What makes a good charity website homepage?

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There’s something about homepages...

Which charity websites do you think have the best homepages (and why)?

Tweet

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I got lots of replies with examples, but also questions...

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- How can we do a great job on a small budget?
- Should it be about branding or navigation?
- How much content should be on the page?
- How can we balance support/services against fundraising?

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And the big question ...

How to balance user needs with stakeholder wants?

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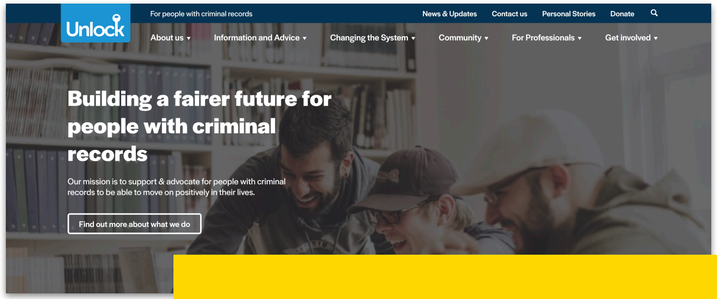
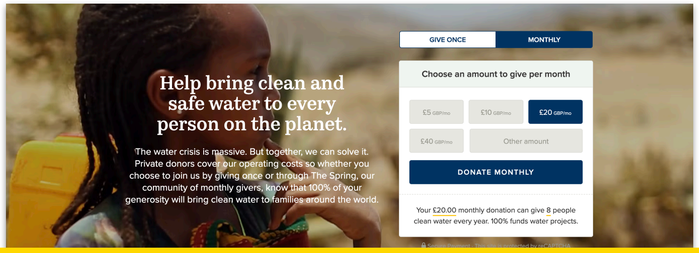
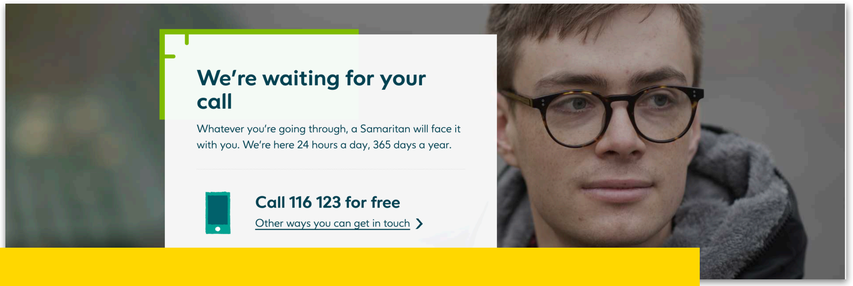
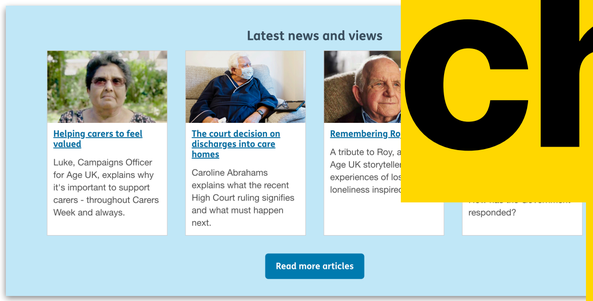
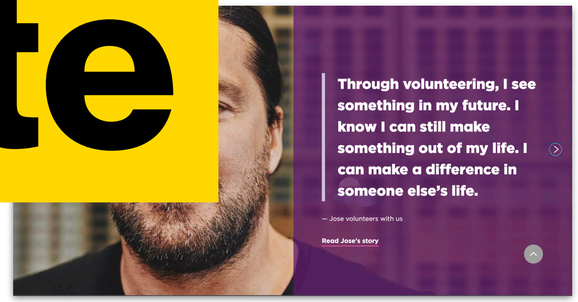
What makes a good charity website homepage?

