

Five Reasons to Build a Website for Your Friends Group

By Parks & Trails New York

1. **Broaden your reach.** For your organization to receive donations and fulfill its mission, it needs to be widely known. A strong online presence is a cost effective and efficient way to create that awareness.
2. **Engage new and existing donors.** The better your website, the easier it will be to inspire people to give money, attend events, and support your organization.
3. **Expand your database of potential donors.** A website will capture your visitors' information and create a database of people interested in your cause. This will come in handy when it's time to request donations and fill seats for an event.
4. **Build a relationship with potential advocates and volunteers.** Websites play a key role in promoting your organization and cause beyond peer-to-peer referrals. Nonprofit websites are perfect tools for social sharing and brand discovery—allowing your nonprofit access to potential advocates and volunteers.
5. **Build a case for on-going, monthly donations.** Your website can help tell your story in a visual, contextual, and emotional way—helping to win the hearts and minds of potential donors and supporters. Websites can also be used to explain the impact of recurring, monthly gifts. Try upselling one-time donors to a more committed monthly recurring donation, while outlining the positive impact their monthly gift will have. Provide stories, media, and data to build a more powerful narrative—all within your website.