



# Responsive Website Design

What it is...And why YOUR organization needs it!

# Our Agenda

## **A Few Statistics for Your CEO/IT Director/Board**

It's time to look at the facts about smart phones & tablets.

## **Responsive Design vs. a Mobile Site**

What does it mean & which one is right for you?

## **It's Bigger than Your Website**

You need responsive forms and email templates too!



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# About Firefly



Strategy



Design



Development



Analytics



Support



Migration

Our team has a broad range of expertise that includes almost all things happening online in the nonprofit online space.

We've all worked inside nonprofit organizations, so we understand the opportunities and challenges that you face every day.

Firefly listens to our clients and does the work right the first time, using realistic project plans to guide the work.



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# ARE PEOPLE *REALLY* USING MOBILE DEVICES TO VISIT MY WEBSITE?



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# Yes, Yes They Are!

- There are 7.2B people in the world.
- There are 7.5B “mobile devices” in the world.
- The total number of mobile devices is multiplying 5x faster than global human population numbers.
- Websites, donation forms & email messages are far more likely to be viewed on a mobile device than a laptop or PC!



# That's A Lot of People!

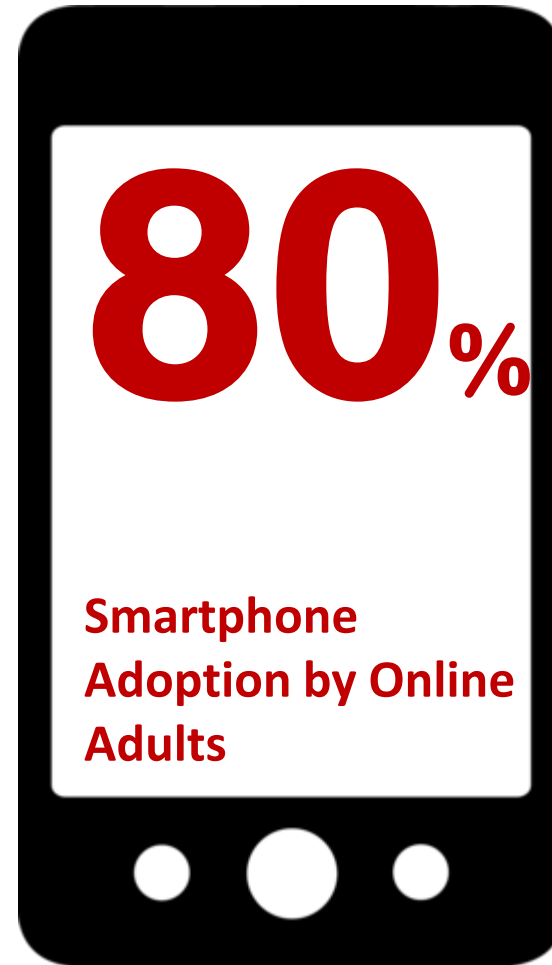
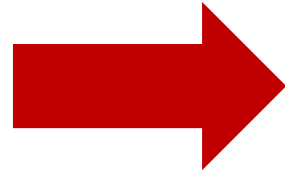
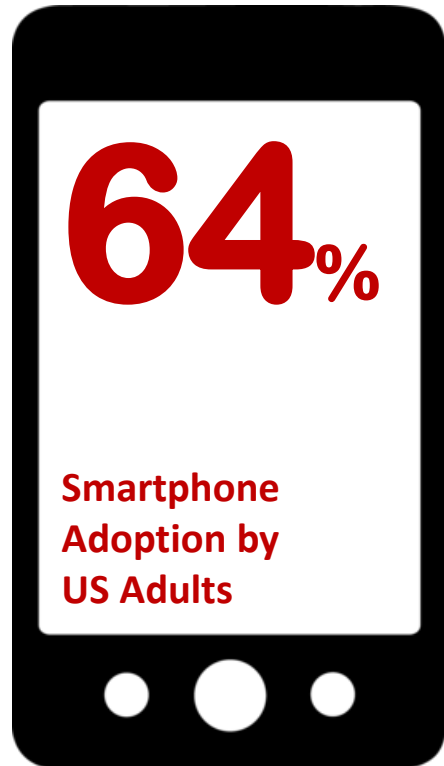
A high-angle, wide shot of a massive crowd of people, densely packed and filling the entire frame. The individuals are seen from above, creating a mosaic of colors and shapes. The text "And a lot of devices!" is overlaid in the center of the image.