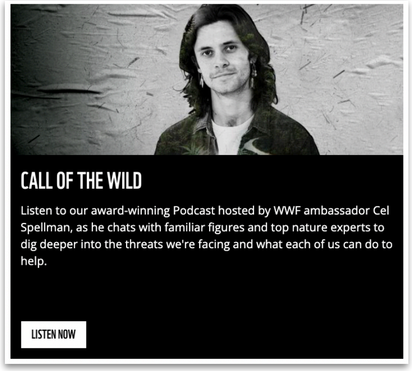


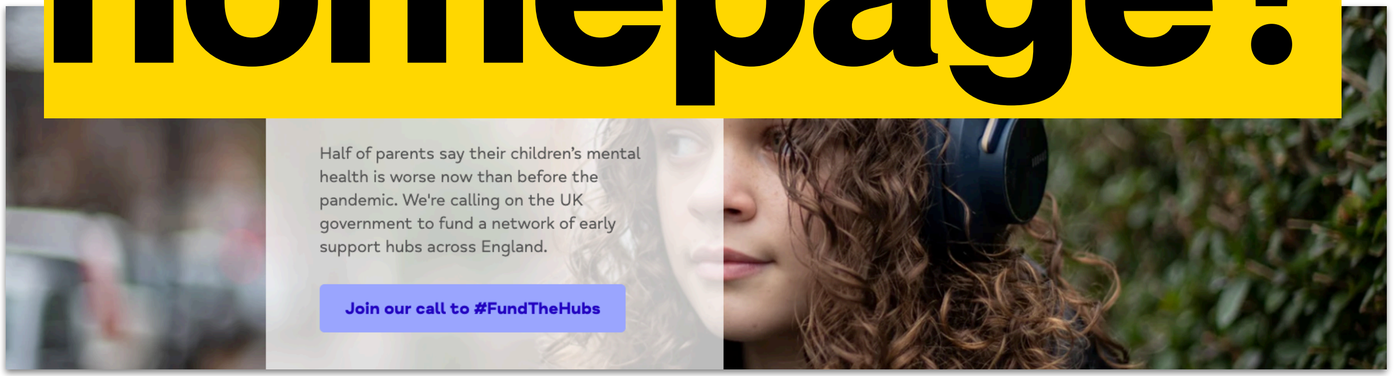


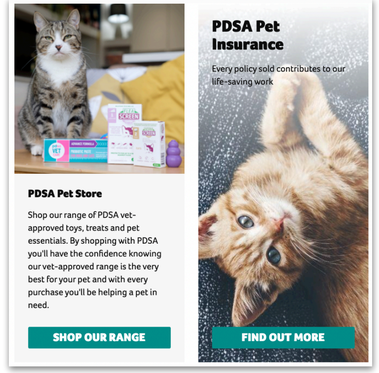






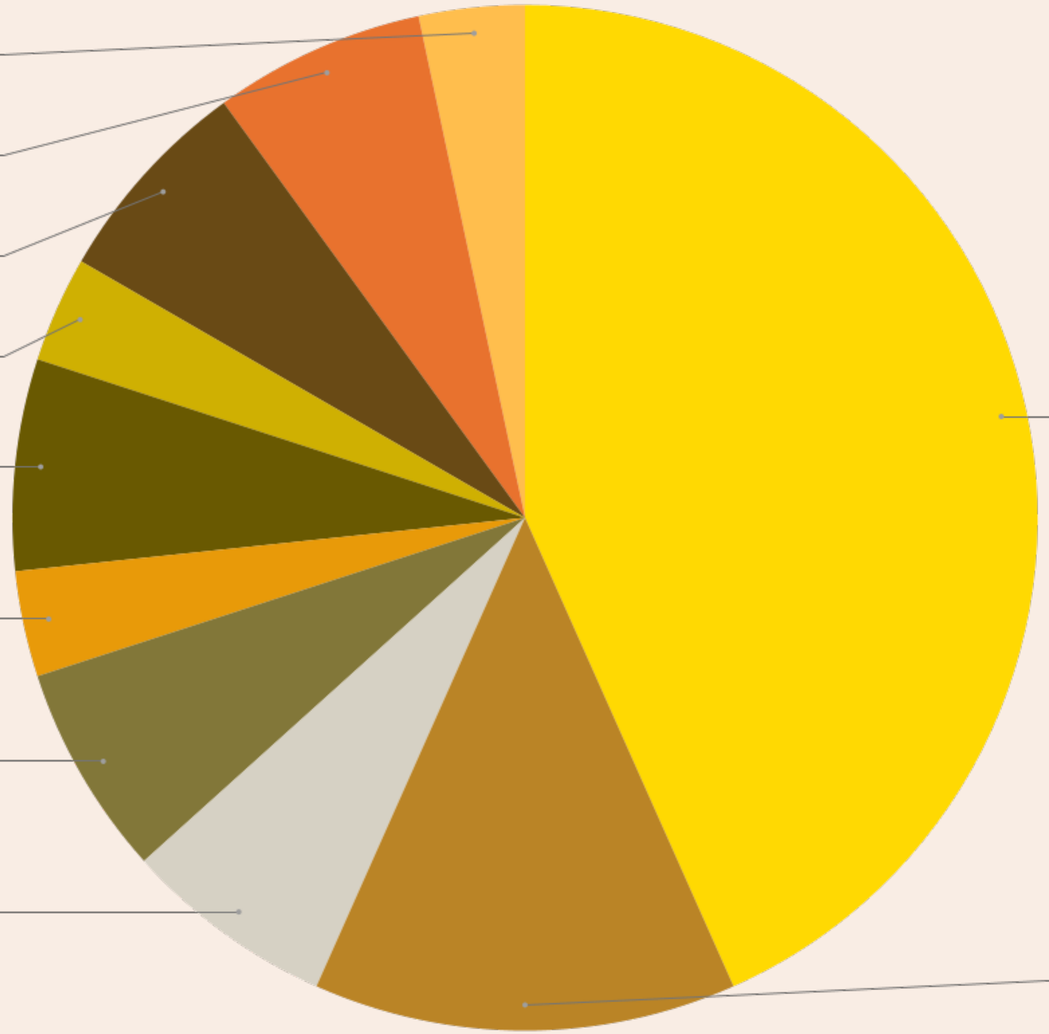






About the survey

Type of charity



Human/civil rights
3.3%

Education
6.7%

Environment
6.7%

International NGOs
3.3%

Animal
6.7%

Arts and culture
3.3%

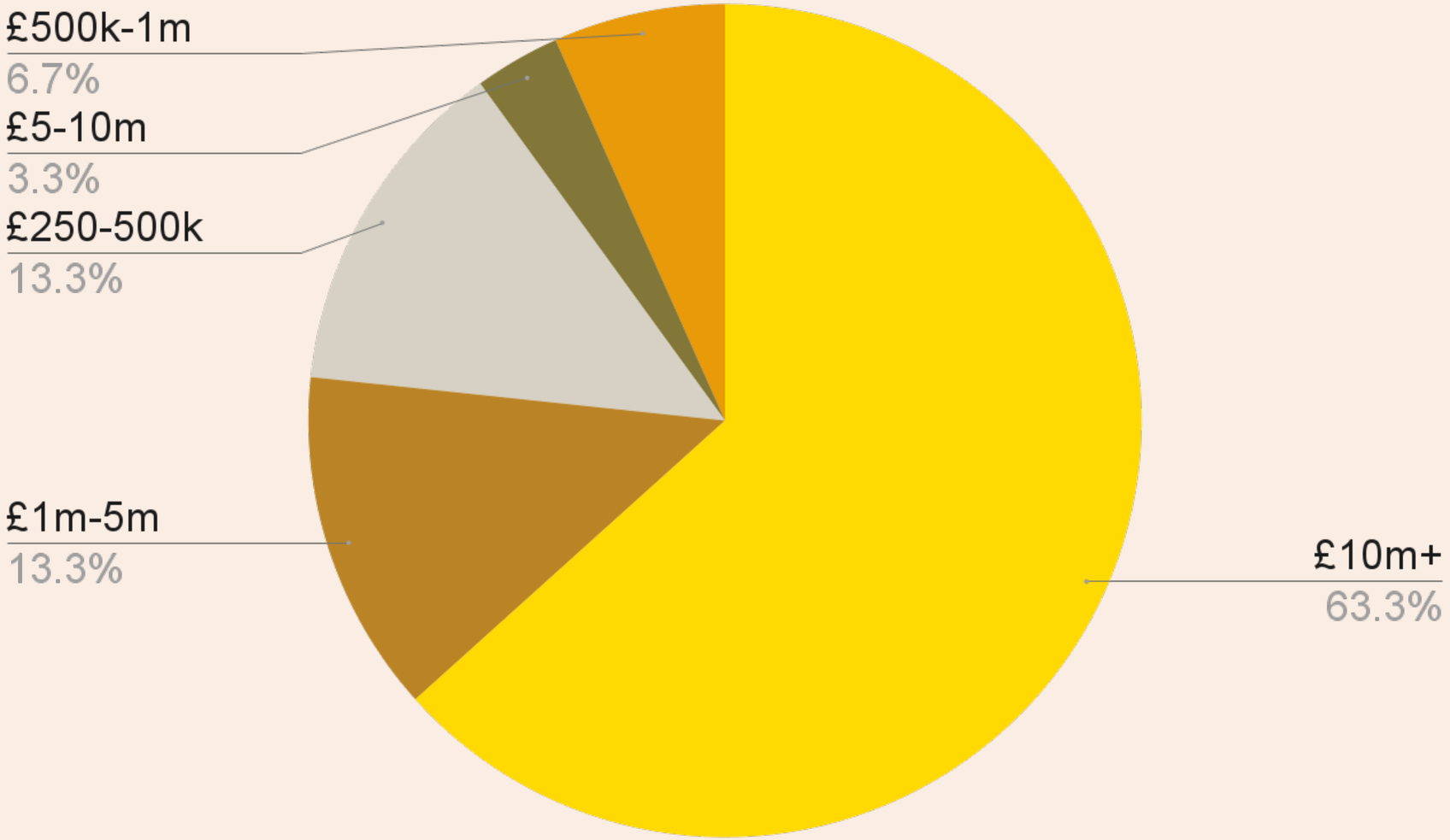
Community development
6.7%

Sports
6.7%

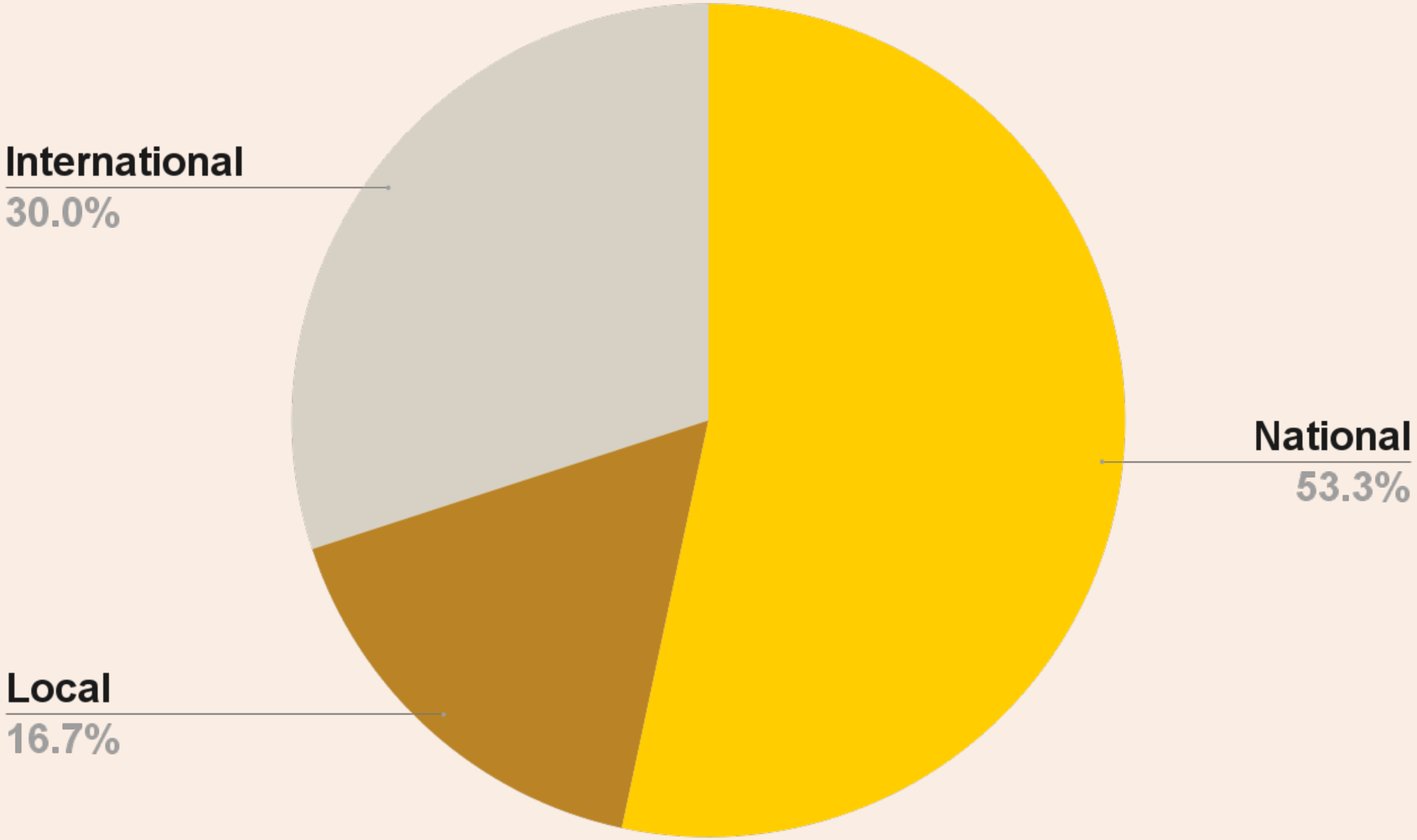
Social/public services
43.3%

Health
13.3%

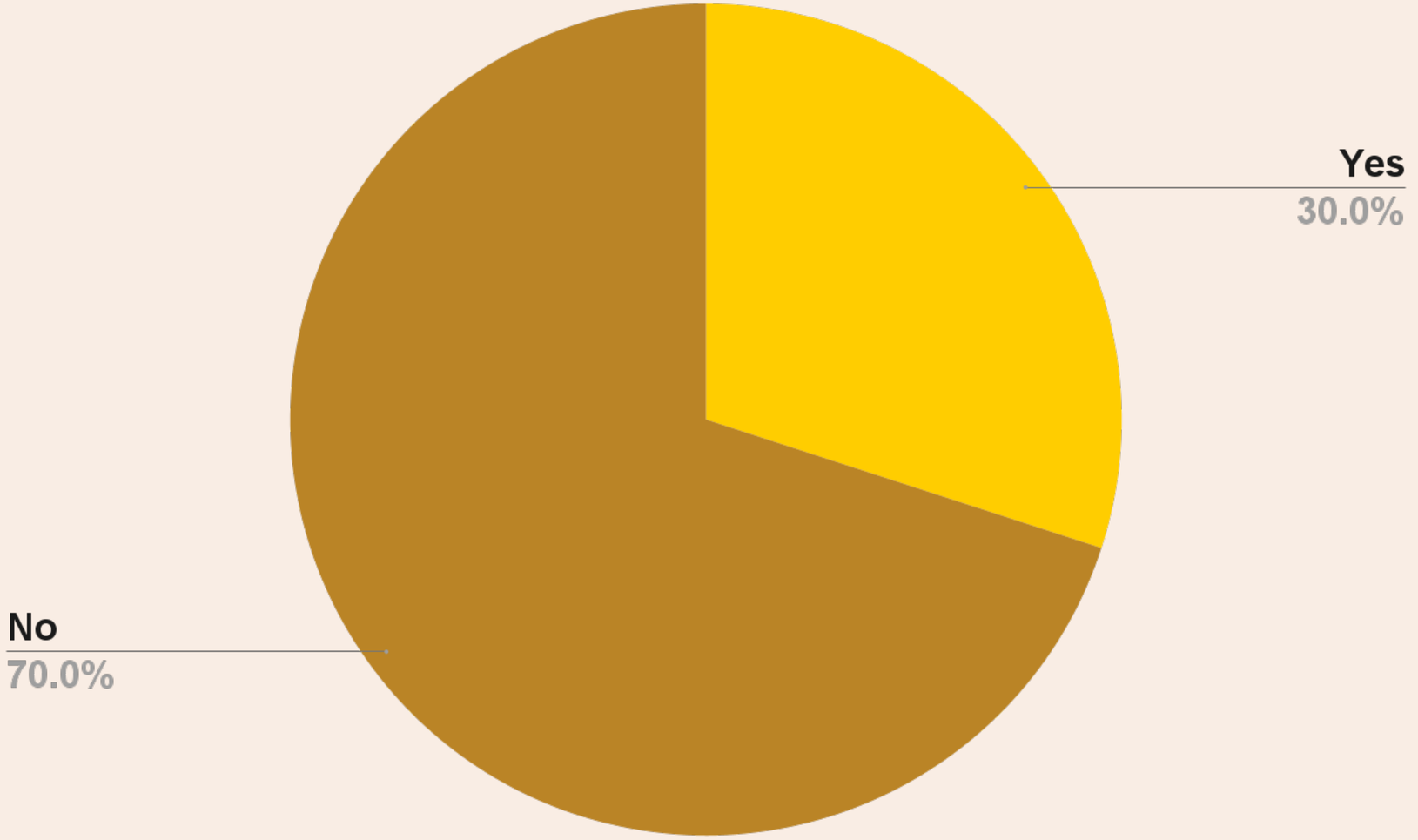
Income



Scope



Household name?



https://yougov.co.uk/ratings/politics/popularity/charities-organisations/all

About the survey

Content elements

About us content	Editorial content	Donate content
● Tagline / mission / description ● About us / what we do (link/ links) ● Statistics ● Area of work / programme (specific, link) ● Areas of work / programmes (links) ● Interventions / activities / cases (link/links) ● Testimonial / quote	● News / blog (links) ● Stories / case studies (link/ links) ● Podcast (link/player)	● Donate (specific campaign, call to action) ● Donate (generic, call to action) ● Donate goods (call to action) ● Leave a gift in will (link)

