



# Inclusivity Essentials: Creating Accessible Websites for Nonprofits

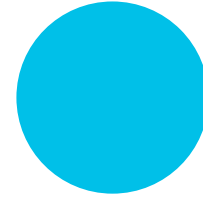
Presented by: Tapp Network

Kyle Barkins & Jon Hill

04.16.2024



# Here's how to engage in today's event:



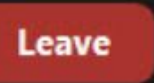
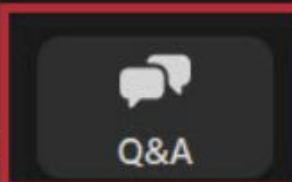
**Questions?** Use the Q&A feature.

**Check your inbox!** We'll email you the replay, slides, and resource links within a couple days.

**Learn something cool?** Share on social media and tag us @TechSoup

**Closed captioning is available.** Turn on with the CC button located in your Zoom menu.

Hosted on





**Do more good,  
together.**

**Join Quad Today**

- **Peer-to-Peer community**
- **Exclusive Events**
- **Expert technical support**
- **Get to know other nonprofits in your area**
- **Access to the entire TechSoup Courses catalog**
- **Access to additional discounts and more**
- **Membership for 10 users in your organization**





# Agenda

- Who we are
- What is web accessibility?
- Why it matters
- Common Tools
- Solutions
- Q&A

**Disclaimer: The information contained within is not legal advice**



# Introductions



**Jon Hill**  
Web Project Manager  
Tapp Network

With 10 years of experience in digital spaces, Jon brings his expertise in all things web to Tapp as our Web Project Manager. He has a background in design, development and project management helping brands both big and small achieve their visions.



**Kyle Barkins**  
Co-Founder  
Tapp Network

Kyle is the co-founder of Tapp Network, has a background of more than 20 years in marketing and application development. His experience includes launching more than 450 websites and automating the online lead generation process for over 1000 professionals. His previous projects have also included the syndication of clip-able, shareable, searchable broadcast videos to more than 40 million viewers per month, as well as the development and deployment of a number of educational and communication platforms for nonprofits in 8 different languages and in over 200 countries.

# Global Innovation

**CLIENT SPOTLIGHT**  
Fin-Tech

**POWERING 90% OF FORTUNE 500 COMPANIES**

**TAPP Biz**

**nonstop** Outcomes Resources About Us Account login Contact Us

**Insurance as it should be**

We're revolutionizing health insurance. Affordable, straightforward, first-dollar coverage for organizations with as few as 50 employees. Get lower premiums and better benefits. It's not too good to be true — it's just the way it should be.

Join us

**CLIENT SPOTLIGHT** *DENSO*  
AI Automotive

**42 BILLION DOLLARS IN MARKET CAP**

**TAPP Biz**

**SOLOMON COMMUNITY SOLAR**

**FOOTPRINT**

U.S. Presence  
**Greener Tomorrow for Everyone**

Community solar is the fastest growing segment of the renewable energy industry. We are proud of our contributions since our founding in 2018. Our leadership team has extensive experience in energy, consumer marketing, financial services and retail customer service. We have built the infrastructure of our business to respond to the needs of developers and the banks that finance them.

Acquisitions	400 MW
Servicing	20000 Customers
7 Days/Week Call Center	400 Daily Calls

**TAPP Biz**

**BDC** Why Buildings Initiatives Resource Library News About Us

**Our initiatives are designed to engage with diverse audiences**

When it comes to building decarbonization, there is no such thing as a one-size-fits-all approach. In an effort to reach every corner of the country and the diverse audiences that come with it, BDC developed a variety of initiatives, each with their own tailored strategy, to best engage with consumers, policymakers, state holders and industry.

**The Switch is On**

The Switch is On campaign provides tools and support for homeowners to electrify their homes and begin a cleaner

**Kitchens**

The kitchen electrification initiative is a comprehensive effort to advance mass-scale adoption of all-electric kitchens in both new

**Groundswell**

BDC's Groundswell initiative creates the conditions for a swift and smooth transition away from fossil fuels for American homes an

**Empowering your transition to clean, electric energy**

Take control of your sustainability goals with our range of commercial and residential clean energy solutions.

Power your home Power your business

# Community-driven Impact



PA211.org  
GET CONNECTED.  
GET HELP.

TAPP 2-1-1 United Way  
Pennsylvania Get Connected. Get Help.™ United Way of Pennsylvania

CLIENT SPOTLIGHT  
State of California




60,000+ EDUCATORS VIRTUALLY TRAINED

TAPP Gov

TAPP Gov Delaware Pathways  
Navigating your journey to success

CLIENT SPOTLIGHT



Delaware Pathways connects students, communities, and employers through high-quality career pathways.

