

# **Group A - Designing and Maintaining Your Website**

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# Why is a good website important?

- Supports your credibility
- Builds trust as leaders in the field
- Expand your team – recruit more:
  - Members
  - Volunteers
  - Advocates

# Optimizing in 2 E-Z Steps

1. **Define** Your Goals

2. **Design** Your Webpage

**LATER: Re-assess** and Re-design (as Needed)

# 1. Define Your Goals

- What are the goals of your component?
- Who is your audience?
- Sample Goals:
  - Increase awareness of, and attendance at, an event
  - Increase member (and non-member) engagement
  - Increase the number of website views/sessions
  - New member registrations/renewals

## 2. **Design** Your Webpage (and Website)

- Is the purpose/goal explicitly stated? Why not?
- Who is your audience?
- How easy is it for users to convert (register, sign up, purchase, etc)?
- Which design choices increase engagement/conversion, and which introduce clutter
- Identify keywords, hero image, “elevator pitch”
- Does the layout/hierarchy of your website reflect your priorities?

# Importance of Branding



# The Studied Impact of Branding

- Consumers use brand associations as "mental shortcuts" in decision-making, relying on established perceptions to guide their choices. (Source: PLOS One journal)
- A survey of approximately 500 senior decision-makers in the nonprofit sector revealed that 93% believe a strong brand identity positively impacts donor engagement. (Source: Nonprofit Pro)
- The same survey found that over two-thirds (68%) of nonprofits reported that a strong visual brand increases volunteer interest.

# Impact of Branding

- Imagine having a reputation that is so trusted, 3<sup>rd</sup> party partners want to showcase their affiliation with you to build trust with their own audiences
- Who would be proud to show that they're a CEC member, partner, or collaborator?

**ADA** American Dental Association®

America's leading advocate for oral health



# When and How to Use Brand Guide

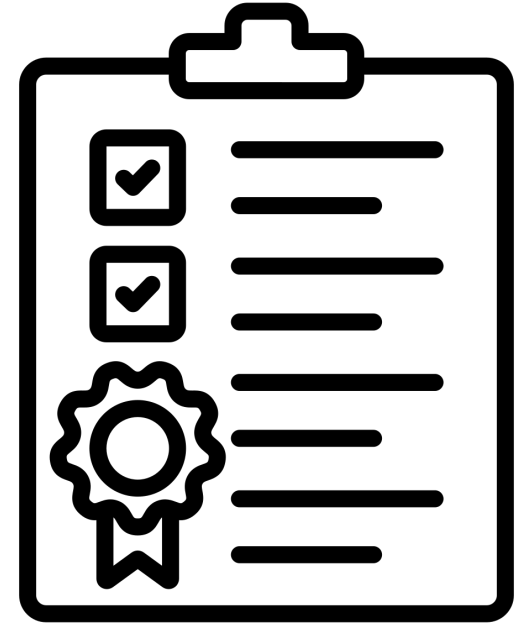
- CEC Brand Website ([brand.exceptionalchildren.org](https://brand.exceptionalchildren.org))
- Use checklists:
  - CEC state/provincial communications (see Communications Checklist)
  - Guidance with creating on-brand designs (see Visual Checklist)
  - When using AI to create promotional graphics (see Logo Usage guidelines)

# How to Update Your Website

- Candence
  - Minimum recommendation: quarterly
- Content
  - Check brand guidelines before submitting a request
  - Consider reposting content from HQ
  - Promote your webinars, convention, membership, renewals, publications, advocacy/policy
- How to Update Your Website
  - Use web request form: [exceptionalchildren.org/webrequest](https://exceptionalchildren.org/webrequest)
  - Request a meeting with Digital Content team ([websubmit@exceptionalchildren.org](mailto:websubmit@exceptionalchildren.org))

# Assess: Webpage Report Card

- Clearly defined goal?
- Descriptive title?
- Overview description/instruction?
- Strong hero image?
- Using alt tags on images?
- Using good/relevant keywords appropriately?
- Related content or “next page”?
- Is it on brand?



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Email us:

[websubmit@exceptionalchildren.org](mailto:websubmit@exceptionalchildren.org)

Submit a request:

[\*\*exceptionalchildren.org/webrequest\*\*](https://exceptionalchildren.org/webrequest)

Check the CEC Brand guide:

[\*\*brand.exceptionalchildren.org\*\*](https://brand.exceptionalchildren.org)

**Thank you!**