Fundraising content	Shop/buy content	Volunteer/join content	Campaign content
● Fundraising event (specific, link) ● Fundraise (generic, link)	● Online shop (link) ● Offline shop (finder/ search/link) ● Product (link)	● Volunteer recruitment (call to action/link) ● Membership / supporter sign up (call to action) ● Get involved / support us (link)	● Campaign / petition (specific, link) ● Campaigns (link to all) ● Event (link/links) ● Cause or awareness day / week / month (link) ●

Services content	Advice and info content	Other content
● Services (finder/search) ● Services (multiple, list/links) ● Service (link to one specific) ● Service/location tour (link/video) ● Locations (multiple, list/links)	● Info/help/advice (links to topics/link to category page) ● Info / help / advice (specific piece of content, link) ● Helpline / advice line (email/webchat/phone number) ● Community / chatroom / forum (link) ● Reports / research / publications (link/links) ● Resources / templates / tools (link to) ● Info / help / advice (search/finder)	● Nations (info for different UK nations – link) ● App (link) ● Competition (link) ● Jobs / careers (link) ● Map ● Social media (links, NOT in footer) ● Supporter phone number ● Survey (link) ● Training / learning (link) ● Email subscription (call to action) ● Funding (CTA/apply for) ● Image carousel (no words) ● Carousel ● Hero image (no words) ● Partners / funders (logos/links)

What are the most commonly used elements?

1. News / blog (appeared on 73% of homepages)
2. Tagline / mission / description (63%)
3. Donate (53%)
4. Email subscription (47%)
5. Campaign / petition(43%)
6. Volunteer recruitment (40%)
7. Info / help / advice (links to topics/category page) (37%)
8. Info / help / advice (specific piece of content) (33%)
9. About us / what we do (33%)
10. Get involved / support us (33%)

1. News or blog links

News and stories

Real life stories

I worry about what people will think about me being a disabled mum

Being a mum is a dream come true. But I feel like I have to prove myself to everyone because of their expectations of me.

Scope news

Remembering Her Majesty, The Queen

We are deeply saddened to learn of the death of Her Majesty the Queen. And we offer condolences to her whole family

Scope news

What does the price cap announcement mean for disabled people?

