Catalyst Center for Nonprofit Management*

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Nonprofit News

Goggle Tweaks Algorithm to Favor Mobile-Friendly Websites

By Megan O'Neil, Chronical of Philanthropy

Nonprofits with out-of-date website technology could see their Internet traffic decline after Google updated its search algorithm this week to favor "mobile-friendly web pages."

Websites will fare better on Google searches if they are built to do a number of things including sizing content to screens so users don't have to scroll horizontally or zoom, having appropriately sized fonts, and placing links far enough apart that users won't have trouble clicking on the desired one.

Web pages without these features will be pushed further down in search results.

"What Google is really trying to do is they want to make sure when you search from whatever device that you find the best information and the best user experience," said Karen Coppock, vice president for strategy at TechSoup Global, a San Francisco technology group. "They want to make sure you can actually see the website and read the website and take full advantage of it."

As web traffic from mobile devices grows, nonprofits need to recognize that their constituents will access donor and other critical web pages on the gadgets in their hands, she said.

Roughly 50 percent of newsletters' traffic comes from mobile devices, she said.

Ms. Coppock estimated that half of non-profit websites are built on content-

management systems like WordPress and said that migrating to mobile-optimized designs is doable and affordable. Converting some older content could require more work and time, she said.

"Fundraising is always very important for nonprofits; that may be a place where nonprofits want to prioritize," Ms. Coppock said.

Beth Kanter, a technology consultant who specializes in nonprofits, said that the changes should not be cause for panic. She worked with her web-developer to make her namesake site mobile friendly, and good developers should offer mobile optimization as part of their general work for nonprofit clients.

During the last three years, she has watched mobile traffic on her website climb from about 3 percent up to 20 percent, she said.

In some ways, the changes to the Google algorithm create an opportunity for non-profits to study their web traffic, coming from both desktop computers and mobile devices, Ms. Kanter said.

"I think it is kind of a good thing because if people were procrastinating, this brings it up a little further" in terms of urgency, she said.

Is Your Website Mobile Ready? Is a session at Nonprofit University on June 8th. Matt Cherepanya of Inverse Paradox will address this topic.

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Catalyst Center for Nonprofit Management | **Nonprofit University**

MONDAY, JUNE 8th 2015 8:15 am-4:00 pm
Bucks County Community College
$30 pp for staff and board members; $100 for professionals serving the sector

8:15-8:45 am
Registration & Breakfast

8:45-10:00
Generosity Marketplace
Join with colleagues to discuss a need of your organization, share resources you have to offer, and explore the potential for collaboration. The Generosity Marketplace will be available to make connections throughout the day.

10:15-11:45 am Concurrent Workshops SESSION I

1. Learning From the Future

- Are you wondering if there are new ideas out there for planning your work and strategizing the future of your organization?
- Are you frustrated by management methods that ask you to predict and command in a world where so many things feel out of your control?

In this session, experience 75 minutes of learning from the future, including creative ways to update the old think-plan-do-review approach.
Susan Berg, PhD, Compass Associates

2. Strategies for Measuring Impact: A Menu of Options and Tools
This session explores different approaches for how local non-profits can measure impact, and the purposes, methods, and strengths/tradeoffs of each. Participants will come away with a hands-on roadmap for designing the evaluation that most fits their needs. Identifying goals and outcomes is common to all, but they differ in terms of purposes, rigor, utility strengths and tradeoffs, and costs and benefits. There is not just one way to assess outcomes, and knowledge of this terrain will help organizations make better use of resources in a way that makes their evaluation useful and actionable.
Don E. Dailey, PhD

3. Planned Giving: Moving Donors Through the Gift Pipeline
During this session planned giving expert Lisa Repko will discuss the process of building a strong planned giving program that will provide donors the opportunities to increase their giving and their legacy to your organization.
Lisa Repko, JD, Sr. Director of Planned Giving, Thomas Jefferson University

4. Is Your Website Mobile Ready?
Having a mobile friendly website is not just important, it is essential. if your website isn't yet mobile friendly, there are a number of steps you can take. In this session we will discuss how to analyze your site and what your next steps should be.
Matt Cherepanya, Inverse Paradox

11:45-12:45 Lunch (included)

12:45-2:15 pm Concurrent Workshops SESSION II

1. TOGETHERHOOD™ - A Volunteer Model for Engaging Community, Forming Collaborations and Building Organizational Capacity
Togetherhood is the YMCA's signature program for social responsibility. This program invites y members to lead and participate in volunteer service projects that benefit the communities where they live. Come learn about how the Togetherhood model can benefit your organization.
Karen Birmingham, Central Bucks Family YMCA

2. Standards of Excellence 2.0-What's It's all About?

The Pennsylvania Association of Nonprofit Organizations (PANO), a membership association of nonprofit organizations, has taken a leadership role in adapting and implementing the Standards for Excellence®, a comprehensive ethics and accountability program. This program has a strong emphasis on educating board members in providing appropriate oversight and in providing a wide array of "best practice" sample policies and forms to allow organizations to implement accountability practices. Learn how Standards 2.0 can benefit your organization.

