



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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Firefly Partners Supports Nonprofits



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.
- Tablets and smart phones are “Mobile Devices”.
- 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!



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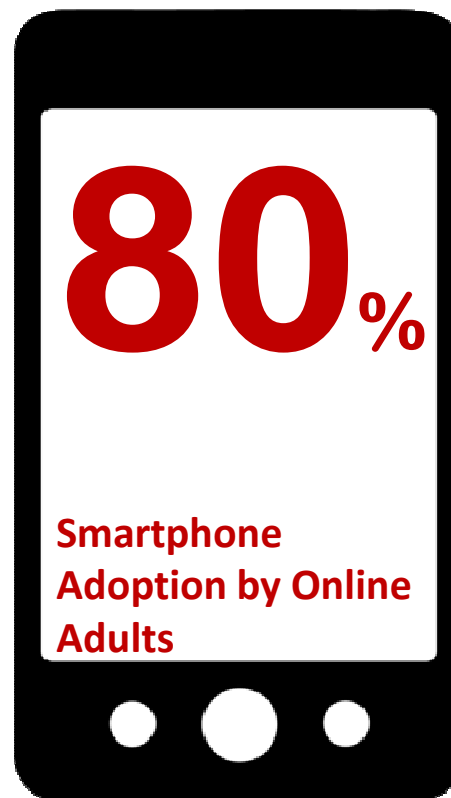
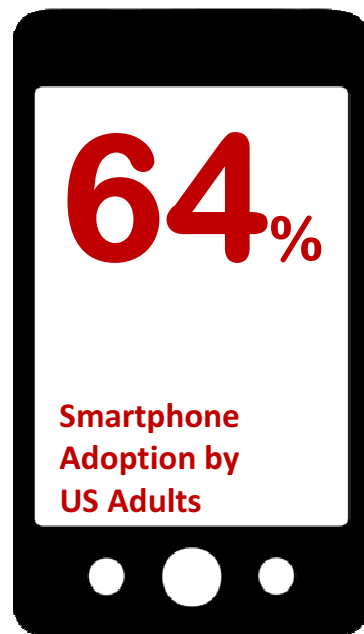
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That's A Lot Of People!



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Smartphones Are Everywhere



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.

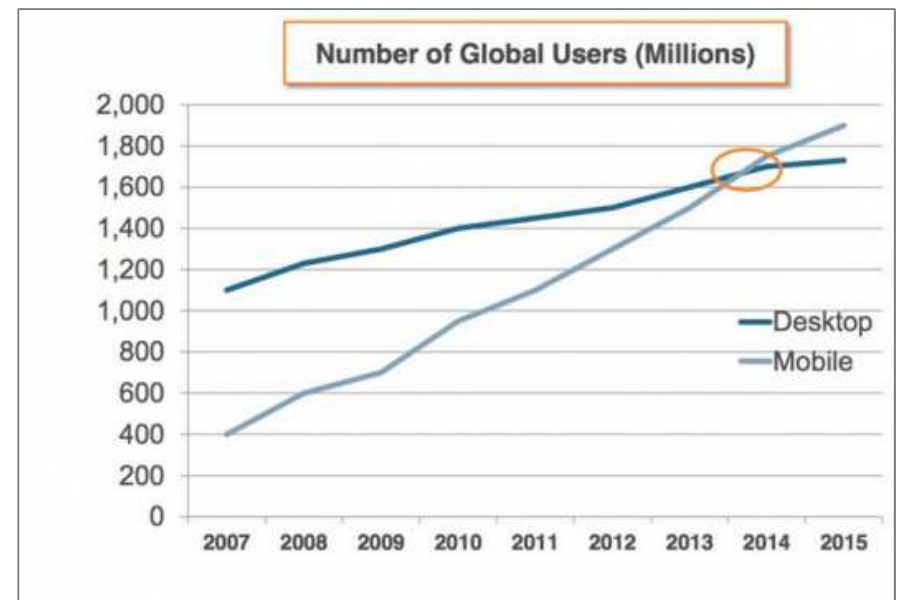


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Welcome to the Mobile Tipping Point