Ofgem has announced the next increase in the energy price cap

See all our latest news and stories

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Tip

Make sure news is always new.

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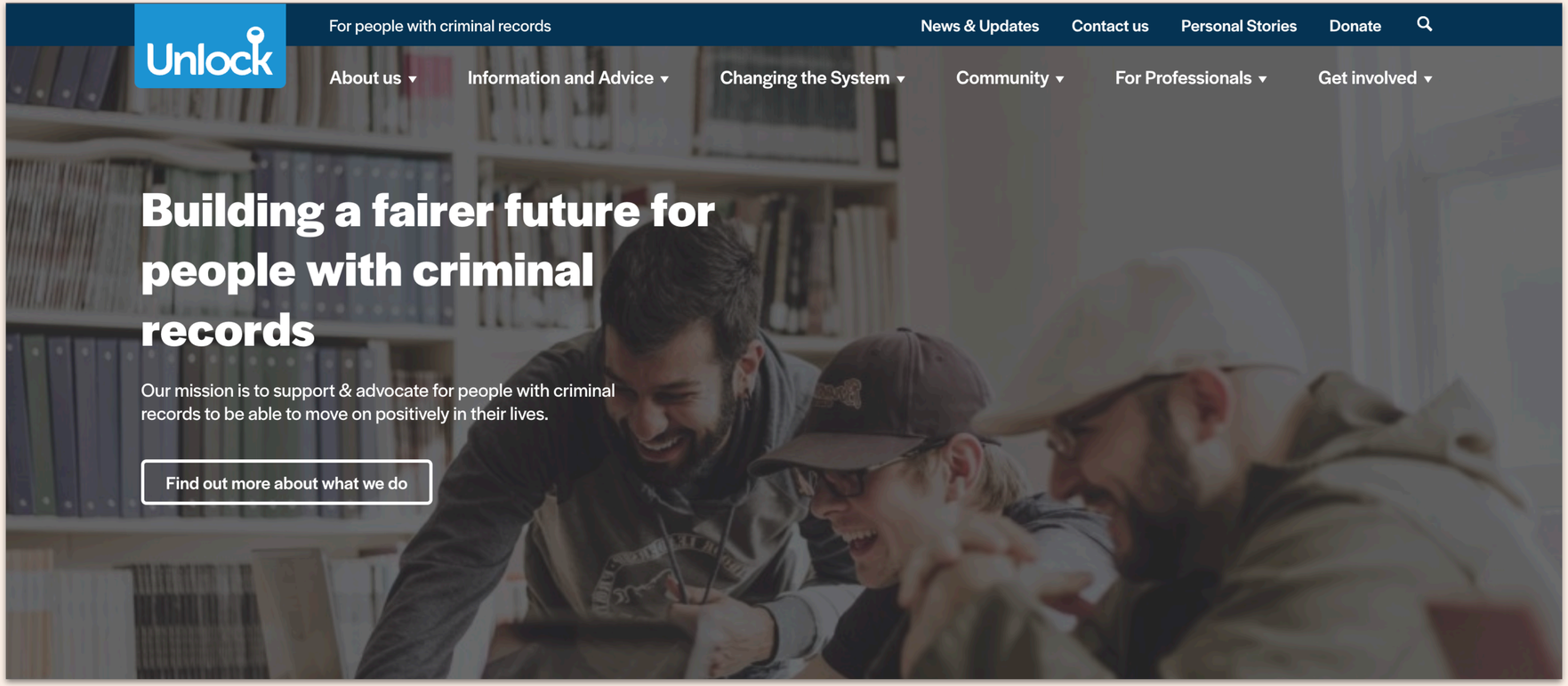
2. Tagline, mission, or description



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Tip

Don’t ‘we’ all over your copy.

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‘Here to listen and support you through cancer treatment and beyond’

not

'We're Chippinghampton's number one cancer charity'

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Element order

What are the most common first elements?

1. Tagline / mission / description (first element 37% of the time)
2. Donate (20%)
3. Campaign / petition (13%)
4. Fundraising event (7%)
5. Info / help / advice (links to topics/category page) (3%)
6. Info / help / advice (specific piece of content) (3%)
7. Helpline / advice line (3%)
8. Services (finder/search) (3%)
9. Funding (3%)
10. Image carousel (3%)