RESOURCES FOR PARENTS & FAMILIES

GREATER BERGEN COMMUNITY ACTION

50,000 PEOPLE SERVED  
\$350 million INVESTED IN OUR COMMUNITIES OVER THE LAST FOUR YEARS  
\$54.2 million IN GRANTS PAID DIRECTLY TO SMALL BUSINESSES

241,707 3,297 1,976



US Steering Committee

European Steering Committee




How Vituity Cares Launched and Scaled Social Impact

vituitycares FOUNDATION

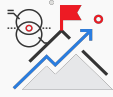
INTERNATIONAL LITERACY ASSOCIATION ILA WEBINAR

Backed by Research, Fueled by Results: Comprehension Lessons That Work

literacyworldwide.org/ILAWebinars

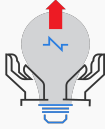
# How We Can Help You - [Learn More Here](#)

## Strategy



Start with a technology audit and digital marketing game-plan to accelerate your growth and market share within your sector.

## Creative and Branding



Make your brand stand out from your competitors to reach the right customers with the right message.

## Web and APP Development



With our 20+ years of experience, we know your 24/7 salesperson must be beautiful, functional, and optimized for your goals.

## Sales Enablement



We can help you close the loop between your marketing and sales teams—and more desirable deals.

## Integration & Migration



Build bridges and knock down silos with simple and painless CRM integrations and migrations that are seamless to your team.

## HubSpot Implementation



Ensure a smooth and successful transition from an alternative solution to HubSpot, without all the headaches.

## Inbound Marketing



We provide the complete solution to increasing leads, revenue, and brand authority as a Platinum Hubspot Partner

## Social Media Marketing



One of the most effective ways to engage influencers, customers and prospects to drive brand awareness, followers, and sales

## SEO and Content Marketing



Build bridges and knock down silos with simple and painless CRM integrations and migrations that are seamless to your team.

## E- Commerce



We deploy the transactional services and software you need to increase sales across all your audience touch points.

## Paid Media



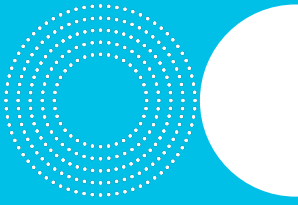
TAPP makes your budget go further with a targeted approach to reaching your buyer personas in search and social.

## Public Relations



Defining the right audience and media channels to build regional and national brand recognition as well as thought leadership.





## Poll Question

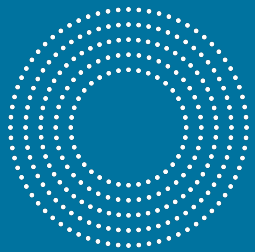
**How important do you think website accessibility is for nonprofit organizations?**

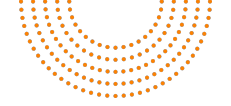
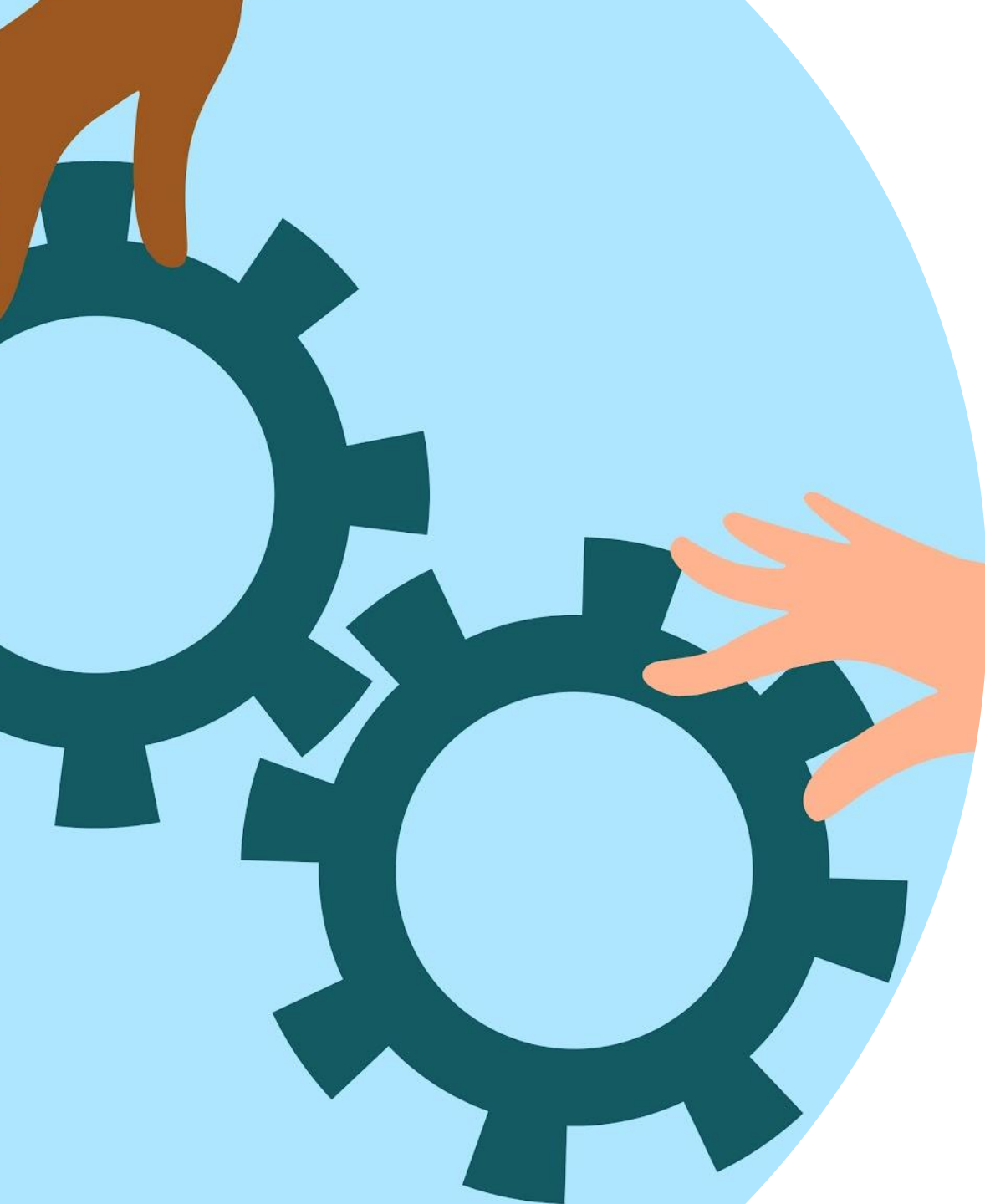
- A. Very Important: It's crucial for ensuring equal access to information and services.**
- B. Important: It's essential, but there may be other priorities to consider.**
- C. Somewhat Important: It's a consideration, but not a top priority for our organization.**
- D. Not Important: Accessibility is not a significant concern for our organization at the moment.**



