



Digital Asset Review

The Engage Group's team of Project Managers, Strategists, and Developers will review all of your organizations' digital assets from the POV of both fundraising professionals and supporters in order to identify strengths, weaknesses, and areas for growth. We will provide this to your organization as a visual document for review, and make ourselves available for phone, Zoom, or in-person consultation.

Website

- How does your website look upon load; what is above the fold?
- What navigation options are available and are you directing supporters where you want them to go?
- Are your priorities clear: sign-ups, news, donations, actions?
- Have you been intentional about the intent of your site?

Forms

- Are they easily accessible when clicking from website or emails?
- Collapsing the path from intent to donation: minimizing steps, branching paths, confusion.
- Are you providing the right options to give, without providing too many?
- How do your forms look across devices?

Email

- Is there a consistent look to emails, and do recipients know what to expect from senders/types of emails?
- Have you incorporated standardized donation buttons/links for all email types?
- Mobile responsiveness?
- Review of email program/strategy (provided you are willing to disclose) including appeals, welcome series, cultivation, etc., as well as audience and segmentation.

Search

- Have you set up a Google Grants account?
- What options have you provided when someone sees your results?
- As with website, are your choices intentional for links/results?

Social

- What is the current state of your social media accounts and advertising campaigns?
- A review of intentional goals: do you need donations or acquisitions, and are you framing your social media plans accordingly?
- If available to share, a review of audience, segmentation, and targeting tactics.

Contact The Engage Group team to get started! hello@engageyourcause.com