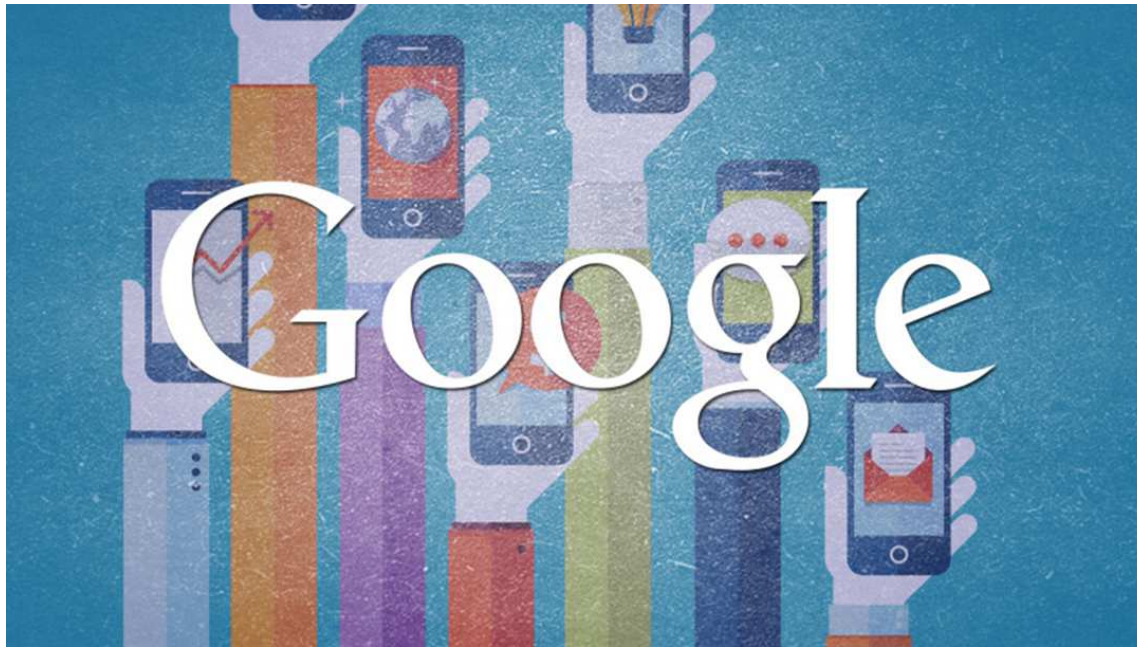
- The number of people using mobile devices to access the web has surpassed those using a desktop for the first time in history.
- Amazon & Google both saw mobile numbers surpass desktop in 2014.
- People spend more time on mobile devices per day than they watch television



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Welcome to the Mobile Tipping Point



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



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“Mobilegeddon” Was Almost One Year Ago

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



Apr 21

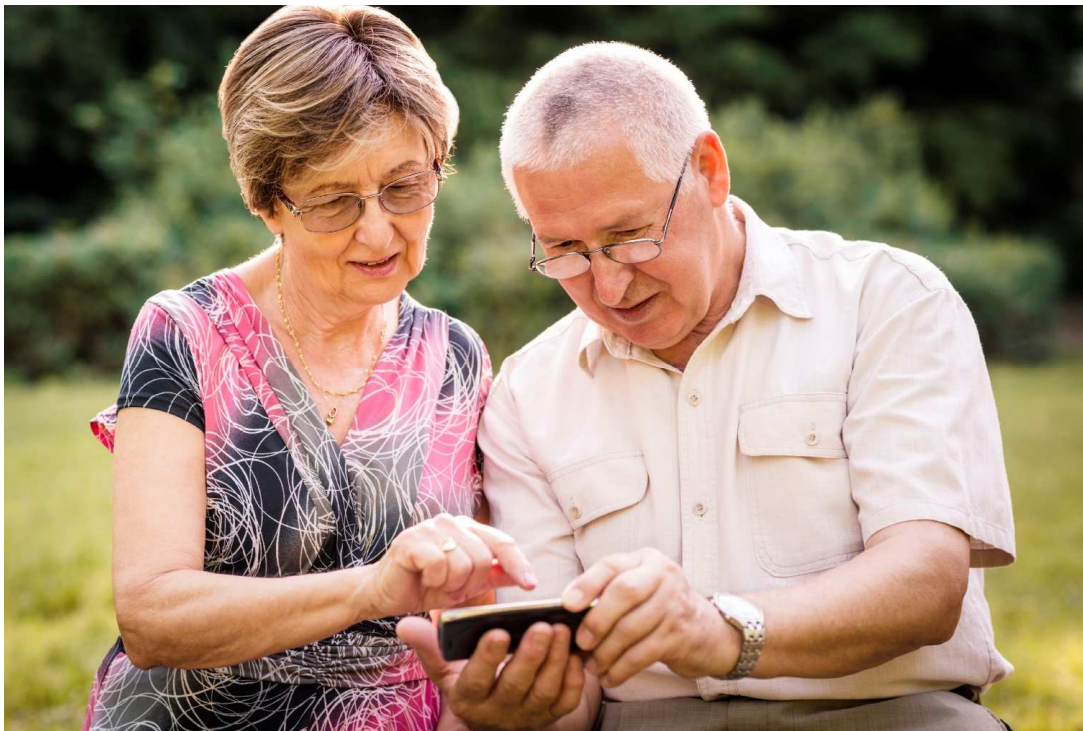
Yesterday's newsflash: Your organization is losing ground if your site is not responsive.



