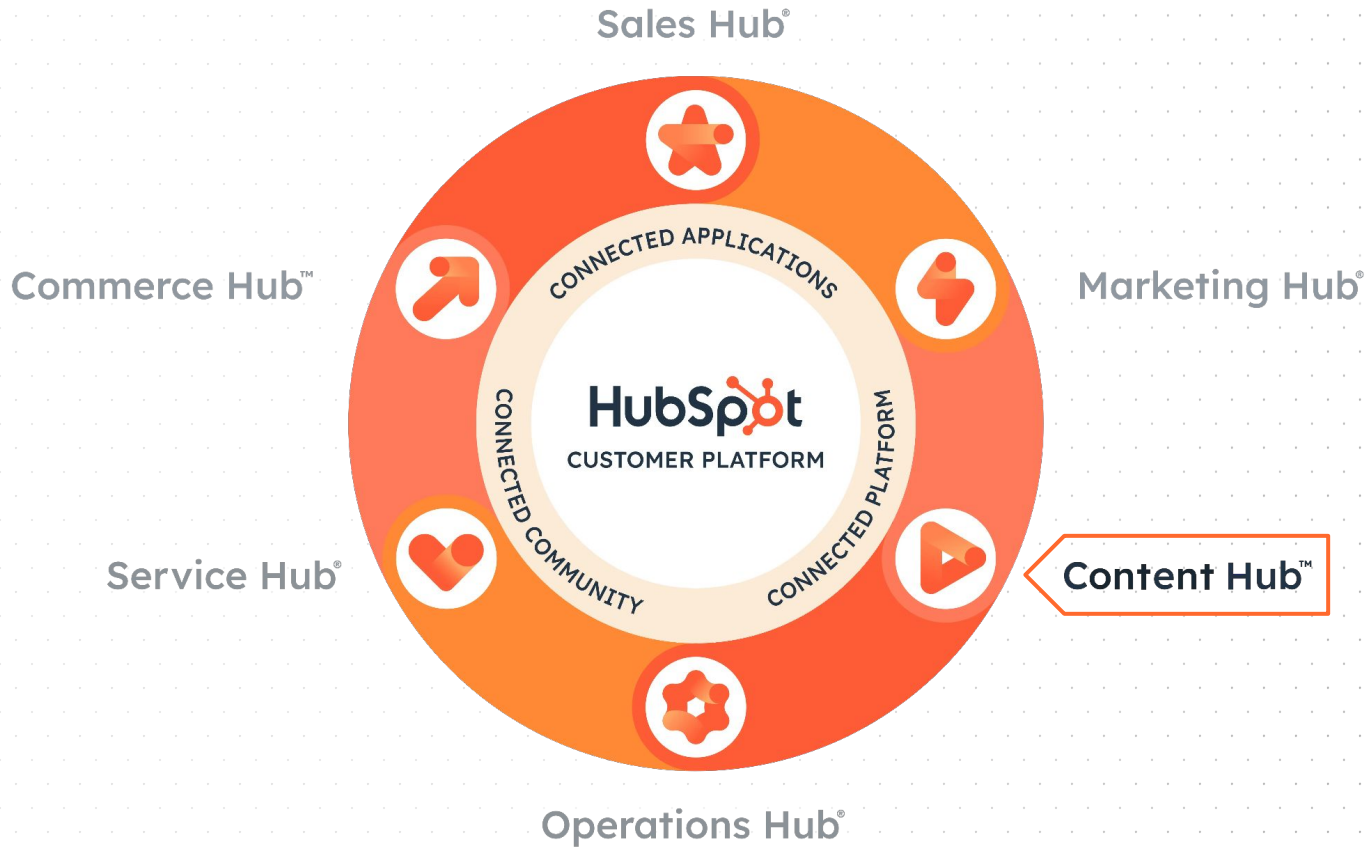
A simple donation process starts with making it easy: as internet users, we expect to see the primary call to action in the **top right corner** of our screen, prioritized for us.

A good donation process means **reducing friction** in forms and payment methods. **One-click donations** whenever possible!



# The Hubspot Ecosystem

02



# Content Hub

- **Unified platform** for marketing, content, and donor engagement
- **Integrated** with CRM, email marketing, and social media
- **Tailoring donor messaging** based on behavior and engagement
- Driving **organic traffic** and thought leadership



# Content Hub: Function and Form

03

# Content Hub Key Differentiators

1. Interest Targeting
2. Location Targeting
3. Internationalization
4. Teams Permissions and Management

# Interest Targeting

When your favorite brand “just gets it”. When your coffee shop knows “the usual”. Interest Targeting allows for specific audience segmentation based on content themes.