And a lot of devices!



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# A Lot of Mobile Viewers



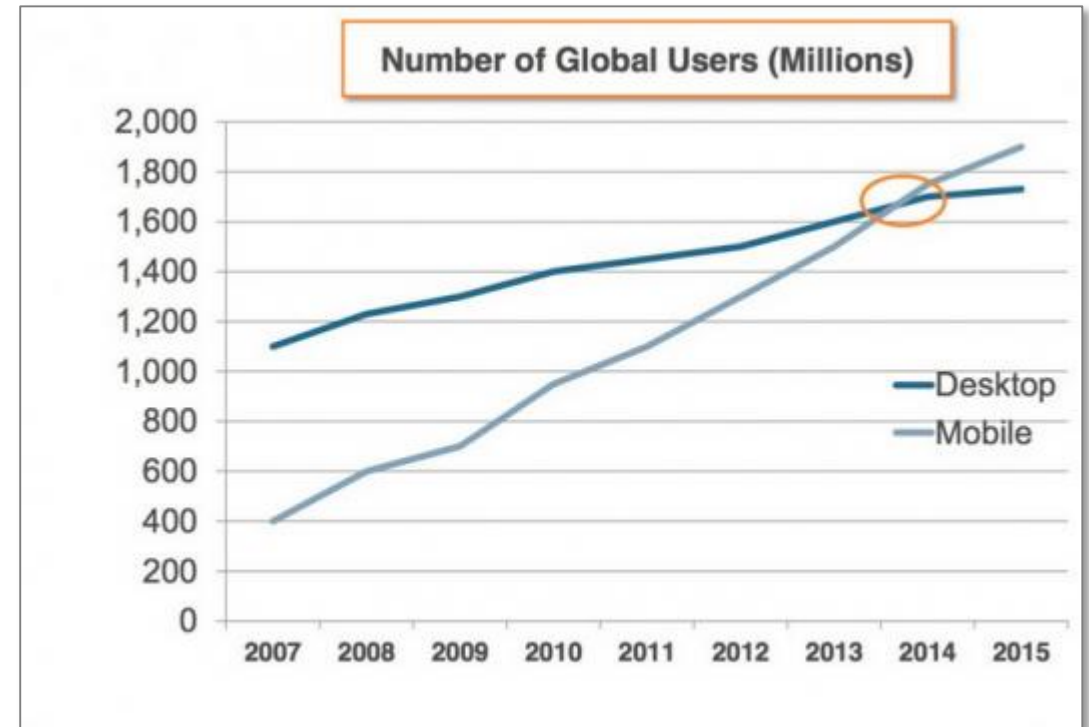
**WOW!!**

80% of all US adults who use the internet are using a smartphone when they go online to surf the web, visit social media sites like Facebook and read email messages.



# The Mobile Tipping Point

- The number of people using mobile devices to access the web has surpassed those using a desktop for the first time in history.
- Amazon & Google both saw mobile numbers surpass desktop in 2014.
- People spend more time on mobile devices per day than they watch television





# The Mobile Tipping Point



It's Official –  
More Online Searches  
Come From Mobile  
Devices Than Desktop!