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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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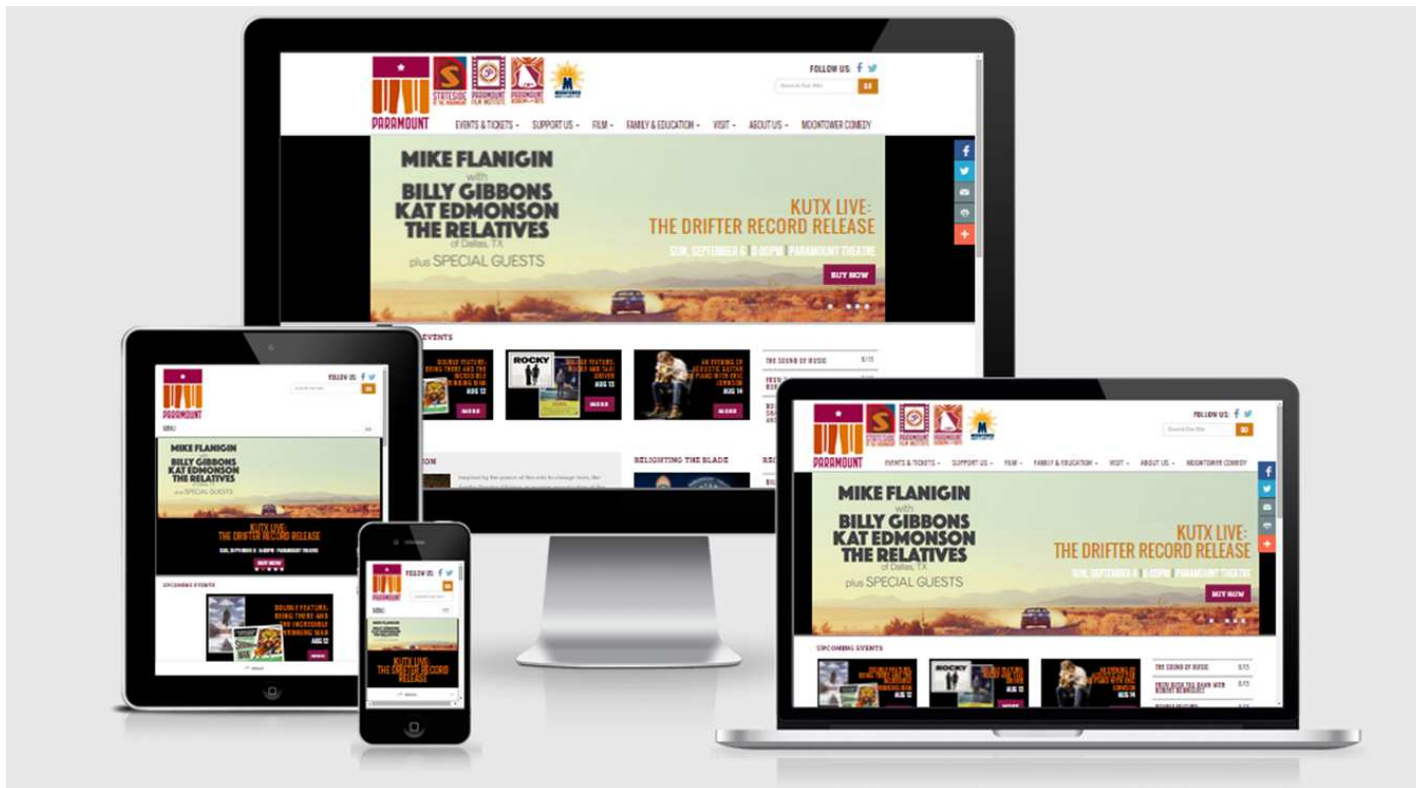
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Not Ready ☹



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Ready 😊



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Check 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. ☹️



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



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One Design That Adjusts To Fit The Screen

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.



