BROOKSDIGITAL

Website Stewardship Self-Assessment Checklist

How well are you actively managing and evolving your nonprofit's website?
For each statement below, check the box if it feels true for your organization today.

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1. Strategic Alignment

☐ We regularly review our site to ensure it reflects current programs and organizational priorities.
☐ When our strategy or messaging changes, our website is updated soon after.
☐ Content on our site supports our top fundraising, communications, and program goals.

2. Internal Ownership

☐ We have a clear internal owner responsible for the website's overall direction.
☐ More than one staff member knows how to safely make basic updates.
☐ We have simple processes or editorial guidelines for keeping the site up to date.

3. Platform Health

☐ We perform routine checks to keep the site technically healthy and secure.
☐ Broken links, outdated plug-ins, and slow pages are addressed proactively.
☐ Our content is reviewed at least annually for accuracy and relevance.

4. Audience Engagement

☐ We've mapped out our site's core audiences and understand what they're looking for.
☐ Our site is structured to help visitors take meaningful action (e.g. donate, register, learn).
☐ We make improvements based on user behavior or direct feedback (not just internal opinion).

5. Organizational Learning

☐ We review website analytics or engagement data on a regular basis.
☐ We use what we learn from digital channels to inform broader communications decisions.
☐ When something isn't working on the site, we can explain *why*—and act on it.

✅ How to Use This

- **8–10 checks:** You're actively stewarding your site. Keep refining!
- **4–7 checks:** You've got a solid foundation. Small improvements will go a long way.
- **0–3 checks:** Consider where ownership or strategy may be unclear, and start there.

Ready to Evolve Your Website with Intention?

If your self-assessment revealed gaps, or confirmed what you've been feeling for a while, you're not alone.

Our **Digital Stewardship Program** is designed for nonprofit teams who want to move beyond the redesign cycle and take a more strategic, sustainable approach to managing their website. Whether you're looking for a sounding board or ready to explore next steps, I'd be happy to talk.

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Let's build a website that evolves with your mission.