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Tip

Don’t use images alone

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Tip

Don’t rely on carousels

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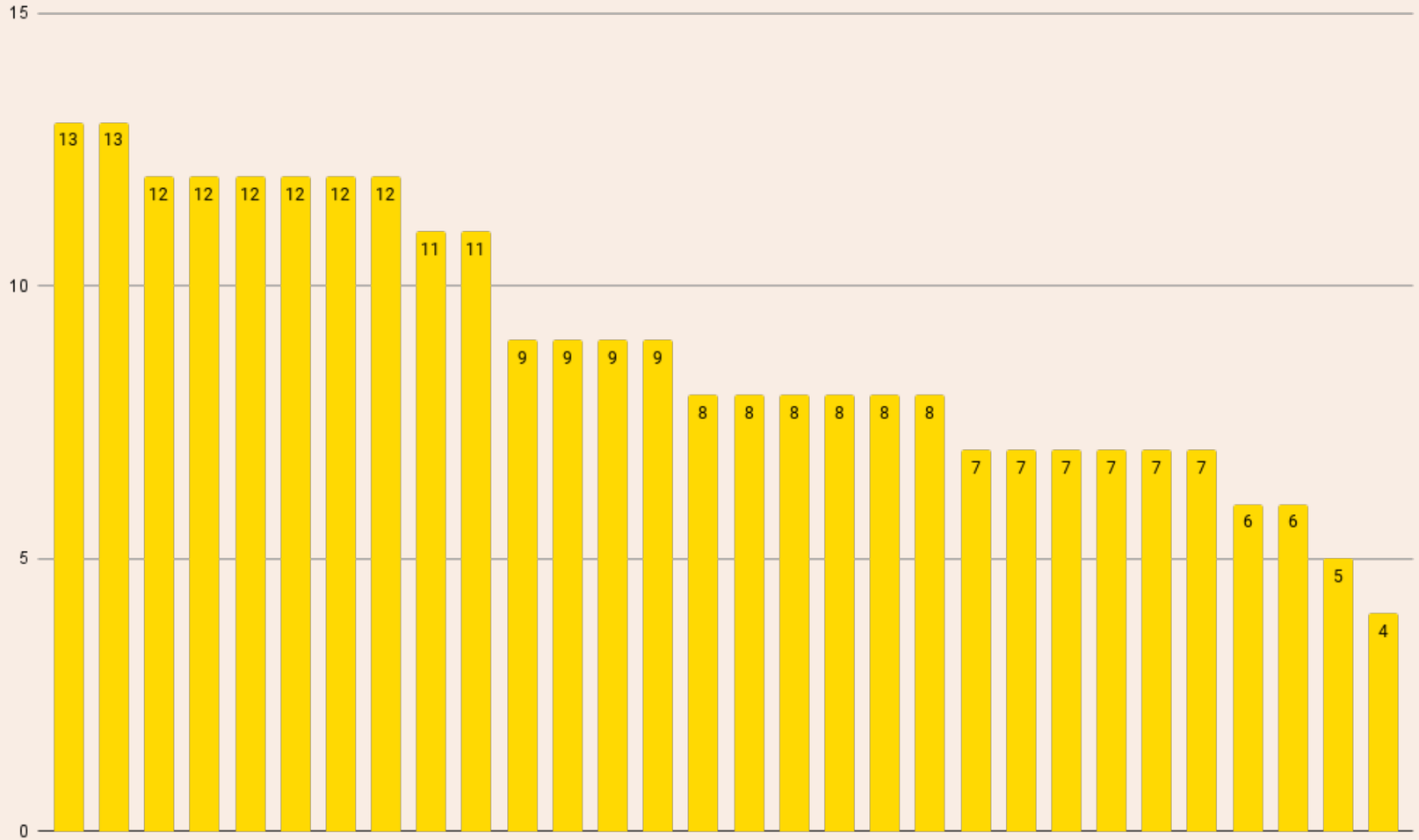
Number of elements

Number of elements on the page



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It’s all about balance

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‘I find them cluttered and fairly hard to navigate … Only use to look up something. And even then I generally can’t be sure if I haven’t found it that it isn’t there…essentially too much information at once, which means I find it difficult to find anything.’

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Tip

Cut clutter and distraction

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So what *does* make a great homepage?

1. Know your users and their needs
2. Reflect your strategy
3. Remember it’s about navigation

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Stakeholders can make or break your homepage content

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Tip

Talk to stakeholders early and often

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The homepage isn’t everything: it’s probably not even your most popular page