# Introduction to Website Accessibility

For Nonprofits





## Why **Accessibility Matters** for Nonprofits

- 1 in 4 Americans has some type of disability ([CDC](#))
- Nonprofits can reach a wider audience and better serve their communities.
- Ignoring accessibility can lead to exclusion and missed opportunities to connect with those who need support the most.
- Accessibility is not just a legal requirement; it's a moral imperative for nonprofits.
- A commitment to accessibility enhances the reputation and credibility of nonprofits.



# Understanding Accessibility Guidelines

The **Web Content Accessibility Guidelines** ([WCAG](#)) developed by the **World Wide Web Consortium** ([W3C](#)) are the most widely accepted standards for web accessibility.

- Provides a framework for creating inclusive digital experiences.
- Create more **inclusive and effective digital platforms**.
- Outline techniques and best practices for addressing various accessibility challenges.
- Ensure their websites and digital content are accessible to all users, including those with disabilities.
- Compliance with accessibility guidelines not only improves usability for people with disabilities but also enhances the overall user experience for all users.

## WCAG Principles (POUR)

- **Perceivable** - Information and user interface components must be presentable to users in ways they can perceive.
- **Operable** - User interface components and navigation must be operable.
- **Understandable** - Information and the operation of user interfaces must be understandable.
- **Robust** - Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.



# Common Accessibility Challenges

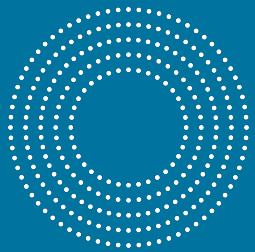
- **Lack of Alt Text:** Images without alternative text can be inaccessible to individuals who use screen readers.
- **Inadequate Color Contrast:** Poor color contrast can make content difficult to read for people with visual impairments.
- **Unclear Navigation:** Complex or confusing navigation structures can hinder users with cognitive disabilities from finding information easily.
- **Non-Responsive Design:** Websites that are not optimized for different screen sizes and devices may be challenging for individuals with mobility impairments to navigate.
- **Inaccessible Forms:** Forms without proper labels or instructions can pose barriers for users with disabilities.
- **Multimedia Accessibility:** Videos without captions or audio descriptions can exclude individuals with hearing or visual impairments.
- **Insufficient Text Size and Formatting Options:** Small text or lack of adjustable font sizes can make content difficult to read for users with low vision.
- **Inaccessible PDFs and Documents:** Documents that are not properly tagged or formatted can be inaccessible to individuals using screen readers or other assistive technologies.