# 'MobileGeddon' was April 2015!

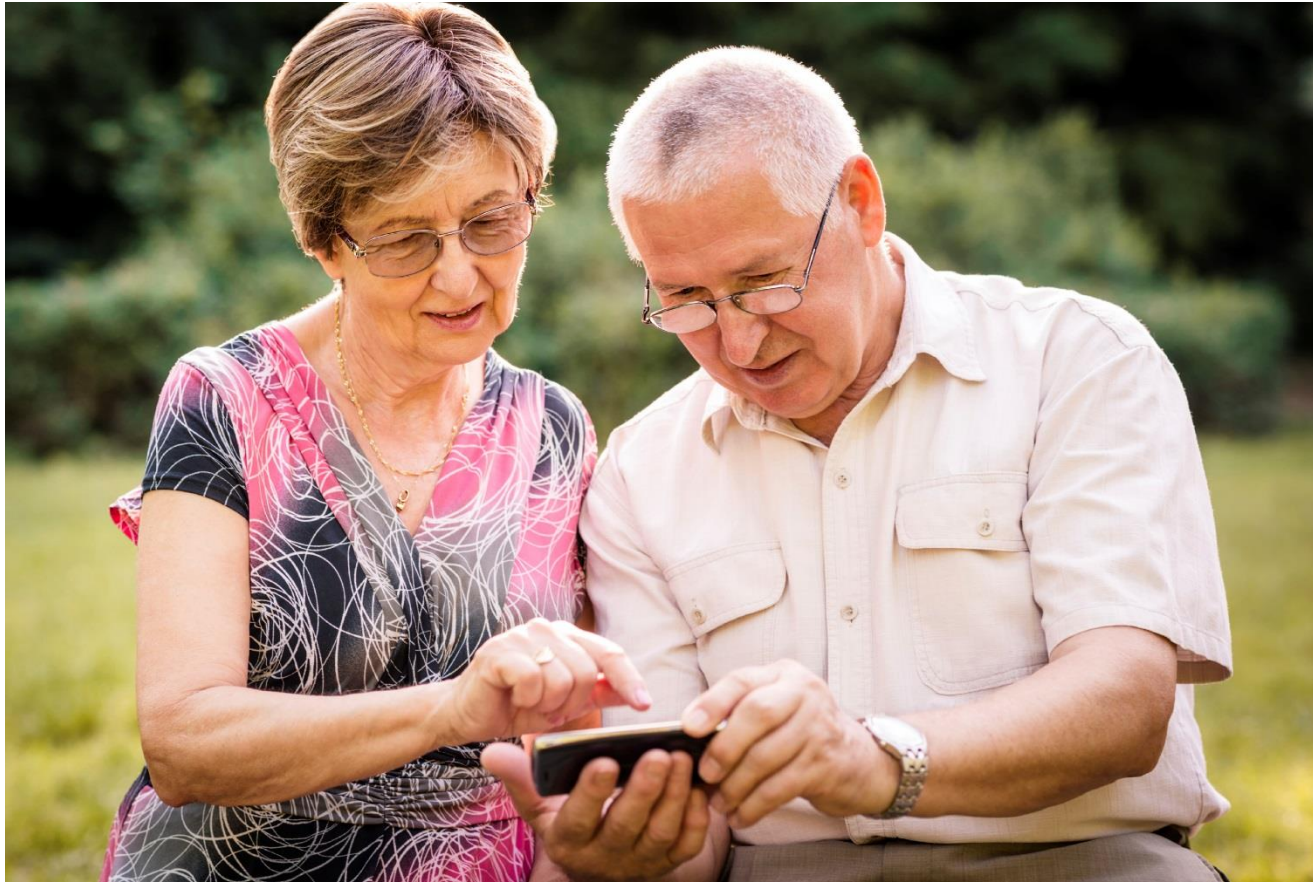
Starting April 21st, Google  
**will give more weight**  
to mobile-friendly design  
as a ranking symbol.



**Apr 21**

Yesterday's newsflash: Your organization is losing ground if your site is not responsive.

# What Does This Mean for Your Organization?



No matter the age of your supporters, they are visiting your site & reading your email messages on their mobile devices!

***ARE YOU READY?***



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# Not Ready ☹️



# Ready 😊



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# Review Your Site (Don't Panic)

These free tools can help you assess the situation:

- <http://ami.responsivedesign.is>
- <http://mobiletest.me>



If your site needs help, you have company:  
84% of nonprofit organizations DO NOT have a responsive website. 😞



**Okay, I Get It.  
So What IS Responsive Design?  
(In Plain English)**



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# One Design That Adjusts to Fit Different Screens



**Responsive Web Design:** A design that changes the layout of the website pages based upon the screen size of the device that is used to view the page.

# Web Content is Like Water

Web content takes many forms and flows into many different containers.