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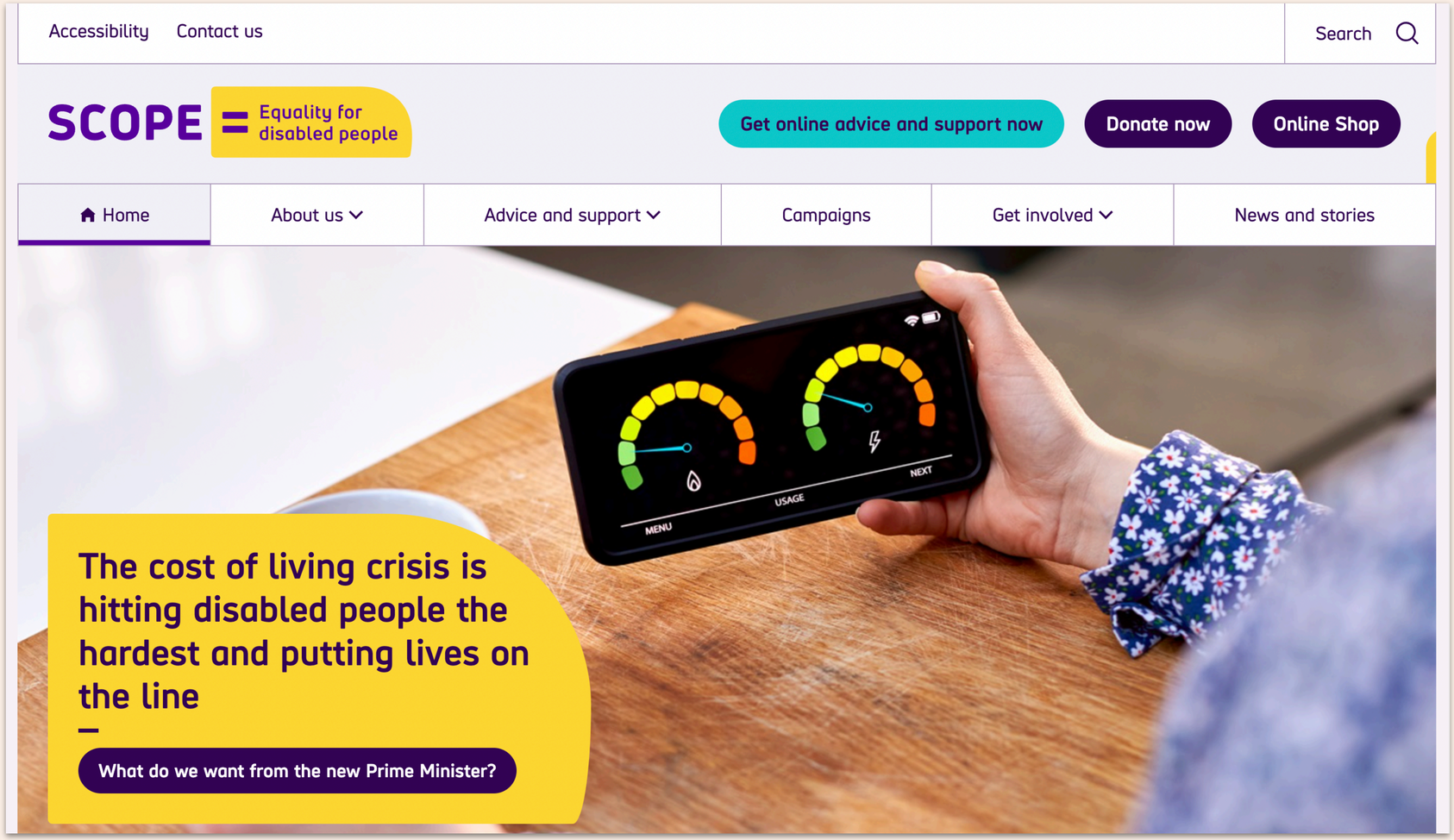
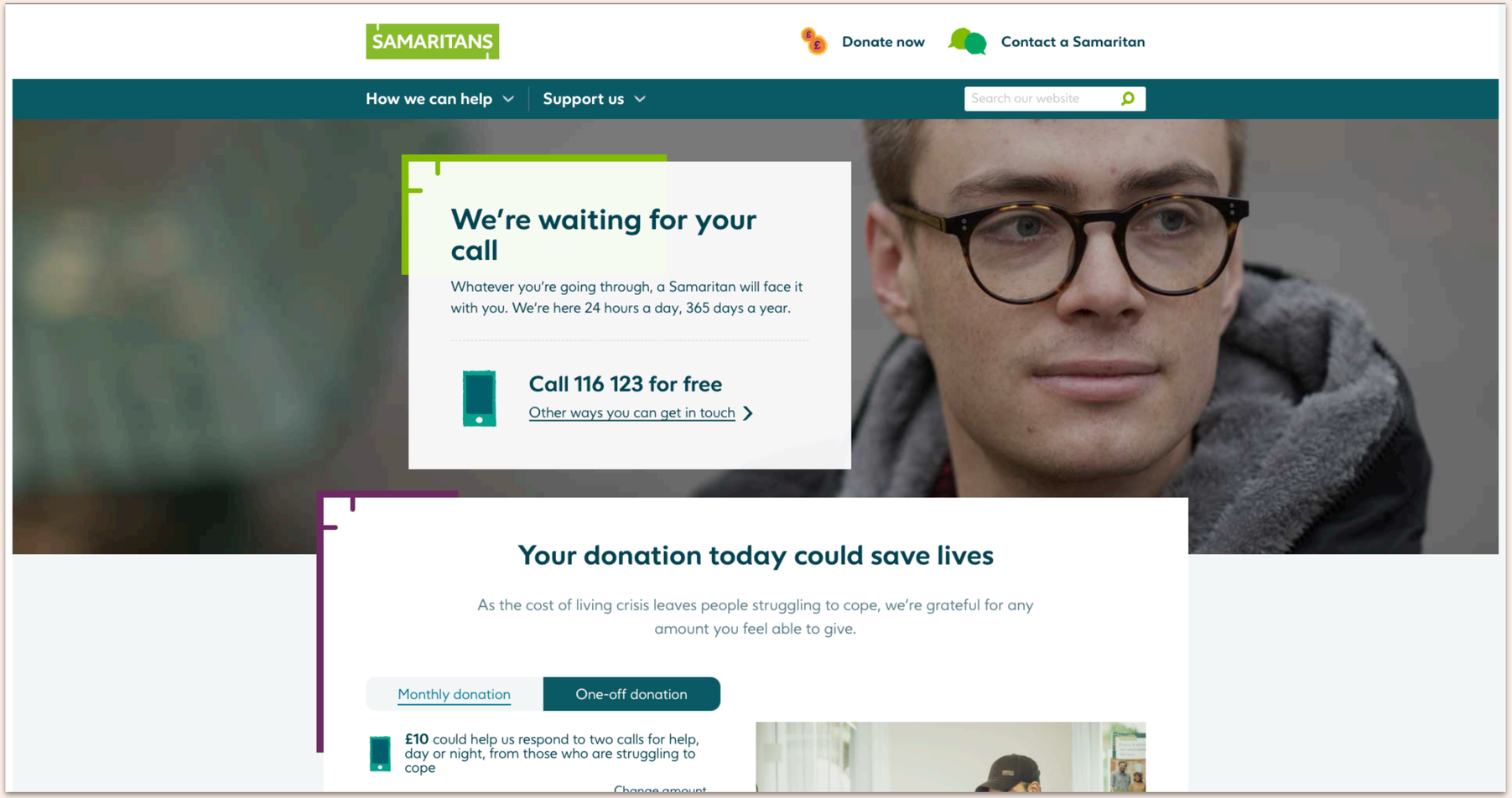
I have a toolkit that can help...

