

is your website holding you back?

Be honest—when was the last time you really *looked* at your website? Not just to update an event date, but to ask: **Is this site actually working for us?** Many nonprofit websites are just sitting there—a static brochure with too much text, unclear calls to action, or outdated branding. If your site isn't guiding people to take action, making information clear, or reflecting who you are today, it might not be doing its job.

Common Website Mistakes We See:

X Too much text, too little clarity

Visitors don't have time to read a novel. Can they understand your mission in one sentence?

X No clear call to action

What do you want people to *do*? Donate? Sign up? Volunteer? Make it obvious.

X Outdated look and feel

If it looks like it was made in 2012, people will assume your work is stuck there too.

X Not mobile-friendly

60%+ of visitors are on their phones. If your site doesn't work on mobile, it's a problem.

Try looking at your site as if you were a new visitor. Is it clear what your organization does? Can you quickly find the most important info?

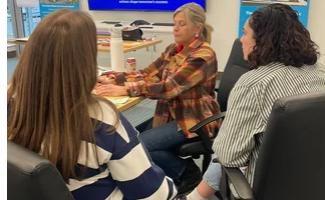
Our team has been helping nonprofits and small businesses **turn their websites into something that actually works**—whether that's through better messaging, design tweaks, or a full revamp. [If your site needs a refresh, let's talk.](#)



start with your staff

Want to make your strategic planning process more effective? **Start with your staff**—after all, they're the tentacles that keep everything connected and moving.

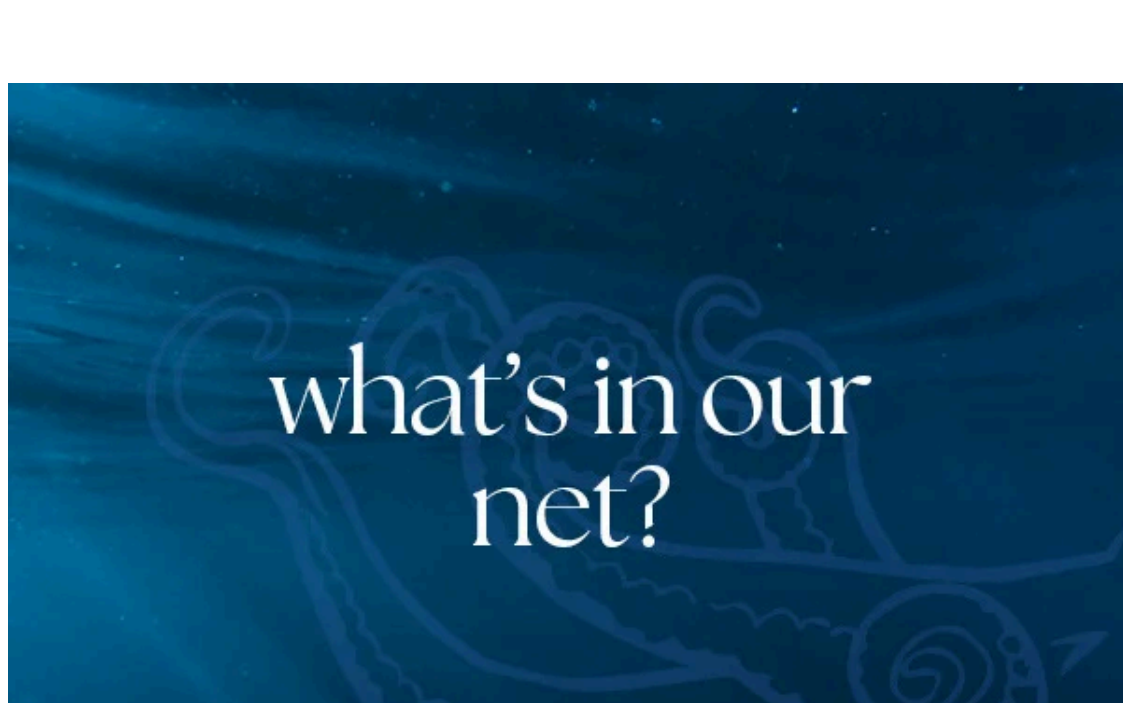
We recently met with the team at **Jacob's Chance** for a staff-focused session, ensuring their insights were included from the beginning.



CCHASM is hiring

Know someone who would be a great leader for an amazing nonprofit? **CCHASM is searching for their next Executive Director**—someone who will guide the organization into its next phase and work alongside the board and staff to strengthen programs and partnerships.

spread the word!



resources we're loving

Making your website accessible isn't just the right thing to do—it's essential. A few smart tweaks can open your content to more people and help you meet ADA compliance standards.

Start simple with [WebAIM's Contrast Checker](#) to ensure your text is readable for people with visual impairments.

Need a quick check-up? [accessScan by accessiBe](#) gives you a free ADA compliance check in seconds.

Want a plug-and-play tool to boost usability fast? [UserWay](#) offers a free widget you can add to most sites—it includes features like text resizing, contrast controls, and screen reader support.

That's it for this edition of *The Inking!* Have thoughts? Hit reply—we love hearing from you.