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Web Content Is Like Water

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



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Responsive Web Design Is Not New

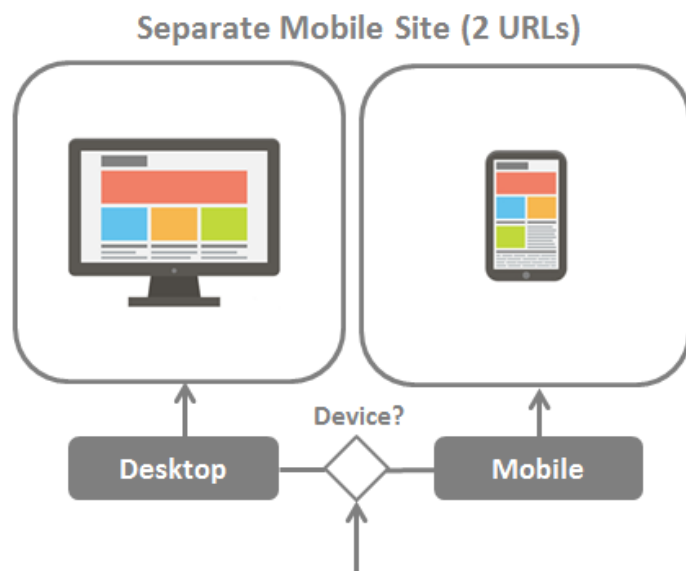
- Started in 2004.
- Gained popularity in 2010.
- One URL for your site.
- One Content Management System (CMS)
- Fluid layouts adjust to screen sizes.
- Images, navigation and other site elements shrink, stack, hide, and adjust to fit the screen size.



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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



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Let's Compare Them Side-By-Side

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



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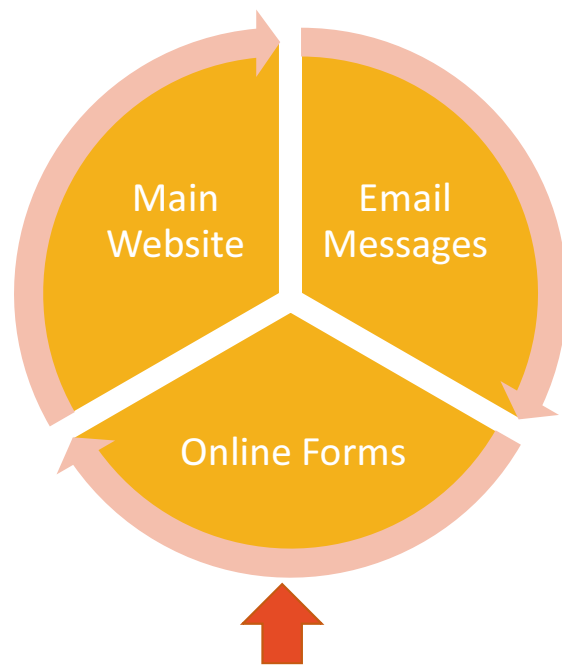
Will A New Responsive Website
Make Everything Fabulous
For Our Supporters?



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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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Do You Have Examples Of Effective
Responsive Websites, Email Messages
And Donation Forms?



