

MOBILE WEBSITE STARTER PACKAGE



WHAT IS IT?

This is a cost-effective way to quickly “go mobile.” You’ll get a mobile-optimized website aimed at list acquisition and driving engagement. Your website will be set up to automatically redirect mobile devices to your mobile website. With our Mobile Website Starter package, we will:

- ❖ Get you up and running quickly with a best-practices mobile website
- ❖ Provide copywriting for your mobile-optimized pages based on your current website content
- ❖ Set up a mobile-ready donation form and action alert
- ❖ Configure Google Analytics and social sharing
- ❖ Provide a series of monthly check-ins to review metrics, assess ROI and provide consultation

WHY IS IT IMPORTANT?

Supporters are increasingly willing to interact with your website, donate and take action via their mobile phone. In fact, supporters are starting to expect that organizations will provide mobile-ready websites.

With this package, you’ll be in a position to immediately start taking advantage of mobile engagement while also being prepared to easily expand your mobile presence when you are ready. You will:

- ❖ Have a site that can be easily extended into a larger website over time
- ❖ Receive ideas for how to extend and enhance your mobile site
- ❖ Have tools to measure activity and results of your mobile site to understand where you should invest



Whether giving to help during a disaster or responding to an appeal during a crisis, unplanned event or time when you need to mobilize support to impact change, supporters want to be able to respond quickly and easily. Our Next Generation of American Giving research revealed that Gen Y and Gen X are much more spontaneous in their giving than older generations. And their mobile phone is a primary way they stay connected with others and what’s happening in the world.