## Interest Targeting

# Programmatic Pillars

Organizations like Surfrider Foundation with different programmatic pillars can display different donation asks or feature content based on user interest.

### Latest News & Updates



5 MAR 2025

#### State Senators Speak on Forest Protections Act

Senators share their perspectives on the newly proposed Forest Protections Act, highlighting its potential impact on conservation and industry.

Read more →

Policy Forestry



28 FEB 2025

#### Removing Microplastics from Gray's Cove

Scientists and volunteers are working together using innovative filtration techniques to restore the health of its ocean waters.

Read more →

Project Updates Clean Water



22 FEB 2025

#### Opinion: Green isn't the only color that's important.

We're overlooking the importance of the ugly parts of sustainability. We need to focus on the health of our soil and fungal biomes.

Read more →

Opinion Soil Health

### Latest News & Updates



28 FEB 2025

#### Removing Microplastics from Gray's Cove

Scientists and volunteers are working together using innovative filtration techniques to restore the health of its ocean waters.

Read more →

Project Updates Clean Water



5 MAR 2025



22 FEB 2025



19 FEB 2025



## Interest Targeting

# Project Updates

Prioritize showing project or initiative updates to donors who have engaged with them in the past.

Show different content based on ⓘ

Contact list membership

Rules

Select contact list

+ Southwest

Donors - Southwest Animal Rescue

## Latest News & Updates



06 MAR 2025

### Project Update: Southwest Animal Rescue

Our fundraising campaign has allowed the Southwest Animal Rescue to open a new wing to their shelter and greatly expand their enrichment activities.

## Interest Targeting

# Giving Upgrades

Display one-time donation asks to non-donors, shift to monthly asks for existing donors. One step further? Alter donation asks/amounts for contact giving level.

The diagram illustrates a 'Giving Upgrade' process. It shows two versions of a donation form side-by-side, connected by a red arrow pointing from left to right. The left form is for a one-time donation, and the right form is for a monthly donation. The right form also features a higher suggested donation amount (\$100) compared to the left form (\$60).

**Left Form (One-time):**

- Buttons: One-time (selected), Monthly
- Text: Your most generous donation
- Amounts: \$1,000, \$500, \$250, \$100, \$50, \$25
- Input: \$ 60 USD
- Button: Donate and Support

**Right Form (Monthly):**

- Buttons: One-time, Monthly (selected)
- Text: Your most generous donation
- Amounts: \$200, \$100 (selected), \$50, \$30, \$10, \$5
- Input: \$ 100 USD
- Button: Donate and Support

# Location Targeting

It would be weird for my local coffee shop to feature iced coffee as a recommended beverage in the middle of winter. Location Targeting ensures my experience is customized to my region - be it country, state, county, or city.

## Location Targeting

# Local Relevance

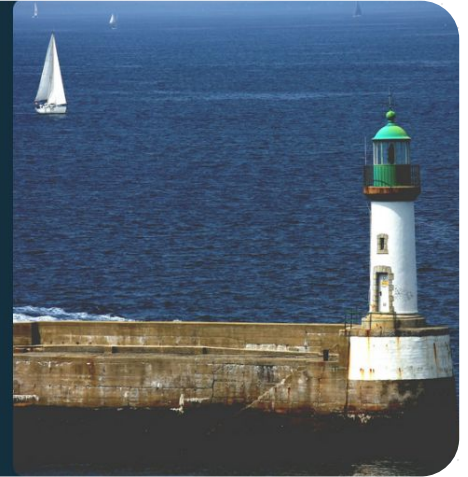
International organizations can prioritize news and donation asks based on ongoing work in the donor's country or region.



## Protéger le littoral français

Nos océans ont besoin de notre aide.  
Soutenez-les dès aujourd'hui.

Faire un don



## Location Targeting

# Regulatory Compliance

Dynamically display compliance or regulatory information for users in different regions of the world.

Think: GDPR



**ifaw**

Gadigal Country, Suite 302, Level 3  
418A Elizabeth Street Surry Hills NSW 2010 | Australia © 2023

ABN - 90 002 655 754



**ifaw**

International Fund for Animal Welfare  
290 Summer Street, Yarmouth Port, MA 02675 | USA

IFAW is a 501(c)(3) nonprofit organization.

## Location Targeting

# Payment Currency

Display a country-specific or region-specific donation form, where currency matches the user's location.

The image displays two donation forms side-by-side, demonstrating location targeting. The left form is for the United States (US flag icon) and shows donation amounts in USD: \$1,000, \$500, \$250, \$100, \$50, \$25, and a selected amount of \$60. The right form is for France (French flag icon) and shows donation amounts in EUR: €1,000, €500, €250, €100, €50, €25, and a selected amount of €60. Both forms include 'One-time' and 'Monthly' options and a 'Donate and Support' button.