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Rocky Mountain Children's Health Foundation



Responsive Website



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Rocky Mountain Children's Health Foundation

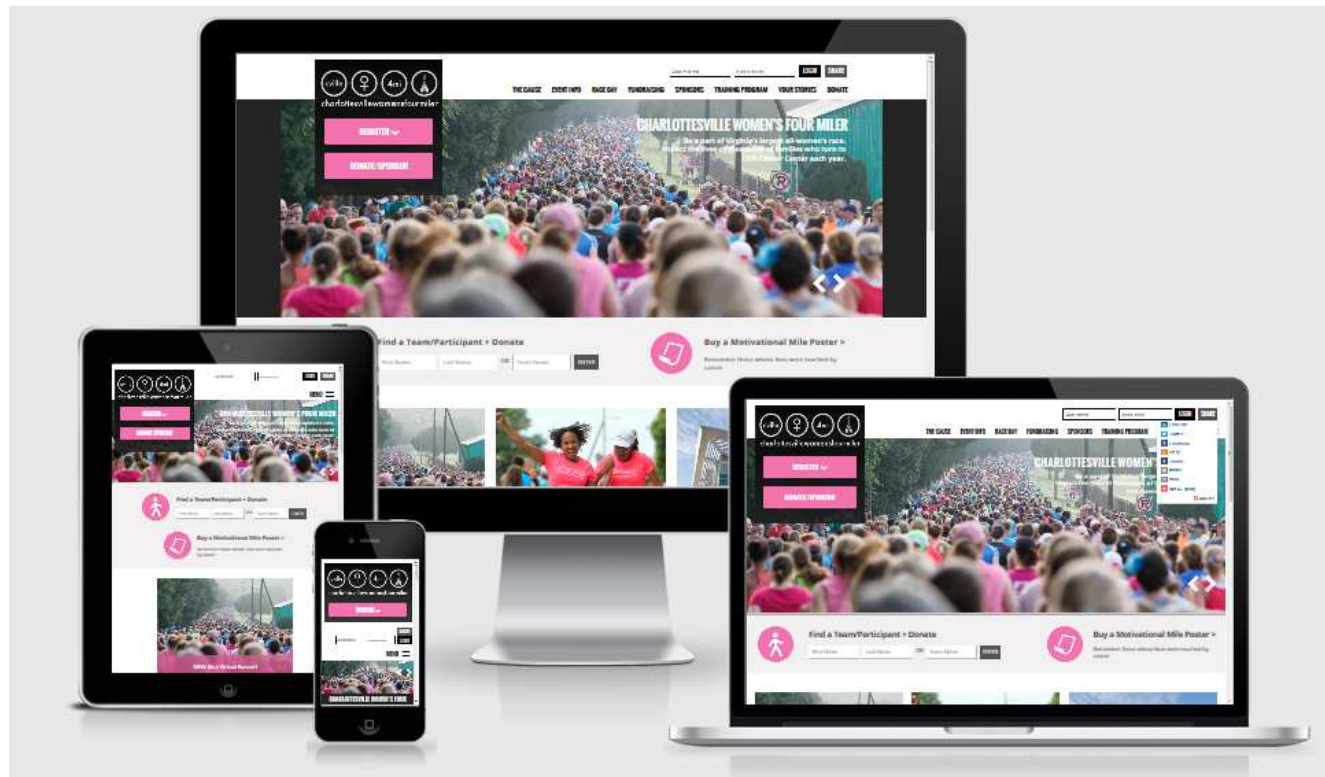


Responsive Donation Form



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UVA Charlottesville Women's Four Miler

