

## SUMMARY OF FINDINGS

### GALAs

“A once-a-year celebration which recognizes the success of a nonprofit and helps attendees better understand a nonprofit’s unique impact on their cause. Gala fundraisers are a great opportunity for nonprofit teams to connect one-on-one with their donors and learn more about their commitment to the cause.” - www.classy.org

Many higher end Galas seem to have a webpage that feels separate from the rest of the site (in many cases, a seperate website). This might be in an effort to make it feel more exclusive, or higher end?

### NON-PROFITS CHALLENGES

1. The top challenge facing non-profits in 2020-2022 seems to be **fundraising** (largely due to the pandemic).

2. **Connecting and engaging** with volunteers and people interested in an organization has been expecially difficult due to the shift from in-person events to *virtual events*.

### WORDPRESS CONSTRAINTS

- **The developers developing the website** - Made up of 3 parts:
  - a. The Core
  - b. Themes
  - c. Plugins
 Possibilities on Wordpress CAN be endless, but also limiting if you don’t know your way around code. Installing plugins is a solution to helping you build it out, but down the road more plugins can also create more complexity.
- **The complexity of what your building**- sometimes plugins interfere with other plugins.
- **Security** - Plugins need to be updated. If plugins being used are not up to date and have security holes, it becomes the weak link of your website.
- **PHP** - Everything is in PHP; it’s the programming language Wordpress is built on. However, everything is also surrounded by HTML & CSS.
- **Speed** - Wordpress is big, so it loads slower than other sites generally. But it’s also not bad.

https://thewebsitearchitect.com/are-there-limitations-to-a-wordpress-website/

## SW ANALYSIS (partial SWOT)



Gisdfsdfsdfsdfssasdf

### STRENGTHS (& Observations)

- Seperate Website for the Ball (or Gala)
- Showcases past events (since 2014) and a large gallery of photos.
- 5 Nav Options:
  - About the ball
    - Event Info
    - Health & Safety
    - Auction
  - Support the Event
    - Our Sponsors
    - Become a Sponsor
    - Auction
  - About LLS
    - About LLS
    - Volunteer Today
    - Press
  - Committees
    - Executives
    - Subcommittees
    - Past Chairs

- Showcases past event photos to build make one feel like it’s exciting.
- Contact us link is at top & an entire section at the bottom of homepage.
- Feels like a great event.
- Main Nav sticks to top

### WEAKNESSES

- Not very color accessible. (text too dark against a dark background.)

## PROVISIONAL PERSONAS

 **THE BILLIONAIRE**  
45+ years

### GOALS

With arguably endless funds, the billionaire wants to identify organizations that he can trust his money to, one that will make good use of his donations for a cause. Also wants to be recognized as a charitable, good, person (hence the philanthropy). Also, sees an opportunity to ake a positive impact in the world.

### PAINS

It’s hard to know **which organizations deserve his time and money**. How can he/she know?



Make A Wish Foundation

### STRENGTHS (& Observations)

- Same website (all one site)
- Top Nav Options (3)
  - Impac tof Wish
  - Get Involved
  - Refer a Child
  - Donate (big red button)
- Gala Side Nav.
  - Our Chapter (about, contact, etc.)
  - Our Events
  - Our STories
  - Ways to Help Us
  - Search Chapters (field)
  - Donte Now

• Looks like you look at a specific chapter and then see what local events they have coming up.

- Gala Page:
- Location and Date listed first
- CTAs close to top
  - Purchase Tickests
  - Watch TEaser Video
  - Maps, Parking + Transportation
- Ticket package break down
- Become a sponsor.... text.
- List of tiered sponsors (e.g. Skyrise vs Highrise vs Estate vs Clubhouse, etc.)

### WEAKNESSES

- To be honest, it felt a little less enjoyable navigating on their gala page.
- Felt like more clicks than necessary.
- Less photos from previous year galas? (they do have a teaser, though)

 **THE ACTIVIST**  
18 - 40

### GOALS

While not always financially able to donate much, it’s the cause they care about and they are willing to put in the time and heart into an organization that they believe in.

### PAINS

They wish it was easier to **identify ways to help at various tiers/levels without donating**, or needing to wait for a reply from a web messaage. They want info



The Hope Gala (NYC)

### STRENGTHS (& Observations)

- Hero video looping (showing past events, speeches, entertainment, presentations, etc.)
- First Visible CTAs
  - Buy Tickets
  - Sponsorship Opportunities
- Main Nav.
  - About
  - Joint the Team
  - Advisory
  - 2022 Details
  - Mini Events
  - Contact

• Majority of the links scroll you down to a part on the homepage that you’re looking for. (longer hompage)

- Uses *givesmart.com* to sell tickets.
- Has option to participate in auction even if not in attendance (not buying ticket)

• “Join Mailing List” is bottom of page CTA. (last CTA)

### WEAKNESSES

- No gallery or summary of past events. Would like to see past events to know what it’s been like.
- Not a ton of specific details given about the upcoming gala except for dates, where to buy (link) etc.



Centennial Park Conservancy

### STRENGTHS (& Observations)

- Seperate Website (links back to main at top)
- Full nav menu at top.
  - Home
  - About
  - 2021 Supporters
  - Gallery
  - Contact
  - Contributions (highlighted)

- All links when clicked scroll down to their place on the page. Most everything (except for donating and past events) is on the main page.
- Gallery is a plus. Able to look back at previous galas.
- Contributions page links to “bigCartel.com”.
  - Must click on a tile without any other knowledge about it. Only know what it’s called and how much it costs.
  - After clicking, you can learn what it includes.

• Names, contributors, and special thanks are listed out on homepage after event details.

### WEAKNESSES

- Not the most exciting until you scroll past the chair section.
- First thing after scrolling past hero image is the Gala Chairs. Not sure this is top priority knowledge for most poeple visiting the page.



Give Kids the World

### STRENGTHS (& Observations)

- Very Minmal, not too much information.
- Carousel images of the event that recently took place (hero section)
- No identifiable navigation
- “Thankyou” section is included, thanking those who are

• Embedded video of what the recent event was like.

• Difficult to say if this is only what the webpage looks like *after* an event or this is always how it looks.

### WEAKNESSES

- Webpage lacks purpose besides thanking.
- Offers a kind thank you note, but noting more.
- No other information or links included.



AT&T Performing Arts Center

### STRENGTHS (& Observations)

- Minimalist, dark, elegant, high-class hero section.
- Main Nav at top
  - Tickets/Donations
  - Sponsorships
  - Event Sponsors
  - Supporters
  - Dian & Hal Brierly
  - Host Committee
  - Performer
  - FAQ’s

• States where the benefit is going, what it is supporting (AT&T Performing Arts Center)

• Shows Tables and Tickets Breakdown.
 

- Digestible information
- Easy to understand.
- CTA: Purchase Ticket

- Website seems well organized and outlined.
- Logical ordering of sections on homepage.
- Most all info is on homepage. However, if you click a link, you will see a page with just that info (even though it’s the same as what was on the homepage.

### WEAKNESSES

- *Visual Hiarchy* of the Event details on the homepage a bit confusing. (Font differences and spacing not different enough between body, headers, and etc. to easily determine what is what, IMO)
- FAQ’s section (while awesome they have one) is difficult to read and identify questions vs answers.