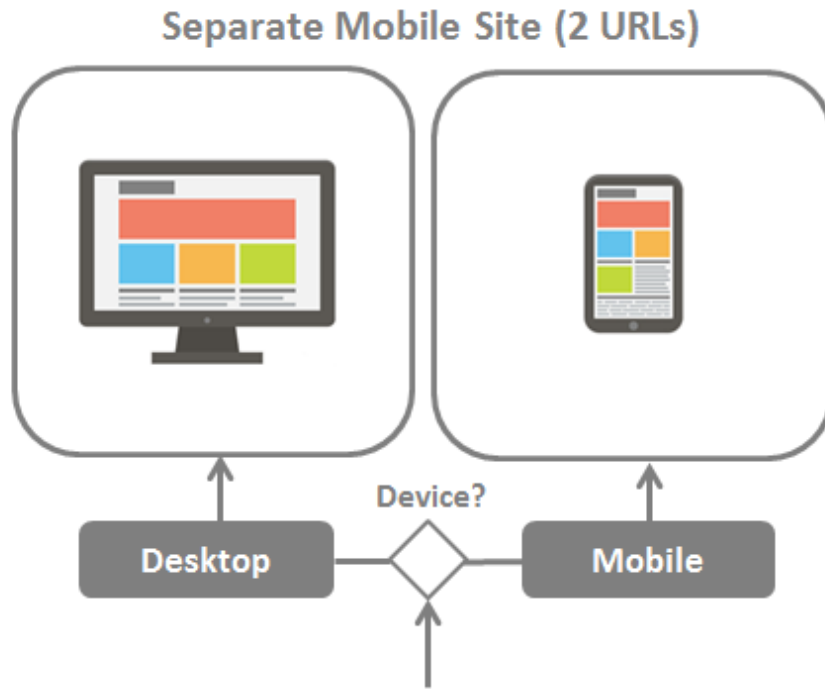


# Responsive Web Design is Not New

- Started in 2004.
- Gained popularity in 2010.
- One URL for your site.
- One Content Management System (CMS)
- Fluid layouts adjust to screen sizes.
- Images, navigation and other site elements shrink, stack, hide, and adjust to fit the screen size.



# A Mobile-Optimized Website is Different



- A subfolder (domain.com/mobile) or sub-domain (m.domain.com) is used
- Device specific – browser detection displays the correct version
- 2 sets of content means double the updating time.
- Simplified navigation, larger, thumb-friendly buttons, only smaller images for faster load times on mobile site

# Side-By-Side Comparison

Responsive Design	Mobile Optimized
One Design with Fluid Layouts	Layouts are Device Specific
Easy to Maintain and Update	Two Sets of Content to Update
Easier to Configure for SEO	Complicated to Optimize for Search
Images & Navigation Hide or Shrink	Simplified Nav, Smaller Images Only
Looks Good on All Devices	Mobile-Centric Experience
Better for Complex Content	Simplified, Streamlined Content
More Expensive but Lasts Longer	Less Expensive, Frequent Updates
Keep One Domain	Two Domains

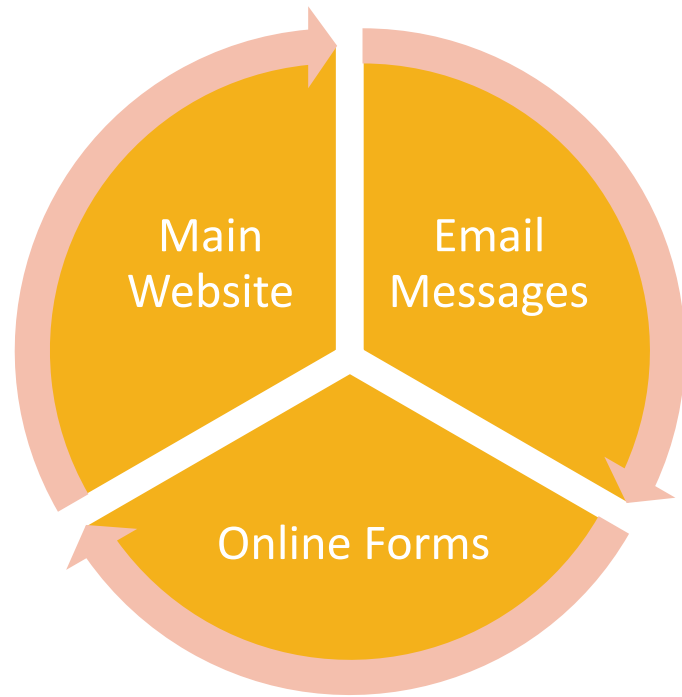


# **Will A New Responsive Website Make Everything Fabulous For Our Supporters?**



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# Consider the Entire Supporter Experience



## What Drives People To Your Online Forms?

Social Media - Paid Ads  
Partner Websites - Blog Posts  
Events - Other Sources

- Email is still the #1 tool for communicating with donors and supporters.
- All forms – email sign up, donation forms, action alerts, surveys, etc. – must look and function well on mobile devices.
- Test all things digital to be sure that all of your messages, eNewsletters and appeals look great!