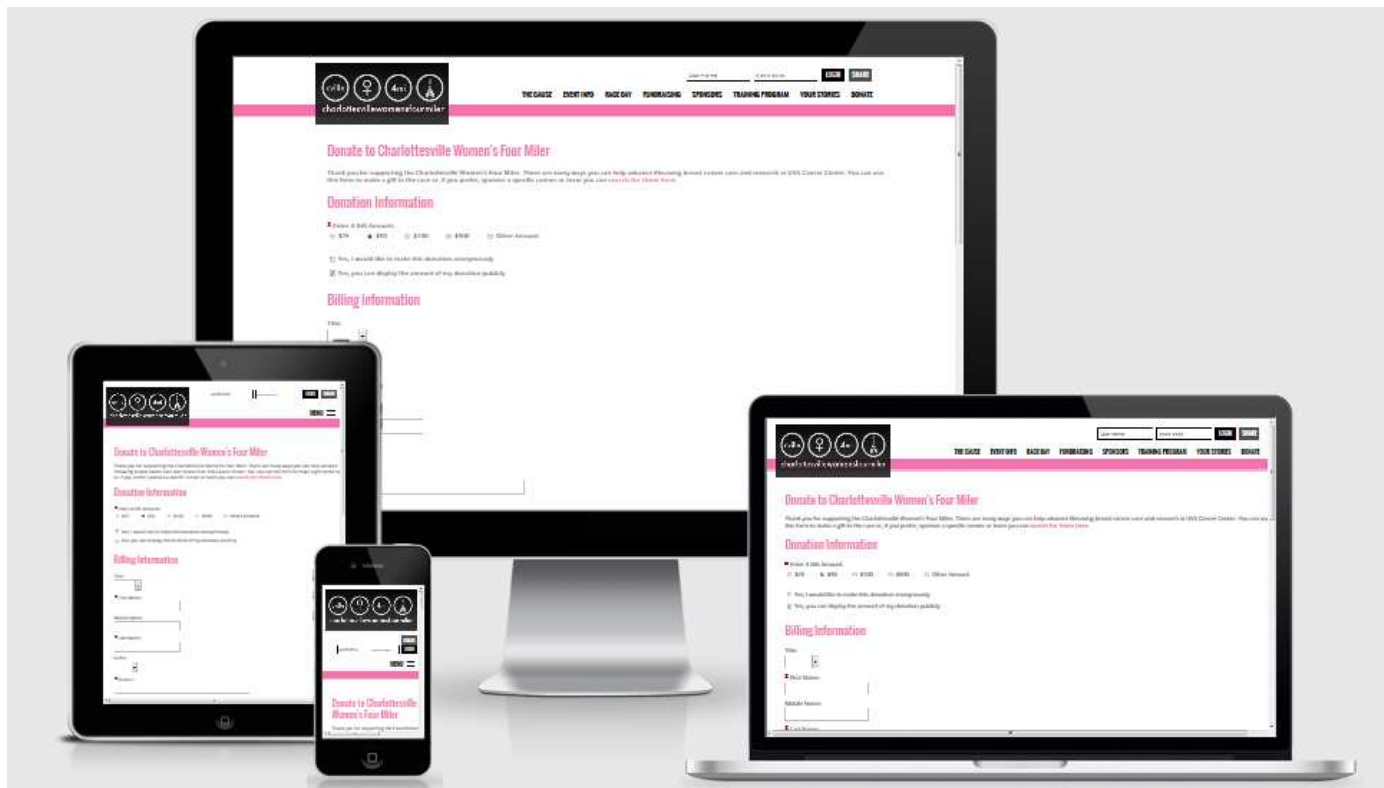


Responsive Peer-to-Peer Website



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UVA Charlottesville Women's Four Miler

