



# Nonprofit Website Planning Worksheet

Organization Name:

Budget:

Preferred Timeline:

What makes your organization special? What about your approach, services, or personality sets you apart from all the other organizations out there?

Who are the decision makers for this project?

Please list all leadership, staff, board members, etc. that will need to be involved at any point in this project.

**Spacious: A Creative Web Company**

spaciousphilly.com

267.242.5829

chris@spaciousphilly.com



List your main reasons for needing a new website.

It's helpful to set SMART (specific, measurable, achievable, relevant and time-bound) goals as it keeps all of us on the same page and moving in the same direction. e.g. 20% increase in donations in 6 months, 30% increase in membership this year, reduce admin costs by 15% in 3 months.

With this in mind, what are the top 5 things your organization needs a new website to achieve?

Goal #1

Goal #2

Goal #3

Goal #4

Goal #5

Is there anything about your current site that serves the organization well and if so, why?



# Who Are We Doing This For?

## Who will use your website?

This might include the people you serve, your supporters, foundations, academic institutions, etc. Tell me a bit about who they are (demographics, needs, etc.).

## What are the top 5 reasons people will visit your website?

e.g. learn about your services, donate money, get information on a topic, learn about events, etc.



## Design Concept

How do you want people to feel when they interact with your brand? Safe and secure, edgy and excited, exclusive and cool, like they belong?

Do your "competitors" have websites? If so, list them here.

This can be any other organization that is competing for the attention of your target audience.

Tell me about other organizations in your sector. What are they doing that you think is working?

Are there any other websites in particular that you like the design of? Why?

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## What Does Success Look Like?

If we were to be celebrating a successful website strategy in 12 months time, what would that have to look like? How many website visitors? How many leads? How many sales? Be as descriptive as you possibly can.

Anything else you want to get off your chest?