

100 Experiments Challenge

Improve your non profit website



Experiment 1:

Change your home page to focus on **1** key action you want members, donors or visitors to take.

Task 1

Determine what action you want your members/donors to take when they land on your homepage.

Actions could be:

- registering for your conference
- purchasing resources
- donating to a specific cause or your entire mission
- joining your association
- reading your newsletter
- signing up for your newsletter
- following you via social media.

Task 2

Take a picture of your current website homepage as a control (or to demonstrate the before improvement state.)

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Task 3

Determine the measurement factor.

Tangible measurements

- a. Check your analytics. What was the bounce rate from your website before and after the change?
- b. How many more registrations did you receive?
- c. How many more subscribers?
- d. How many more followers?

Non tangible measurements:

Select random members or donors to ask them

- a) if they noticed the change
- b) if it makes them more likely to take action

Task 4

Compare results before you made the change and after.

Task 5

Decide if you'll keep the former home page or the new one.