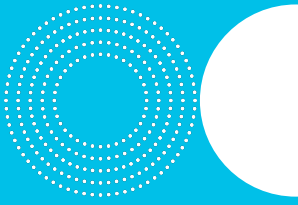




# Practical Accessibility Tips and Tools

For Nonprofit Websites





## Poll Question

**Which accessibility feature do you find most challenging to implement on your website?**

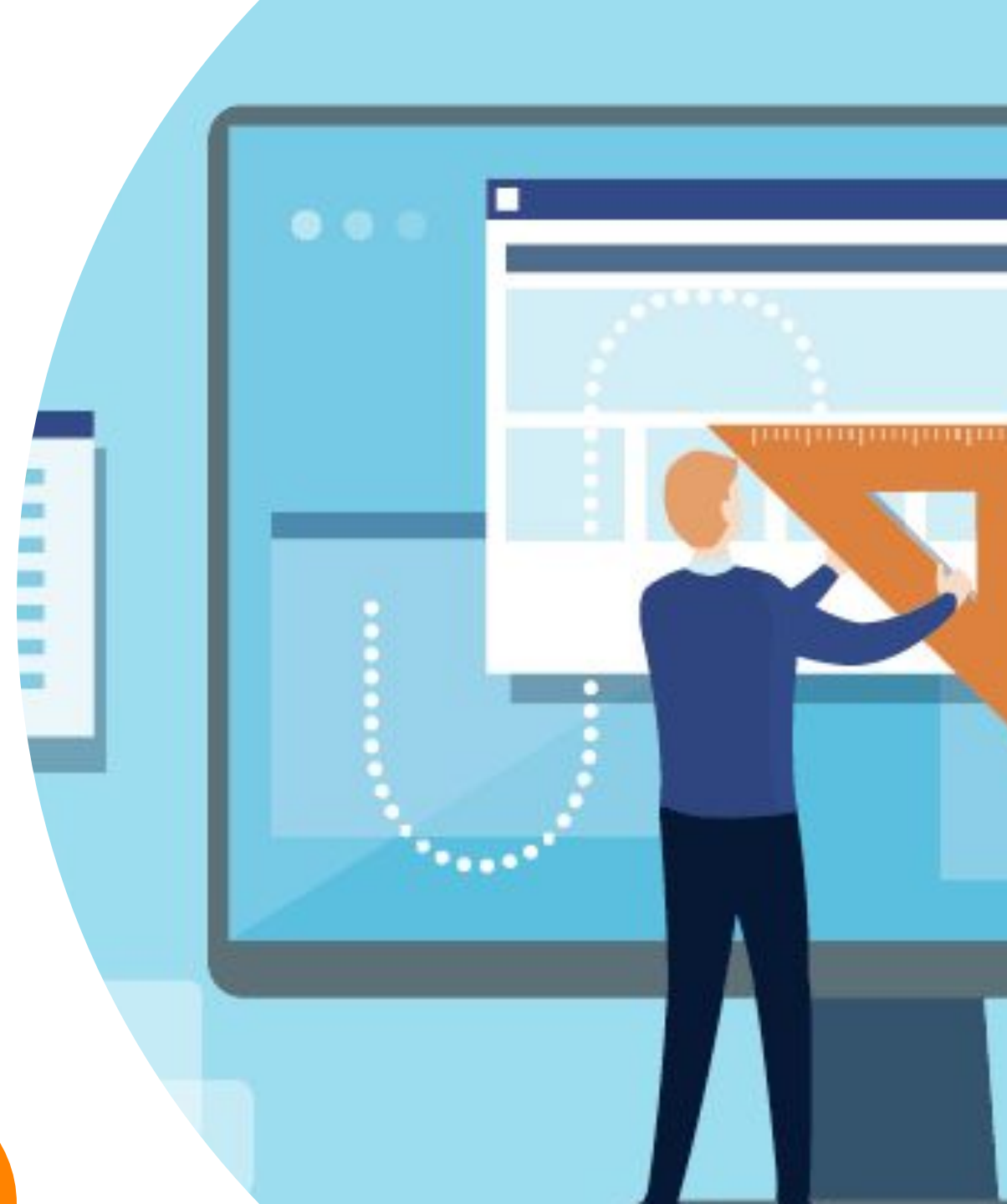
- A. Text Alternatives for Images: Providing descriptive text for non-text content.**
- B. Keyboard Accessibility: Ensuring all functionality is available using a keyboard.**
- C. Color Contrast: Ensuring sufficient contrast between text and background colors.**
- D. Heading Structure: Organizing content with proper heading tags for navigation.**