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# Rocky Mountain Children's Health Foundation



Responsive Website



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# Rocky Mountain Children's Health Foundation



## Responsive Donation Form



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# UVA Charlottesville Women's Four Miler



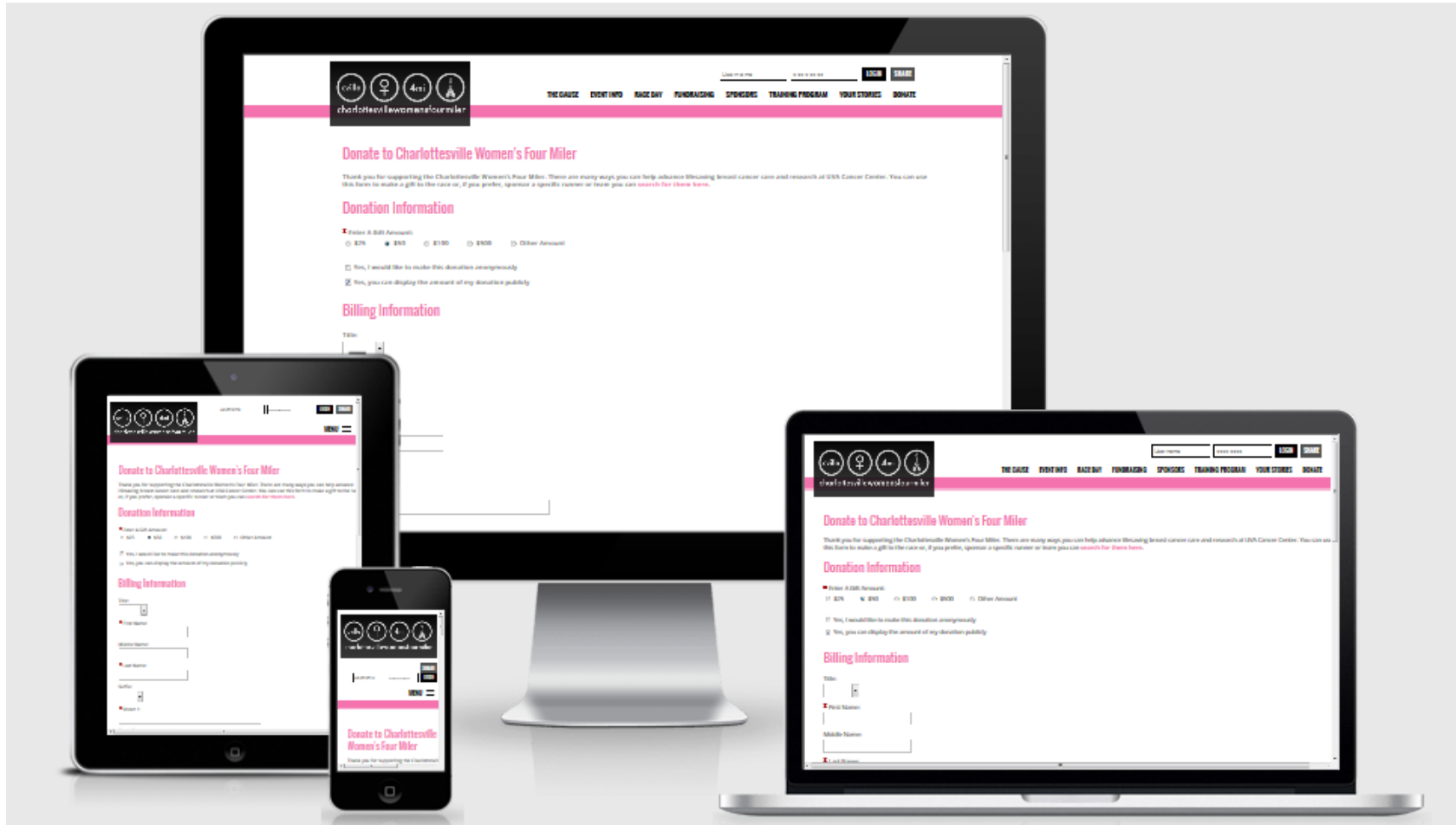
Responsive Peer-to-Peer Website



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# UVA Charlottesville Women's Four Miler



