bond

Your digital front door

Turning your website into a governance asset

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Website Consultant, Socialectric

Rizwan Hussain

Head of Marketing, Action for Humanity

Welcome

Hosted by Bond

Questions

Use the Q&A box

Conversation

Use the chat



Eric Phung

Website Consultant, Socialectric

Seven years building websites.

Now working only with charities and NGOs.



Rizwan Hussain

Head of Marketing, Action for Humanity

25 years in the nonprofit sector.

“Your website is where people judge you, without ever asking you.”

One website, six readers

INSIDE	OUTSIDE
Trustees	Donors
Staff and volunteers	Funders
	The people you serve
	Partners and regulators

Three lenses

Transparency

Can people find out who you are and where the money goes?

Accessibility

Can everyone use it?

Accountability

When something’s wrong, does anyone own fixing it?

Four questions funders ask

01

Who’s in charge?

02

Where does the money go?

03

How do you handle harm?

04

Is anyone minding the site?

The risks nobody owns

- The domain is registered to someone who left.
- The agency holds the logins.
- Policies are out of date.
- Old campaign pages are still live.

Accessibility is mostly the basics

1 in 4

people in the UK is disabled

Nearly 96%

of the top million homepages have detectable failures

96%

of errors come from six basic issues

Sources: DWP Family Resources Survey 2024 to 2025; WebAIM Million 2026.

AI is outpacing oversight

79% of charities use AI

51% have no AI policy

- Copy goes live as a first draft.
- Donor data is pasted into AI tools.
- Image descriptions are never checked.
- AI search can summarise your out-of-date pages.

Source: Charity Digital Skills Report 2026.

“Who approved it, and against what?”

Ownership in practice

Rizwan Hussain, Action for Humanity

“One Marketing strategy. Different disciplines. Clear accountability.”

THE CHALLENGE

Rebuilding the foundations

Three months

A working new UK website launched in February 2025

Payment friction

The previous setup relied on PayPal, limiting how people could give

Build in phases

First establish reliable giving, then improve donor journeys and integrations

A beautiful campaign page is no use if a supporter cannot complete their donation.

WHO OWNS WHAT

One website. Shared responsibility.

Marketing

Content, campaigns, brand consistency and user journeys

Programmes + Fundraising

Evidence, beneficiary information, appeal needs and fundraiser allocation

Finance + IT + supplier

Donation reconciliation, security, domains, hosting, access and technical fixes

Marketing cannot independently validate every claim, payment or technical risk.

WHO OWNS WHAT

From disconnected pages to one ecosystem

Connected journeys

Appeals, community fundraising, events and challenges on the same platform

Clear attribution

Fundraiser names and campaign allocations flow into reporting

Consistent experience

Shared donation widgets, branding, analytics and reusable page components

The aim is not more pages. It is one joined-up journey.

GOVERNANCE VERSUS SPEED

An emergency appeal: fast, but controlled

01 Verify

Emergency committee, Field teams confirm needs, locations, facts, images and appropriate consent

02 Prepare

Marketing creates clear copy, creative and a usable donation journey

03 Check + publish

Confirm approvals, safeguarding/privacy, payment tests and fund allocation

Speed comes from agreeing the checks before the emergency.

THREE PRACTICAL LESSONS

What I would tell another charity

Name an owner

One accountable lead, with named decision-makers across departments

Build repeatable tools

Templates, donation journeys and pre-agreed emergency checks

Review after launch

Test donations, correct outdated information and review attribution

Governance should make the next appeal faster and safer.

Three principles for charity website development

01 Design around supporters, not internal departments.

02 Treat mobile as the primary experience.

03 Build SEO and AI discoverability into the content model.

The six accounts behind your website

01

Domain

02

DNS settings

03

Hosting

04

Admin login

05

Analytics

06

Donation platform

One named owner. In the organisation’s name. Two people with access.

Five things to do next week

1. Check whose name your domain is in.
2. Click to your accounts from the homepage.
3. Tab through your donation form using only the keyboard.
4. Check the date on your accessibility statement.
5. Name one person who owns the website.

What’s the biggest website problem you’re facing right now?

Share it in the chat.

Thank you

Q&A

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