# "Accessibility is **not a feature**"

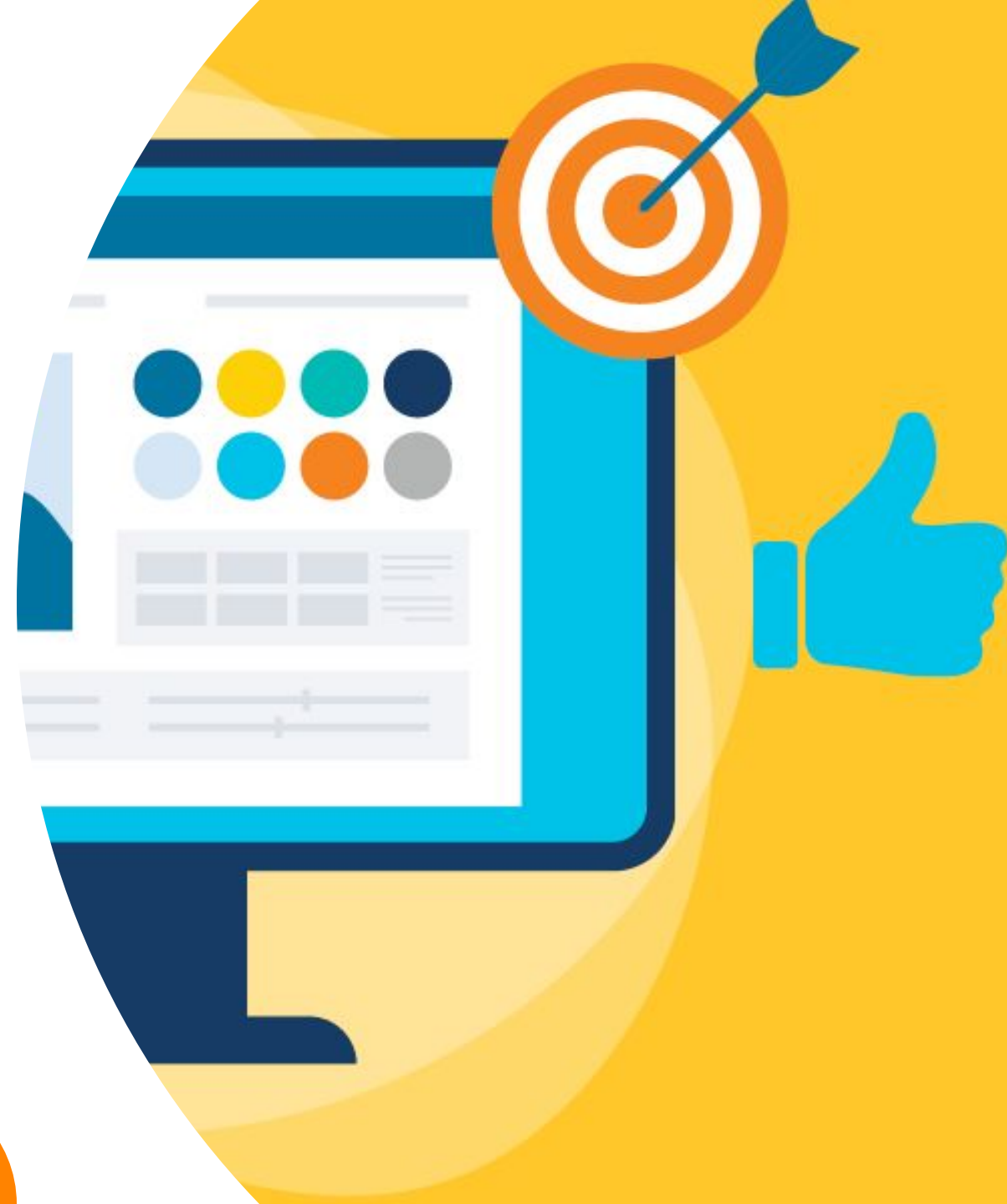
- Commonly you'll hear "accessibility is not a feature"
- Design with empathy in-mind so you don't have to redesign/re-architect in the future
- Accessibility has SEO, performance, and UX impacts as well
- Think beyond the website





# Practical Tips for Creating Accessible Websites

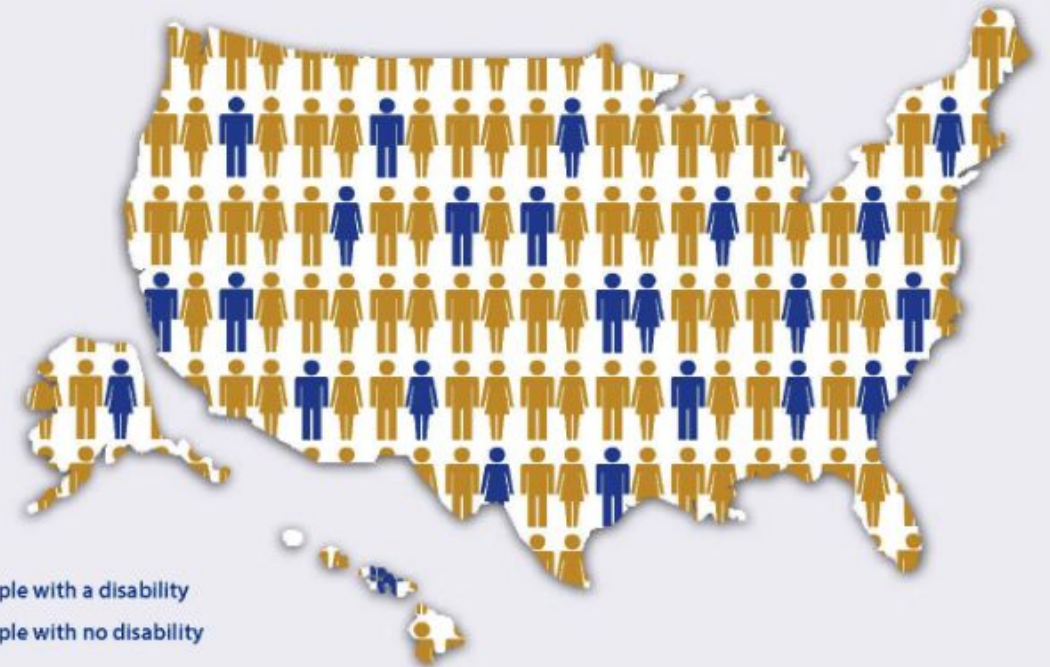
- Use semantic HTML elements to provide a clear and structured layout.
- Use sufficient color contrast to make text and images easy to read for users with visual impairments.
- Provide keyboard accessibility for all interactive elements and navigation menus.
- Regularly review and update your website to maintain accessibility standards as technologies evolve.
- Educate and train your team on accessibility best practices to ensure ongoing compliance.