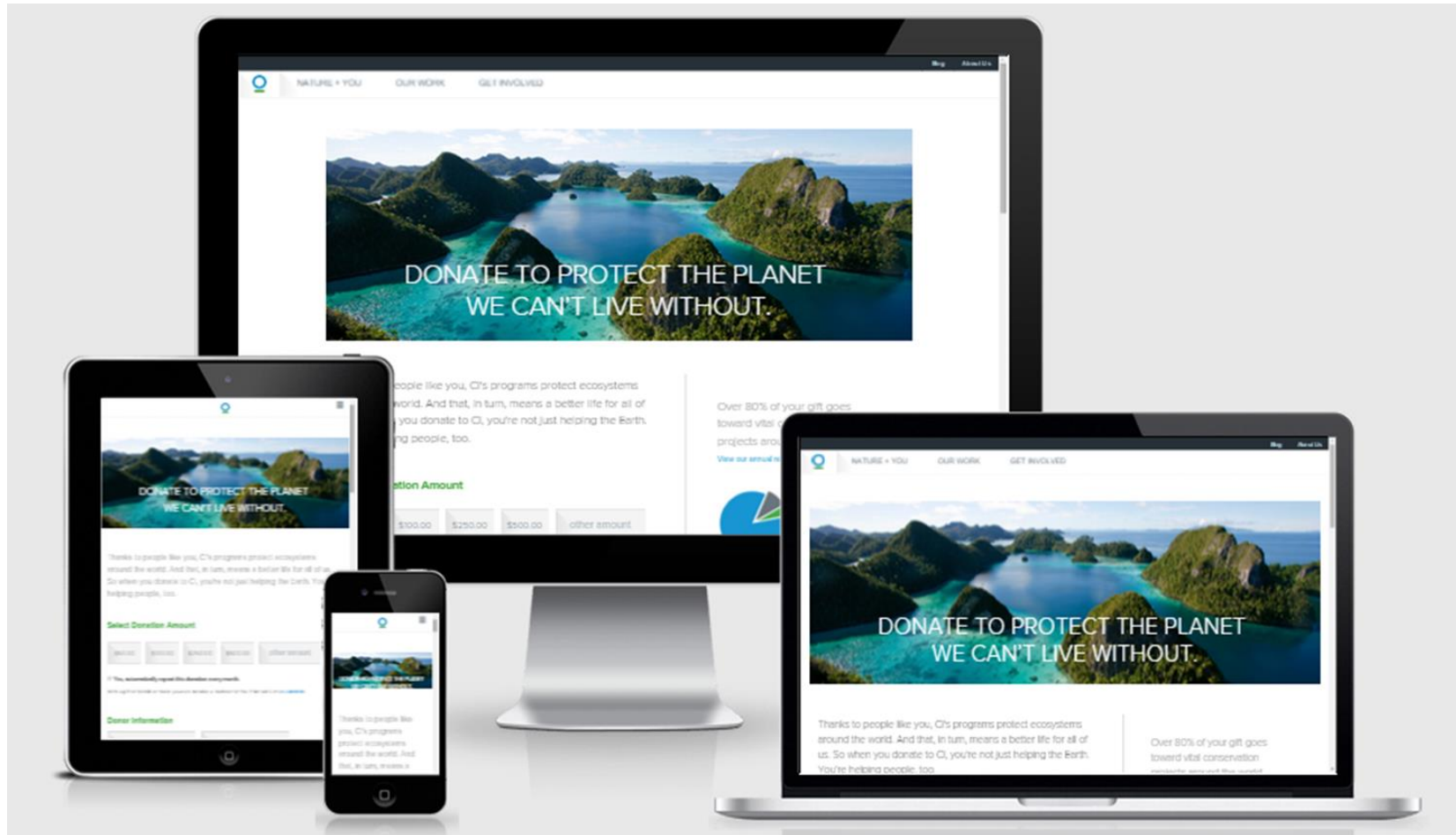
## Responsive Donation Form



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# Conservation International

