

charityDYNAMICS

website mobilization

Connect with Smartphone Users

Everywhere you turn, someone is using a smartphone. They account for more than half of all mobile phones sold in the US¹. More and more, consumers prefer to access the internet using their smartphone instead of a computer. In fact, 25% of smartphone users say they mostly go online using their phone². Your nonprofit's site needs to meet these users' expectation for a mobile friendly experience.

Customized Mobile Site

From choosing the right mobile strategy for your organization to planning, design, development and implementation, Charity Dynamics creates a custom solution to meet your organization's needs. We take an analytical approach, reviewing your current mobile traffic to understand what users want from your mobile site, and then tailor your site architecture, design and content to meet the demand and deliver results.

Engaged Supporters

Supporters already use mobile solutions to read email, shop, text, blog and do just about everything they do on their computer browsers. They want to interact with your organization as well via mobile, but have a hard time doing it if your site is not mobile ready. With a mobilized site, your constituents experience shorter load times and streamlined navigation, getting them to the information they want faster. Once on the site, text and images are rendered specifically for viewing on a smaller mobile screen, making it easy to view content and take action. Whether making a donation, signing a petition, or getting the latest updates, users will find it easy to engage with your nonprofit on a custom mobile site from Charity Dynamics.



Navigation tailored to top visited sections of website by mobile viewers.



Key calls to action, including donations, are easy to find throughout the site.



Brand standards are maintained on a mobile browser.

**MAINTAIN
BRAND
STANDARDS
ON MOBILE
WEB BROWSERS**

**IMPROVE
COMMUNICATIONS
WITH
SMARTPHONE
USERS**

**TAILOR
CONTENT TO
SMARTPHONE
USERS**

MOBILIZE TODAY! sales@charitydynamics.com

Charity Dynamics 3420 Executive Center Drive, G-100 | Austin, TX 78731 | 512-241-0561
www.charitydynamics.com

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1 NPD Group's Mobile Phone Track
2 The Pew Research Center's Internet & American Life Project, 2011 Spring Tracking Survey