## Additional Considerations

- Ensure that all links and form inputs have descriptive text and labels
- Don't open links in new windows
- Add a skip to content link
- Content writing - H1, H2, Bold, Italic
- Use tools to improve grammar and spelling for you audience
- Use descriptive links (not "click here")
- Avoid directional language ("see below", "to the left")

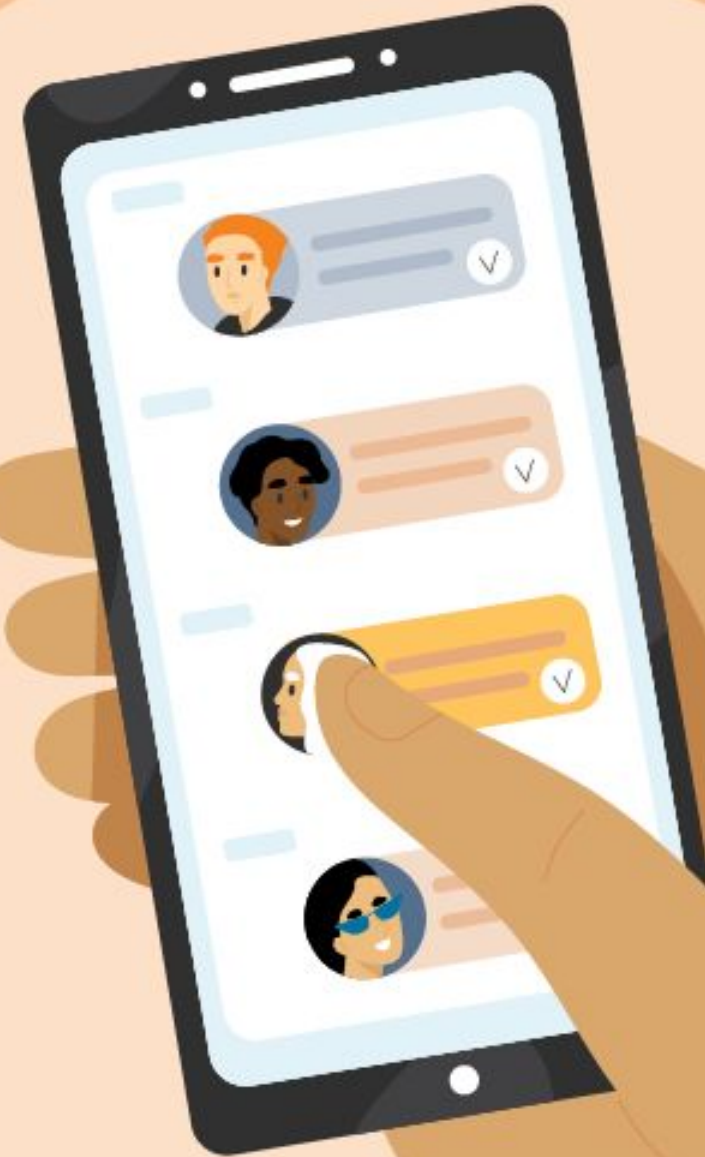
Up to **1 in 4** adults in the United States have some type of disability  
(27%)

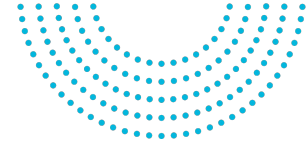




# Mobile Accessibility Considerations

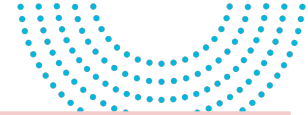
- It's essential to ensure accessibility on smaller screens.
- Optimize your website for mobile accessibility by implementing responsive design principles.
- Consider touch gestures and interactions for users who may have difficulty using traditional input methods.
- Test your website on a variety of mobile devices and screen sizes to ensure usability for all users.