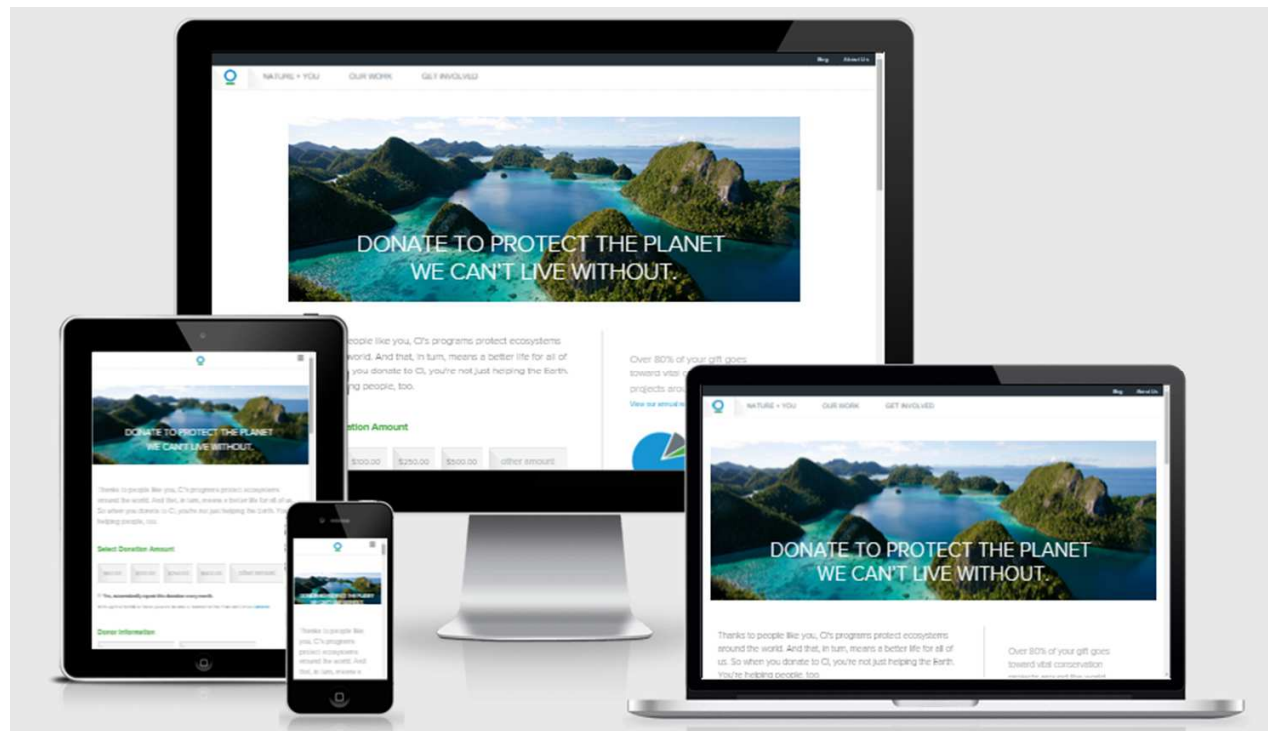


Responsive Donation Form



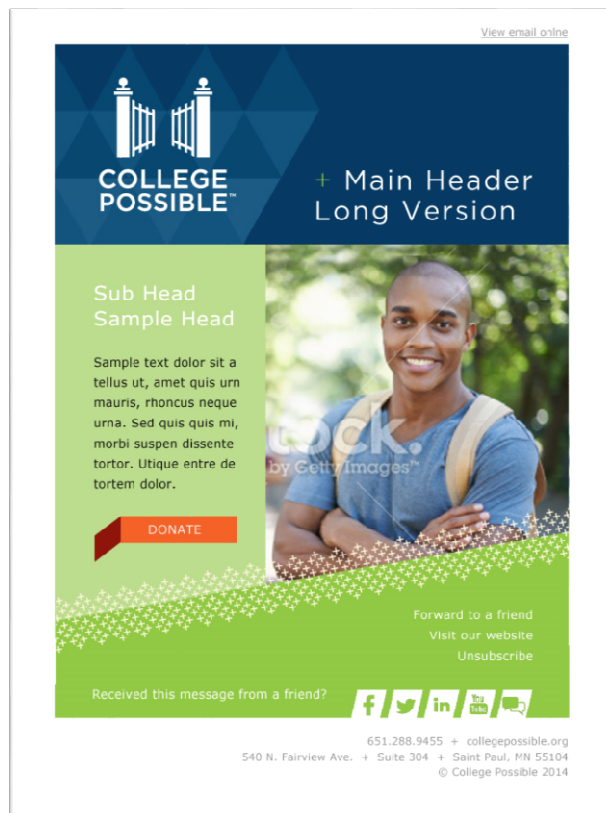
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Conservation International Donation Form



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College Possible Email Templates



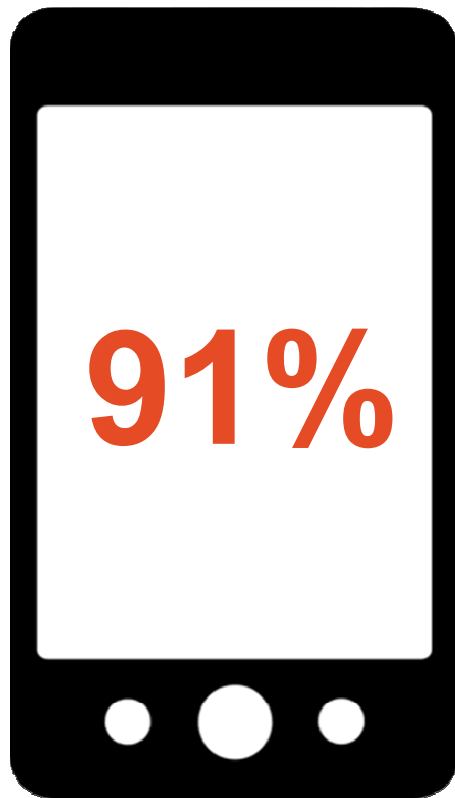
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We Need A Responsive Website
But Money Is Tight!
How Can I Demonstrate ROI ?



