

A nonprofit website has three jobs.



Your nonprofit organization's website must:

- **Communicate:** Help people understand who you are, what you do, why it matters and why they should care.
- **Engage:** Help people find what interests them and make it easy to take the next step in their relationship with you.
- **Learn:** Understand what people are looking for, how they use the website and what moves them to act.

And it must do all three exceptionally well.

Ensemble Works Meets the Challenge.

Communicate: Ensemble Works helps the home page tell new visitors who you are, what you do, why it matters and why they should care – all within seconds. Dedicated About pages fill in the picture and show why visitors should trust you, with details such as financial transparency and privacy standards. Other pages that showcase the range of your activities complete the picture.

Engage: Ensemble Works helps visitors quickly find what interests them and guides them toward meaningful next steps. Clear navigation, focused pages and well-placed calls to action make it easy to attend, volunteer, donate, subscribe, sponsor, learn more or otherwise deepen their relationship with the organization.

Rather than expecting visitors to know where to look, pages such as *Help the Organization* can bring multiple opportunities for involvement together in one place and answer the simple question, “**How can I help?**”

Learn: Most websites only communicate outward. Ensemble Works also helps the organization learn from what happens in return. Analytics and Insights reveal what visitors seek, what interests them, what they cannot find and what moves them to act—providing information that can help improve communications, engagement and future decisions.

Communicate, engage, and learn: the three critical things a modern nonprofit website must do. Ensemble Works' responsive, public-facing, visitor-focused website delivers all three. That requires an intuitive structure, compelling content and imagery, accessibility, mobile responsiveness, speed, security, search visibility and reliability.