



LEAVE A LEGACY™

A Program of

CAGP • ACPDP™

CANADIAN ASSOCIATION OF GIFT PLANNERS

ASSOCIATION CANADIENNE DES PROFESSIONNELS EN DONNS PLANIFIÉS

LEAVE A LEGACY™ Stories and Stats – June 2009

DID YOU KNOW?

A recent US study analyzed 23 non-profit websites and observed test subjects who were asked to choose an organization and make a donation. Many of the testers had difficulty finding the organization's mission statement as well as information on how the donation would be used. Only 43% of the websites had the mission statement on the front page of the site, and only 4% indicated clearly how donations would be applied. Among other potential turnoffs that the testers reported, 47% of the websites had poor page design, 53% had unclear content, and in 17% of the cases the tester could not find where to donate. -- *Nielsen Norman Group*

Source: <http://www.charityvillage.com/cv/archive/aneu/aneu09/aneu0904.asp#apr1309>

Send in your donor stories today! If you have a donor story to share and would like to see it posted in the News section of the LEAVE A LEGACY™ website or an upcoming *Stories and Stats*, please contact Jennifer Paradis, National LEAVE A LEGACY™ coordinator by e-mail leavealegacy@cagp-acpdp.org or phone 1-888-430-9494 ext. 3.