



ATHLETICS DEVELOPMENT FRONTIER

Covering the innovations, practices, and results of athletics development

www.athleticsfrontier.com

Athletics Development Website Scorecard

Athletics Development Frontier has recently embarked on a project to evaluate what they determined to be an area in need of improvement in the athletics development industry—functional development websites. Many current websites lack information, interactivity, and the ability to give online.

With the advent of social media and the growth of wireless technology, the Internet is a part of our daily lives. As this trend continues to grow, it is vital for athletics development offices to provide steady and viable giving opportunities for their donors online. In an effort to assist universities in their quest to enhance their online presence, Athletics Development Frontier has created a website self-evaluation scorecard to assess each school's athletics fundraising website. This scorecard will provide a simple guide to identifying strengths in a site as well as show areas of needed improvement.

The Athletics Fundraising Website Scorecard analyzes online efforts in three main categories: Information Provided, User Functionality, and Aesthetics. Each of the three categories contains a list of criteria from which the website can be evaluated.

<u>Score</u>	<u>Explanation</u>
1 (low score)	Unsatisfactory – The site does not have this necessary function or it is in extremely poor standing.
2	Poor – This function exists on the site, but is confusing or hard to find.
3	Good – This function is about average in comparison with other schools.
4	Very Good – This function is above average, but not the best.
5 (high score)	Excellent – This function is among the best.

There is no website on the internet that will achieve a perfect score on the Athletics Fundraising Website Scorecard, but by focusing on their online resources, schools have the ability to improve their office efficiencies as well as unlocking potential for growing a new model of giving. As younger generations begin to accumulate wealth, online giving will continue to grow as a viable option. Staying in the forefront will ensure the school's revenue growth not only now, but also in the future.

To use the Athletics Fundraising Website Scorecard, answer the following questions based on an evaluation of your website. It might be a good idea to look at some peer institutions as well so you know how you stack-up on certain criteria. When you have completed the scorecard, tally your points based on the scoring system above then divide your total by 145. Remember, no school will score a perfect score. Consider yourself in good shape if you are at 80% or above, and if you reach 90% you are leading the pack.

Good luck, and thanks for using the Athletics Development Website Scorecard! Please give us your feedback at info@athleticsfrontier.com.

It is important to realize that this scorecard is only a portion of the one Athletics Frontier uses to evaluate a website. If you do not have time, let us do a custom website evaluation for you. Request a analysis of your website at info@athleticsfrontier.com.

Information Provided: This section of the tool covers your amount of up-to-date information in place on the site. The criteria located in this section are what many users of a development website expect to find when they visit the site, looking to learn how to give and the types of on-going activities.

Mission Statement/Purpose: Does your site provide the mission or purpose of your fundraising efforts, and is the link easy to find or on the home page?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Benefit Chart: Does your site have an easy to find/downloadable benefits chart that clearly explains each level of giving?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Priority Points: Does your site provide a clear explanation of the purpose and the method for compiling priority points (if applicable)?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Seating: Does your site explain all donor-level seating options for sports with premium seating, and are there maps showing seat locations/pictures (if applicable)?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Parking: Does your site explain how donors can attain parking with their annual fund gift, and are there maps showing parking locations (if applicable)?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Types of Giving: Is there information on your site explaining the different types of gifts donors can make (endowment/capital campaign, annual gifts, etc.)?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Online Giving Link: Does your site have an easy to find online giving link/button that takes donors straight to the giving page?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Event Promotion: Does your site have a page dedicated for donor-specific events (golf tournaments, auctions, dinners, etc.)? Is it easy to understand and up to date?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Program Information: Do you have any special programs (young-alumni, former student-athlete), and is there a clear description of how they differ/compliment the annual fund?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Student-Athlete Stories: Does your site highlight stories of how student-athletes have directly benefitted from a donor's gift?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Staff Directory: Is there a link on your site to your staff directory with phone numbers, email addresses, and pictures?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Ease of Contact: Does your website have a "Contact Us" link or generic email address for the department clearly displayed on your site?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Capital Campaigns: If you are currently raising money for a capital project, are the project goals defined on the site, and do you have facility renderings/pictures for donors to view?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Brochure: Does your site offer PDF (or comparable) downloadable documents such as annual fund brochures, planned giving brochures, or others?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

User Functionality: The second part of the scorecard measures how a person would navigate your website. Criteria in this area include ease of navigation, the online giving process, and working links. This is a vitally important section of the scorecard as it helps determine how your site can be set up for simplified use, a crucial part of any website experience.

Link from Athletics Main Page: Does your development website have a prominently displayed link on your athletics main page?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Ease of Navigation: Does your site have easy to use tabs, obvious links, and a clear hierarchy of pages?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Online Giving: How Many Clicks?: How many “clicks” does it take to navigate from a “Give Now” button to the actual giving page (where credit card info is entered)? The fewer the better.

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Ease of Restricted Giving: On your online giving page, can a user easily give to a specific sport or project?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Security: Does your giving site explain the relative security of giving online?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Aesthetics: For any website, whether it is an athletics department or a graphic design firm, the page needs to be enticing, relevant and clean. This section of the tool covers the appearance of your site. Criteria judged include minimization of clutter, uniformity of colors, and appropriately sized pictures.

Minimization of Clutter: Is your site free of large amounts of advertisements or other clutter not related to athletics fundraising?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Video: Does your site utilize video that compliments the information provided?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Clarity of Graphics: Are graphics, charts, logos, and other visual features on you site easy to understand and well described?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Content up to Date: Is all content on your site current and relevant?

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Correct amount of Content per Page: Does your site keep information on most pages above the “horizon?” (No Scroll)

Excellent (5)	Very Good (4)	Average (3)	Poor (2)	Unsatisfactory (1)	Score
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

Total Score: _____/125 = ____%