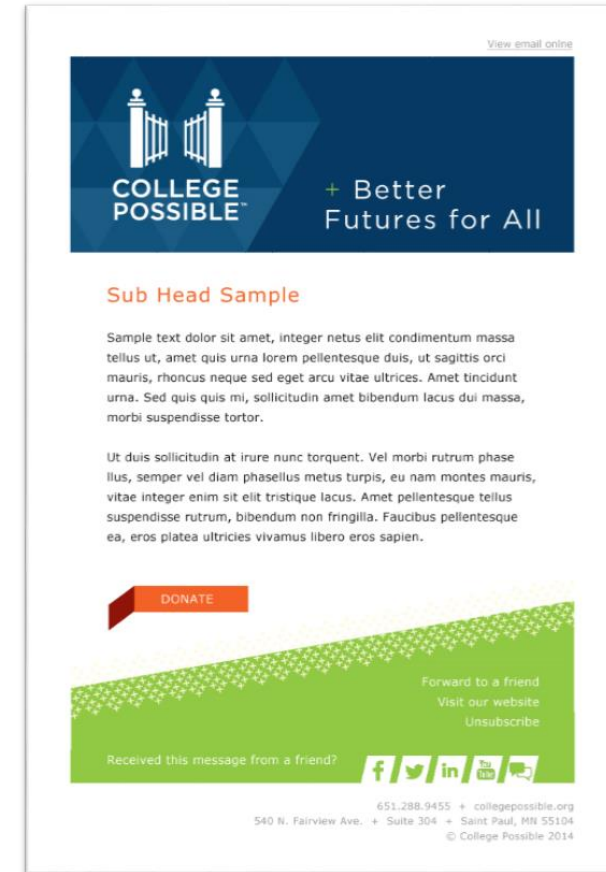
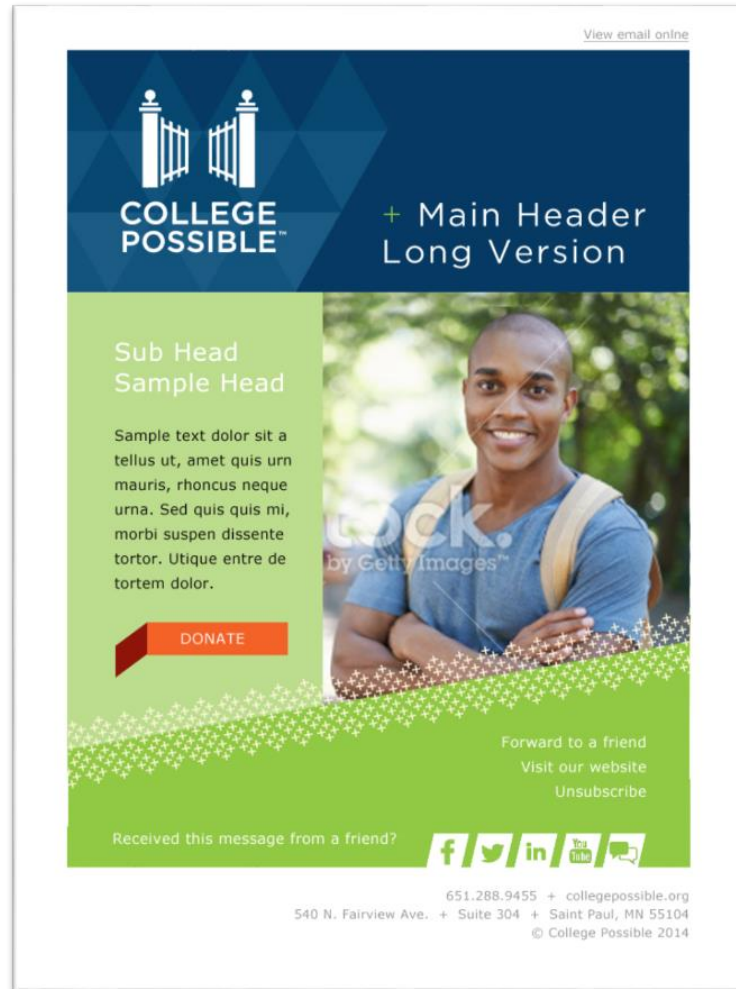


## Responsive Donation Form



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# College Possible



## Responsive Email Templates



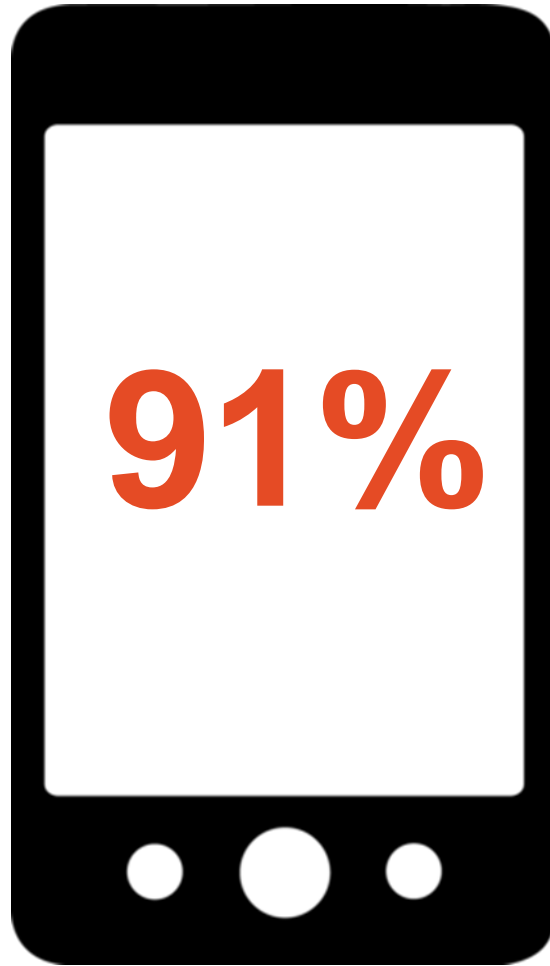
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**We Need A Responsive Website  
But Money Is Tight!  
How Can I Demonstrate ROI ?**