## Text Alternatives

- All images, icons, videos, and buttons that convey meaning or are interactive should have a text alternative.
- The text describes the image for screen reader users, or if the image fails to load on the page.
- Image alt text should contain just enough information to describe the image without being too lengthy - between a few words and a short sentence or two.
- For images being used as links to another page should describe where the image link is taking the user.
- Image alt text for complex images such as charts or graphs should be accompanied by a link to a text-only description of the image.
- If image alt text is left blank, the image will be skipped over by screen readers. These are identified as "decorative" images. Images such as icon graphics are decorative.



Correct

# Image Alt Text

Incorrect



**Alt text:** People working and collaborating at computers on desks in our downtown Houston open-floor plan office.



**Alt text:** People working



Financial Aid



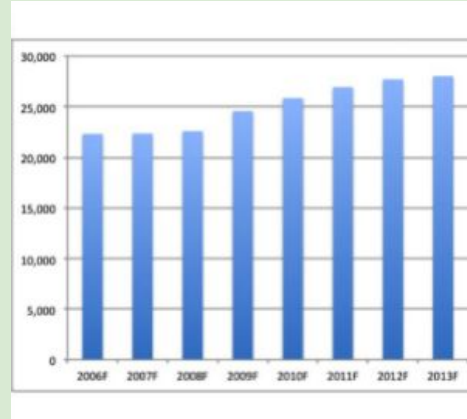
Scholarships



Financial Literacy



Affordability



**Alt text:** Bar chart showing program enrollment over an eight year period, starting in 2006. Enrollment steadily increases each year.

**Alt text:** (left blank)



Financial Aid



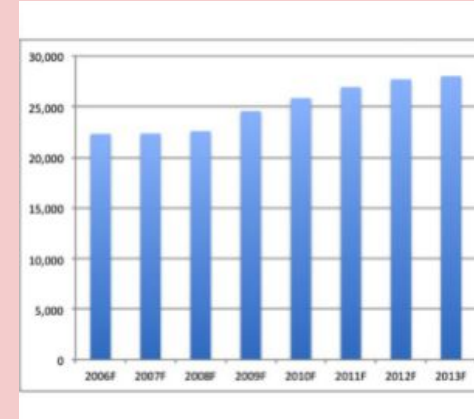
Scholarships



Financial Literacy



Affordability



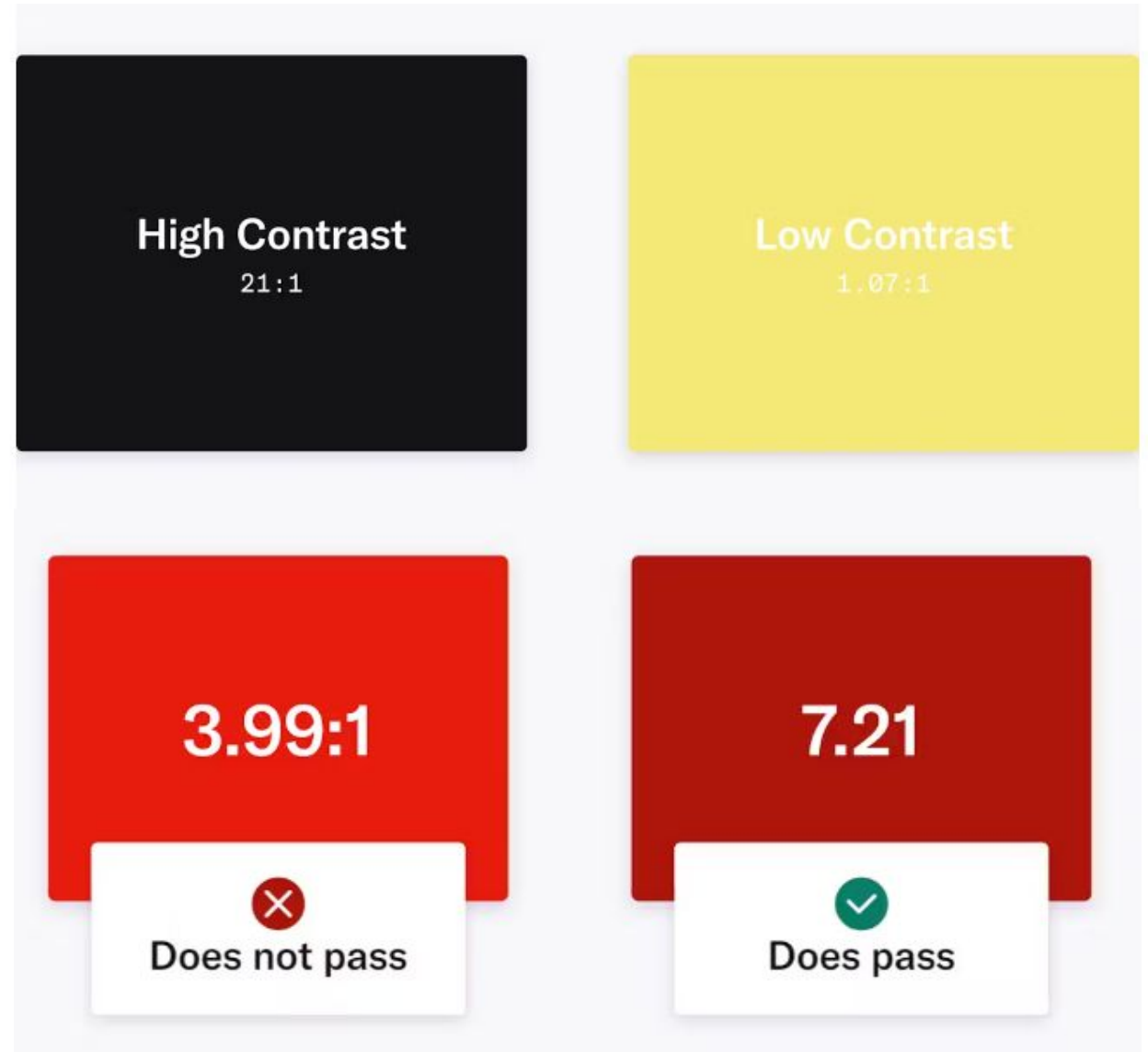
**Alt text:** Financial Aid; Scholarships; Financial Literacy; Affordability