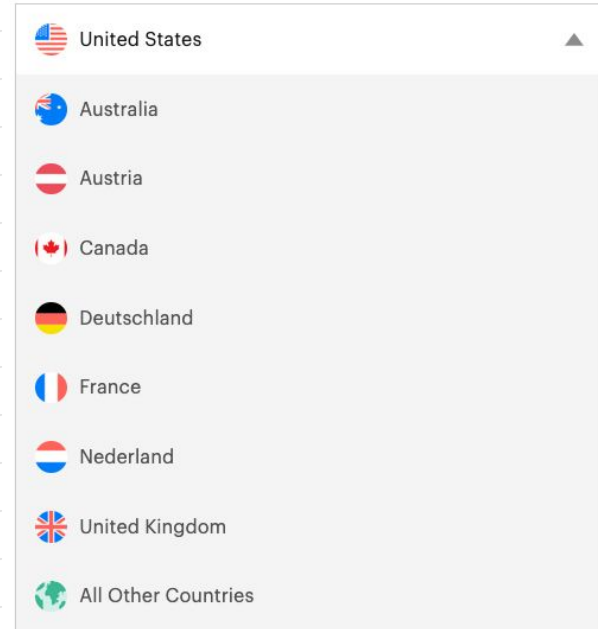
# Internationalization

Language has so much variation. Compare US English versus UK English - color vs. colour, pants vs. trousers, underwear vs. pants. Internationalization features make website translation easy - all the way down to regional nuances.

## Multi-Language Sites

# International Operations

Organizations operating in Europe can create sites in German, French, Italian, etc. rather than requiring users to read in a secondary language.

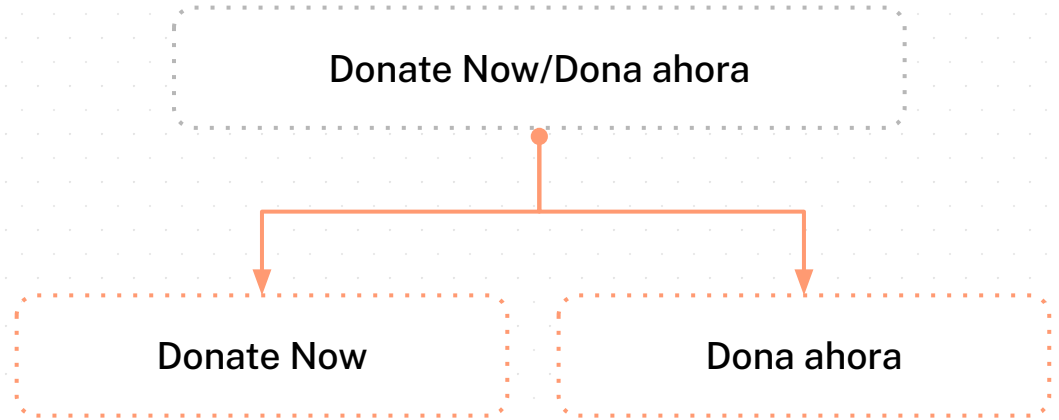




## Multi-Language Sites

### Bi-Lingual Services

Organizations operating in the southwestern US can maintain Spanish and English variants of their site.



# Internationalization – Smart Content

Using smart content, you can set rules to display different content based on the current primary language on a user's device.

Show different content based on ⓘ

Preferred language

Rules

Spanish - United States ×

+ Spanish ×

- Spanish - Peru
- Spanish - Puerto Rico
- Spanish - Spain
- Spanish - United States
- Spanish - Uruguay
- Spanish - Venezuela

# Internationalization – Smart Content

## Granular Control

Smart content can be controlled on a per-module level — you can translate only a certain portion of a page if necessary.

## Low Overhead

Allows for one-off page localization (ie. a landing page that needs to be served in a language that's not normally served by the organization).

