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) yes; treesatlanta.org
- Do the organization's staff have e-mail addresses that use the domain name (i.e. jill@nonprofit.org instead of jill@gmail.com) yes; treesatlanta.org

Website content

- Does the website look outdated?- no, looks updated & refreshing
- Does the website tell people what the nonprofit does?- yes, they have a tab for their programs
- Does the website emphasize the organization's mission and cause rather than the organization itself? Yes; they do have an about page of what they are and their mission
- Does the website emphasize the nonprofit's impact?- yes
- Does the website allow users to take action? How so?
    - Donate- yes
    - Volunteer activities- yes
    - Follow organization on social media - yes
    - Receive news updates - yes
    - Become a member - yes
    - Other: rent their venue or attend one of their events

Website usability

- Is the website easy to navigate? Pretty easy to navigate, there is good organization that directs the user to different aspects of the company.
- Is the website accessible? (check it at Accessibility Checker or use Chrome/Firefox's developer tools) No, there is low accessibility
- Is the website mobile friendly? (view the website on a mobile device, or resize your browser on your computer) Yes, it changes the position of things to ensure a better quality of navigation, even on a mobile device.

Branding

- Does the organization have a logo? Yes
- Does the organization use similar fonts, colors, imagery, voice, and tone throughout their content? How so? They use similar fonts and colors for their website for consistency. At the top of each page, it uses a 'wavy' design for its images

News

- Does the website have a way to announce new projects or initiatives? Look for a "news" or "blog" section. Yes they have a new sections that announces their future projects
- Does the organization use press releases? Are they accessible on the website? They use press releases that are accessible if searched on their website.
- Does the organization offer a newsletter?
    - Print?
    - E-mail? - There is a emailed newsletter
- 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? - There isn't a blog, but there is a calendar that announces their future projects and discussions.

Transparency

- Does the organization provide its annual report on the website? yes
- Does the organization provide multiple years of annual reports? Yes they offer financial reports for the last 10 years

- Does the organization provide financial documents? If so, which ones? They provide their form 990s and Audited Financials
    - IRS form 990
    - Audited financial statements
    - Other:
- Does the organization have a profile at GuideStar? Yes they have a profile
- Does the organization have a seal of transparency at GuideStar? They have a platinum seal
- Does the organization have a profile at Charity Navigator? Yes they have a profile
- Does the organization link to GuideStar or Charity Navigator from their website? They have the charity navigator approval at the bottom of their webpage.

Other avenues

Does the organization host any special events, conferences, galas, or workshops? If so, what?
Does the organization have a podcast? The Native Plants podcast

Social media

- Find all the social media platforms the organization uses and list them here:
    - Facebook: Yes
    - Instagram: Yes
    - Twitter: Yes
    - LinkedIn: No
    - Other: YouTube
- Does the organization have working links to those social media profiles on their website? - Yes, located at the bottom of their page
- Are the organization's profile names on these platforms consistent and recognizable? - Yes, recognizable by social media logos.
- 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?