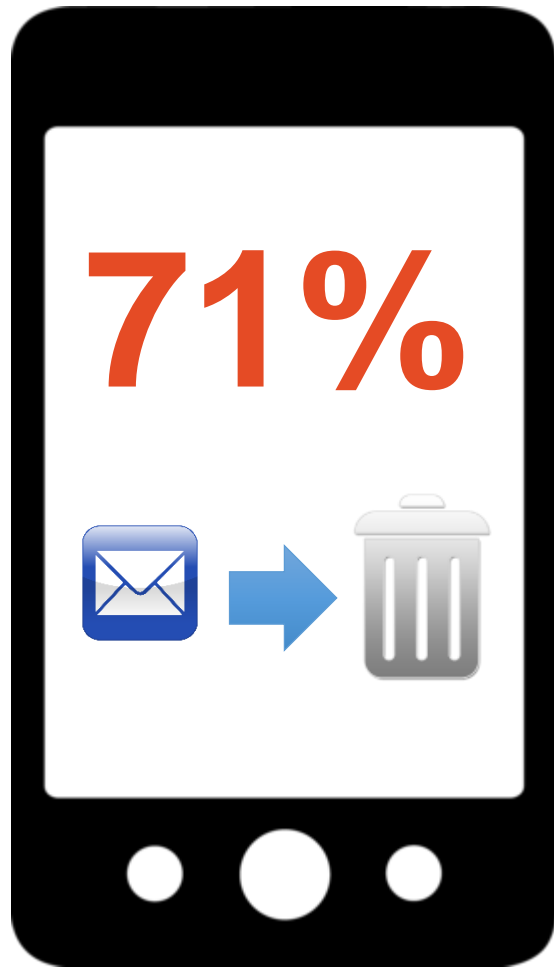
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# Make Data-Driven Decisions



Sorry, Candy Crush! 91% of consumers check email at least once per day on their smartphone – making email the most used functionality on the entire device.

# Make Data-Driven Decisions



Sorry, Communications Officer!  
If an email message does not display correctly on their mobile device, 71% of users will delete it immediately.

# Make Data-Driven Decisions

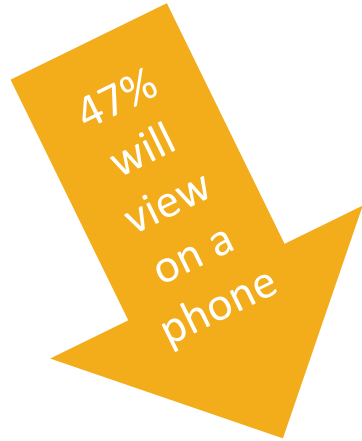


Sorry, Development Director!  
Mobile users are **5X** more likely  
to ***ABANDON THE TASK*** if the site  
is not responsive or otherwise  
optimized for mobile.



# It's All About the ROI

**15,000**  
eNewsletters



**7,050**  
are opened on  
a smart phone



**5,005**  
readers are lost  
due to lack of  
responsiveness!

# Key Takeaways:

- Check Your Website Stats To Learn Your % Of Mobile Visitors
- You Are Losing Supporters Without A Responsive Experience
- Older Adults Use Smartphones And Tablets Too
- Responsive Websites, Forms And Messages Are All Essential
- Plan To Update Next Fiscal Year If You Can't Afford To Do It Now

Ready to get started? Looking for a partner and not just another vendor?

Contact Firefly Partners for honest advice and high quality work:

[info@fireflypartners.com](mailto:info@fireflypartners.com)



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