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How to Update Your Organization's Online Presence

A strong online presence is one of the most effective ways to reach supporters and make the most of fundraising seasons. Whether your organization is new or well established, the way you present yourself online directly affects how easily donors can find you, learn about your mission, and make a gift. This guide outlines simple, essential steps you can take to update your website, social media, and listings so your nonprofit is ready to engage supporters and capture year-end momentum.

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1. Create, Update, or Review Your Website and Online Donation Options

Essential

- Create a website if you don't have one. Websites can be easily and affordably created with hosting services like Squarespace.
- Make sure you have a donation page for donors to give online.
- Test your donation page for ease of use and clarity. Also, ensure it works on desktop and mobile devices.
- Confirm that donors receive an automatic **thank-you message or receipt after giving**.

- Add a **clear call to action** on your homepage that directs visitors to your donation page.
- Make sure your donation page works properly on both desktop and mobile.
- Offer multiple **payment options** such as credit card, PayPal, or text-to-give.
- Verify that your organization's **contact information and Form 990** are correct and visible on your website.

Optional

- Highlight **impact stories, testimonials, or videos** that show donors the difference their support makes.
- Ensure the **donation confirmation page** thanks donors and encourages them to share their support on social media.

2. Create and Strengthen Your Social Media Profiles

Essential

- Make sure you have a Facebook, Instagram, and LinkedIn account with profile and cover photos
- Add or refresh your **bio or about section** with your Historical Value Statement and a **link to your donation page**.
- Create and schedule **posts and stories** that build excitement leading up to fundraising events.

Optional

- Update your profile and cover photos with campaign themes.
- Engage with followers by replying to comments and thanking early supporters publicly.

3. Verify Your Organization's Online Listings

- Confirm that your nonprofit is listed correctly on fundraising directories.

- Review your **Google Business Profile** or map listing to ensure it reflects your current contact details.
- Verify, create, or update your **990 Explorer, Charity Navigator, Guidestar, and donor platform profiles**.

4. Keep It Updated

- Continue posting and sharing updates as your fundraising event approaches.
- Monitor analytics from your website and social media to see what performs best.
- Be ready to make small adjustments based on donor engagement.
- Utilize 990 Explorer to benchmark your organization against peers and analyze trends in financials and governance.

5. Leverage Your Form 990

- Publish your Form 990 prominently on your website to signal openness and accountability.
- Use plain-language summaries of key sections (mission, programs, financials, governance) to make the form accessible to non-experts.
- Highlight program impact alongside expenses to show how funding translates into measurable outcomes.

Wrapping Up

Preparing your online presence now helps ensure smooth and successful fundraising. Keep checking in on your platforms, stay responsive, and use what you learn to strengthen your outreach throughout fundraising seasons.

[Explore more of our resources]