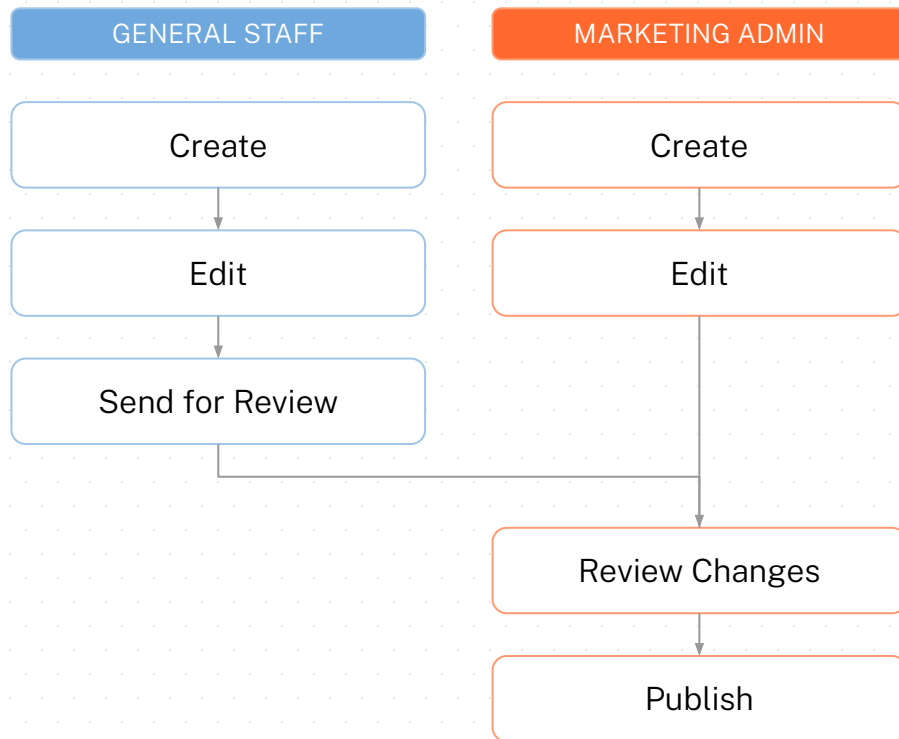
# Teams Permissions & Management

Avoid one page breaking your entire website. User teams & permissions give granular control over who can view, create, edit, and publish pages within HubSpot.

## Permissions & Management

# Publishing Approval

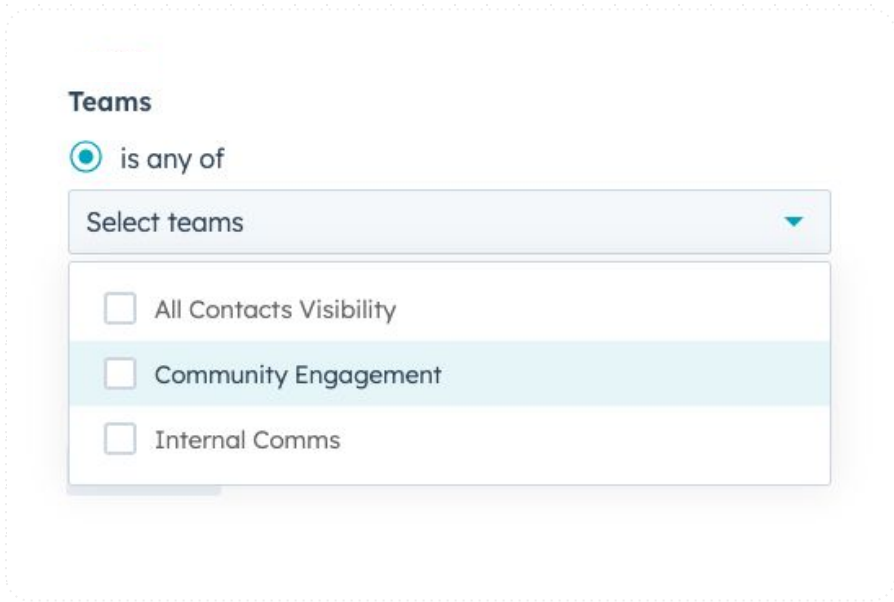
**Control** what page actions a user can take by restricting **editing and publishing** to certain roles, plus you can limit which members are able to modify global content, theme settings, and editing of site theme's code.



## Permissions & Management

# Team Permissions

Leverage **Teams** to subdivide who can edit and update certain site content. For example, staff from a given regional team can be limited to only being able to view and edit site content relevant to their region.



## Permissions & Management

# Permissions Hierarchy

Define roles: Program staff can create and write blog posts to share updates about their program's work, but scheduling and publishing can be dependent on the web team.

<input type="checkbox"/>	<b>Executive</b>	Executive Service Professional   Contacts   Account   Reports   Marketir
<input type="checkbox"/>	<b>General Staff</b>	General Staff Service   Contacts   Reports   Marketing
<input type="checkbox"/>	<b>General Staff + Build Emails</b>	General Staff + Build Emails Service   Contacts   Reports   Marketing

# Key Takeaways

1. Optimize your website user experience with the first-time visitor in mind
2. Make donating as easy as possible
3. Take advantage of Hubspot's Content Hub tools to make personalization at scale super easy



*Any Questions?*

# *Thank you!*

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