Elizabeth Vibber, MS, Catalyst Center

3. Understanding Nonprofit Financial Statements

This session will provide a broad overview for those who need to understand their financial statements. We will translate the terminology of nonprofit accounting, look at different accounting methods and explore various reports and what they mean. Questions are welcome!

Jessica Minkus, Bookminders
Lisa Wentz, Bookminders

4. What's My Overhead?

Do you know the importance of overhead for your organization?   The Urban Affairs Coalition, with help from Hack4Impact, is developing a new web tool to help nonprofits analyze their overhead expenses. The Nonprofit Overhead Analyzer will enable organizations to compare administrative costs such as legal, accounting, insurance and employee compensation to similar nonprofits based on size and type. During this session we will look at what overhead is, how it's calculated and why it is important to your organization. We will also learn about this new tool.

Arun Prabhakaran, Vice president & Chief External Affairs Officer, Urban Affairs Coalition

2:30-4:00 pm Concurrent Workshops SESSION III

1. Succession Obsession

Hopefully your organization is obsessed with Succession Planning-you have a *Content Inventory* which contains critical information for the organization, an Emergency Succession Plan to address all types of unplanned departures and you have a comprehensive Succession Strategy for not only your CEO, but your board chair as well. Don't have these tools? Join us as we navigate the different plans.

Elizabeth Vibber, MS, Catalyst Center

2. Putting the Project Management Puzzle Together

Explore and learn about the benefits of using a project management system to monitor and accomplish what your organization has set out to do! In this session we will look at how to develop a team-by assessing not only your style, but the communication style of team members; conduct a stakeholder analysis; and plan a risk analysis.

Marissa Christie, Chief Development Officer-United Way of Bucks County

3. Making QuickBooks Work Better For Your NPO

QuickBooks is a favorite management and bookkeeping program for many organizations; however, is your organization using QuickBooks to its fullest advantage? In this session we will look at ways to make QuickBooks work for your organization-learning tips and tricks and offer tools to maximize its impact for your organization.

Gregg Indictor, Manager-Your Part-time Controller

4. Philanthropic Millennials: Engaging the Cyber Social Scene

Is your organization connecting with Millennials? In this session we will look at tools and techniques to engage with this unique generation of givers.

Wesley J. Burke, Financial Advisor, Mutual of Omaha Investor Services

REGISTER FOR NPU
www.catalyst.nonprofit.com

Note: Our last two events have sold-out with a waiting list. For this reason, all registrants must be paid in advance either by check or via Eventbrite with a credit card.

Links for registration and payment can be found on our website.

The issue of homelessness is very personal to Nikki Johnson-Huston, Esq. She has served on boards that address the issue, encountered it in her neighborhood and has lived it as a child. As a successful attorney, Nikki and her entrepreneur husband, Shawn Huston decided that it was time to address the issue of people in need and the **Donafy App** (for Apple Smartphones) was created.

DONAFY is an app that will allow citizens to locate and donate to nearby nonprofit organizations that service people in need of emergency housing, food, medical care, mental health, job training, LGBT and Legal Services. The app will allow citizens to donate directly to organizations that provide services to people in need and an opportunity to notify an organization that someone at that location is in need of services. The app will also be an important resource for those in need of services as a way to locate organizations in their area by allowing them to map their location and find nearby service providers or to search a complete list of all organizations featured within the app.

"I created this app because of my family's experience with homelessness when I was living on the streets of San Diego for several months at the age of 9 years old. We didn't know where to go for help and would be sent to the wrong places, sometimes using our last dollar to get to the location. I was lucky enough to get a good education here in Philadelphia and I have a successful law practice specializing in local tax matters (www.phillytaxdiva.com) but my younger brother died in 2010 as a drug addict with HIV. I was not able to help him but I am hoping to help others. This app is my way of trying to give back. It allows people who are in need of services to search for them but also allows us as citizens to donate to organizations that help the homeless and poor in Philadelphia and also to notify them if we see someone on the streets who needs our help."

Download the App free of charge at the Apple Store.

To register your agency on the App, contact Nikki directly at nikki@phillytaxdiva.com

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Liz Vibber: lvibber@bbco-cpa.com or 215-343-2727