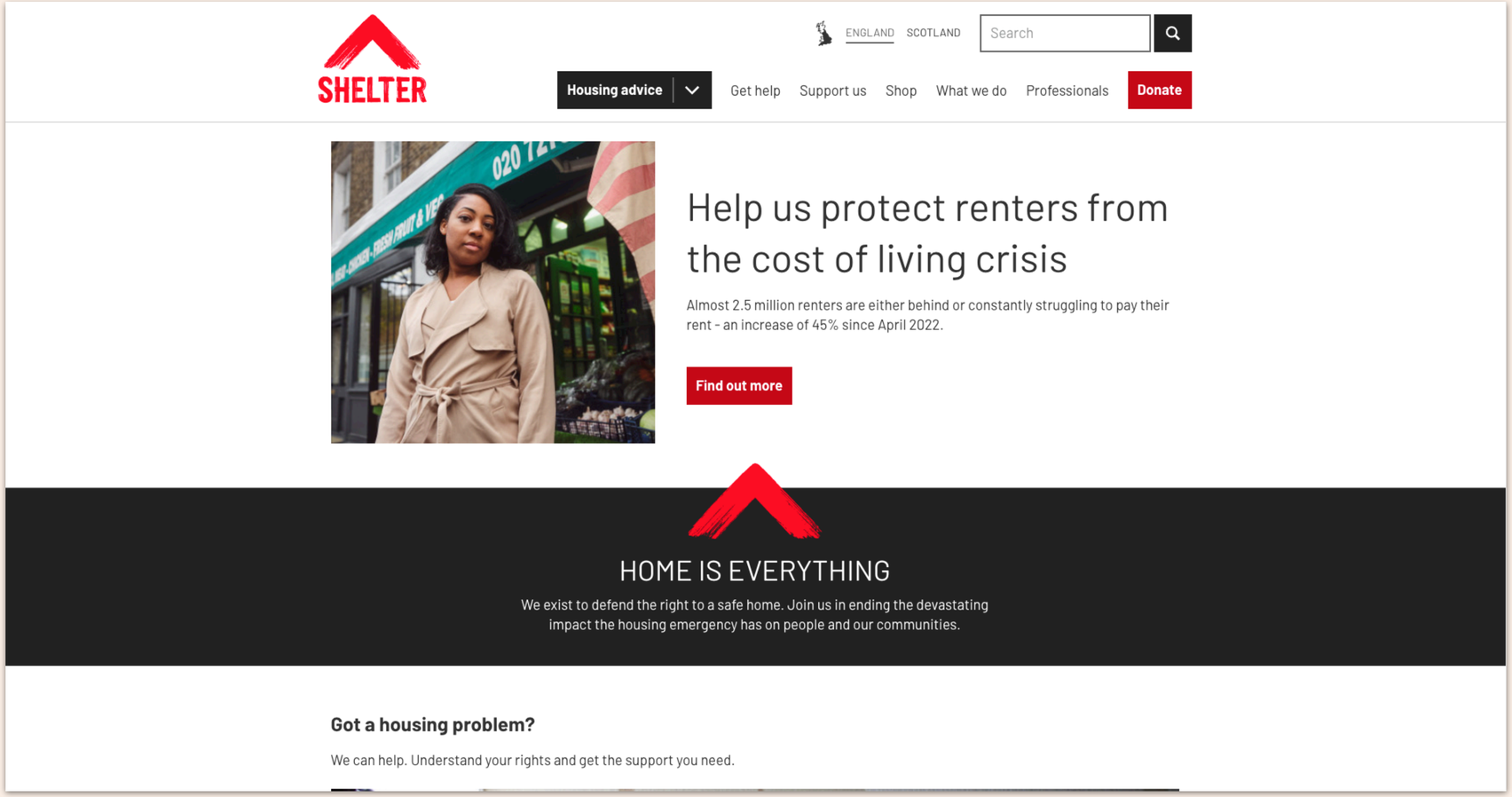
Great example: Scope



Great example: Samaritans

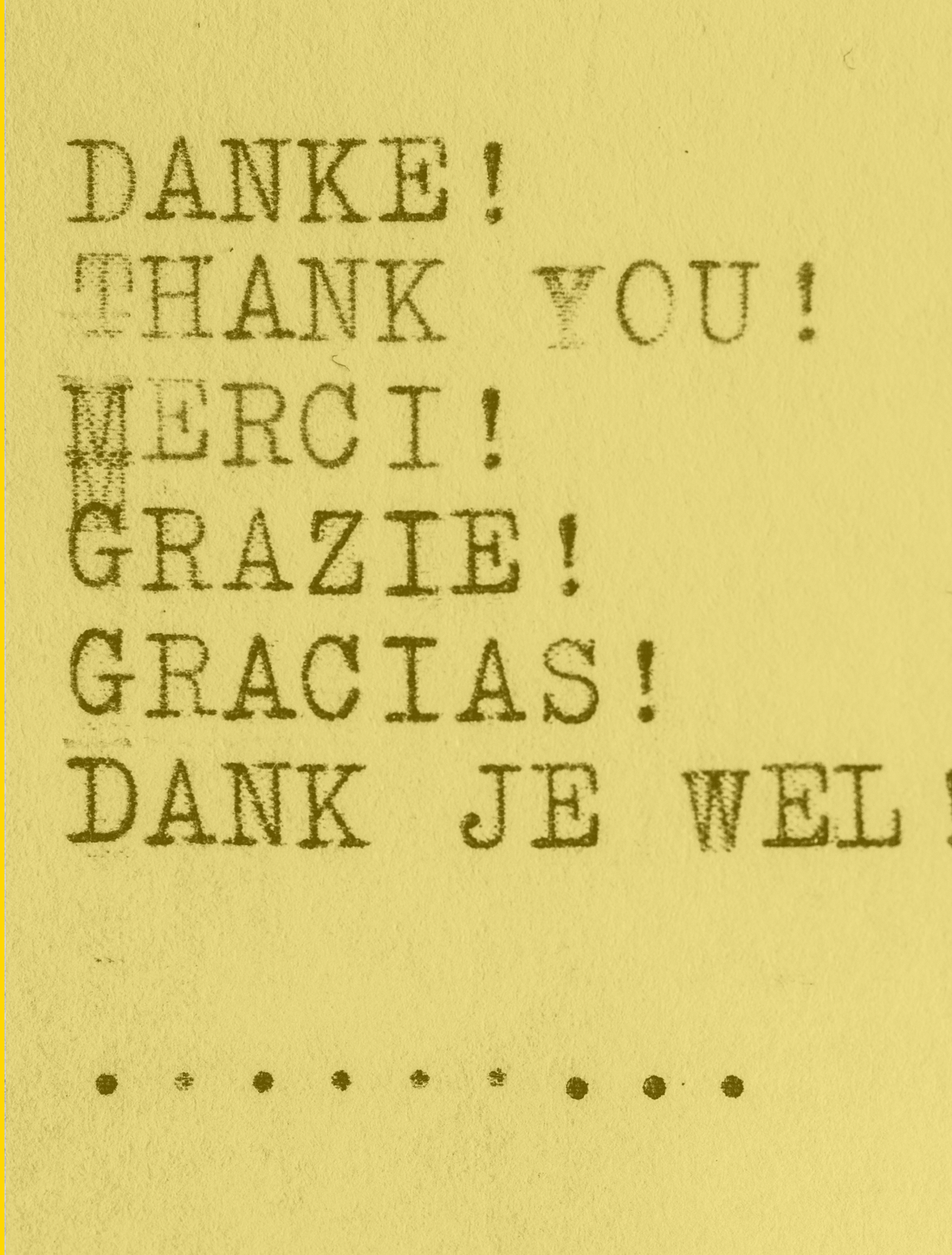


Great example: Shelter



To wrap up...

- Homepage content is hard work
- Know your users and their needs
- Reflect your strategy
- Remember it’s about navigation
- Involve your stakeholders early and often
- Make it accessible

Thanks!

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