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Make Data-Driven Decisions



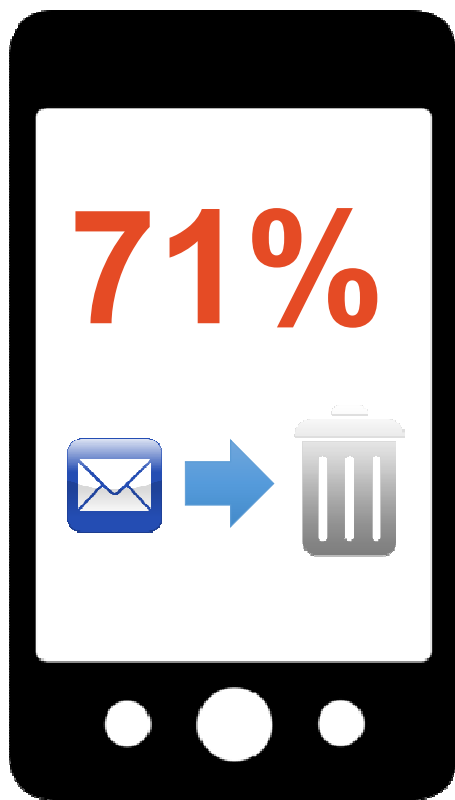
Sorry, Candy Crush! 91% of consumers check email at least once per day on their smartphone – making email the most used functionality on the entire device.



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Another Stat For You



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



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In Case You Need One More Factoid



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



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If You Send 15,000 eNewsletters

15,000
eNewsletters

47%
will
view
on a
phone

7,050

are opened on
a smart phone

71% will delete if
The message looks bad!

5,005

readers are lost
due to lack of
responsiveness!



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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



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IT'S TIME TO CHANGE THE WORLD TOGETHER

WE BRING A FRESH NEW VIBE TO THE CLIENT/CONSULTANT RELATIONSHIP

Your project is important and we treat it that way.

You might call this being client-focused. We call it the most satisfying way to work together.

We want you to be able to do all the things.

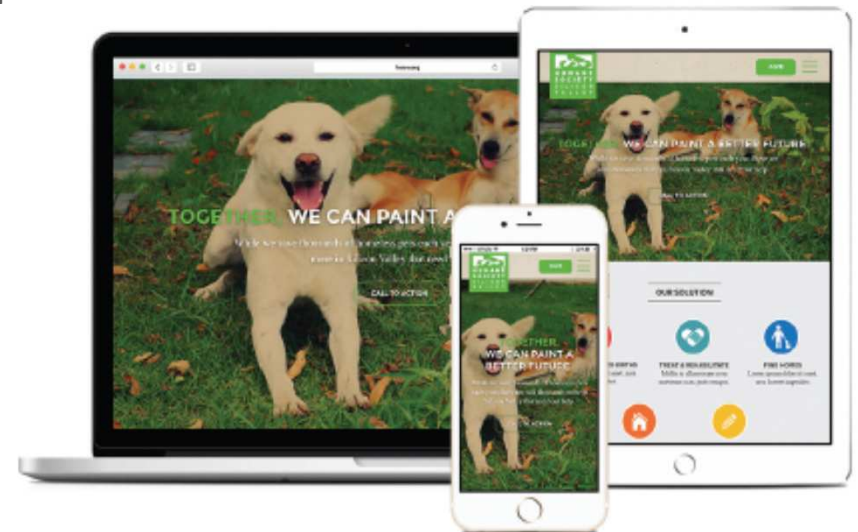
It's critical that we design and build your website, forms and templates so you can maintain them easily on your own.

Honesty is the best policy.

We tell our clients exactly what the deal is, and we expect our clients to do the same. You'll get clear, jargon-free information.

Working for a nonprofit is a special sort of thing.

With a combined 200+ years of experience in nonprofit tech, our team gets it. We make things work in your real world.



Firefly Partners has exclusively supported nonprofit organizations since 2008. We help our clients use websites, online tools and technology to communicate, advocate and raise money to further their missions. From basic needs like email templates to custom website integrations – we've got a solution for you. When you need a partner and not just a vendor, think Firefly!

Rocking it down in these sectors:

Social Justice International Environmental Hunger Animal Rights Cause & Cure Reproductive Rights

fireflypartners.com