

Online nonprofit PR evaluation

Trees Atlanta

<https://www.treesatlanta.org/>

Website

Domain name and e-mail

- Does the organization have its own domain name? (i.e. nonprofit.org instead of sites.google.com/nonprofit)
- Do the organization's staff have e-mail addresses that use the domain name (i.e. jill@nonprofit.org instead of jill@gmail.com)

Website content

- Does the website look outdated?
- Does the website tell people what the nonprofit does?
- Does the website emphasize the organization's mission and cause rather than the organization itself?
- Does the website emphasize the nonprofit's impact?
- Does the website allow users to take action? How so?
 - Donate
 - Volunteer activities
 - Follow organization on social media
 - Receive news updates
 - Become a member
 - Other:

Website usability

- Is the website easy to navigate?
- Is the website accessible? (check it at <https://www.accessibilitychecker.org/> or use Chrome/Firefox's developer tools)
- Is the website mobile friendly? (view the website on a mobile device, or resize your browser on your computer)

Branding

- Does the organization have a logo?
- Does the organization use similar fonts, colors, imagery, voice, and tone throughout their content? How so?

News

- Does the website have a way to announce new projects or initiatives? Look for a “news” or “blog” section
- Does the organization use press releases? Are they accessible on the website?
- Does the organization offer a newsletter?
 - Print?
 - E-mail?
- Does the organization have a blog? If so, what kind of content is there? Just news releases? Content related to the organization's mission and programming?

Transparency

- Does the organization provide its annual report on the website?
- Does the organization provide multiple years of annual reports?
- Does the organization provide financial documents? If so, which ones?
 - IRS form 990
 - Audited financial statements
 - Other:
- Does the organization have a profile at GuideStar?
- Does the organization have a [seal of transparency](#) at GuideStar?
- Does the organization have a profile at Charity Navigator?

- Does the organization link to GuideStar or Charity Navigator from their website?

Other avenues

Does the organization host any special events, conferences, galas, or workshops? If so, what?

Does the organization have a podcast?

Social media

- Find all the social media platforms the organization uses and list them here:
 - Facebook:
 - Instagram:
 - Twitter:
 - LinkedIn:
 - Other:
- Does the organization have working links to those social media profiles on their website?
- Are the organization's profile names on these platforms consistent and recognizable?
- Is the organization's social content different across platforms, or is the same content identical on each platform?
- Does the organization's social media use promote connection or is it limited to one-way communication?

Overall evaluation

- Does each element of the organization's PR offerings feel like it fits together? (i.e. the website and the Instagram profile and the annual report and the donate page all feel like they're from the same organization)
- What overall changes need to be made?
 - What changes could be done immediately (1–2 weeks)?
 - What changes might take longer?