**Alt text:** Chart showing program enrollment

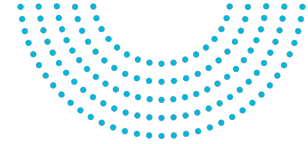


# Color Contrast

- Crucial for ensuring that text and images are perceivable by users with visual impairments.
- Poor color contrast can make content difficult or impossible to read for users with low vision or color blindness.
- Aim for a minimum contrast ratio of 4.5:1 for normal text and 3:1 for large text (at least 18pt or 14pt bold).
- Check contrast for both text and interactive elements such as buttons and links.



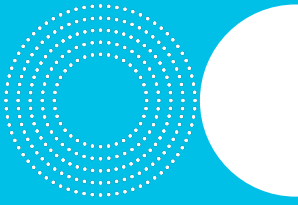
<b>High Contrast</b> 21:1	<b>Low Contrast</b> 1.07:1
<b>3.99:1</b>  Does not pass	<b>7.21</b>  Does pass



## Using **ARIA**

- **Accessible Rich Internet Applications** - Markup/information helps screen readers and other AT to better understand the elements on a web page
- Provides a user interface that enables users to effectively interact with those elements
- Used to add context where it doesn't currently exist or to assist
- There are currently 22 ARIA states and properties ([github](https://github.com))
- Example - link:
  - Before: For more information about us, [click here](/about)
  - After: For more information about us, [click here](/about)
- *If you can, use a native HTML element or attribute with the semantics and behavior you require already built in, instead of re-purposing an element and adding an ARIA tag.*





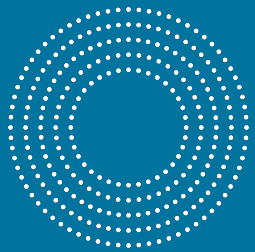
## Poll Question

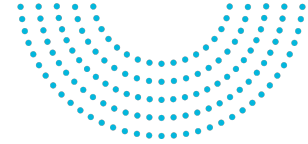
**What motivates you the most to prioritize website accessibility in your nonprofit organization?**

- A. Social Responsibility: Fulfilling the ethical obligation to provide equal access to all users.**
- B. Legal Compliance: Ensuring adherence to accessibility laws and regulations.**
- C. User Experience: Improving the overall usability and satisfaction of website visitors.**
- D. Impact and Reach: Broadening the audience and impact of your organization's mission through accessibility efforts.**



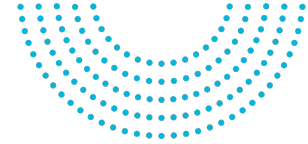
# Steps to Getting Your Website Accessible





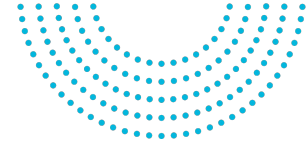
## Continuous **Improvement** **Strategies**

- Monitor and evaluate your website's accessibility regularly
- Keep updated on accessibility standards, guidelines, and best practices.
- Collect feedback from users with disabilities and incorporate their insights.
- Accessibility is an ongoing process that requires continuous improvement and commitment to learning and improvement
- Provide opportunities for training and professional development in accessibility for your team.



## Accessibility Statement

- Serves as a declaration of commitment to accessibility and a practical guide for your users.
- Demonstrates your organizations commitment
- Provides transparency about current level of accessibility
- Legal compliance and even protection for litigation
- Resource for users
- Guides for future improvement
- Bonus: SEO (extra content)



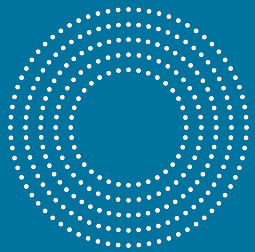
# Resources and Tools for Accessibility

- [WebAIM](#): Provides comprehensive resources, tutorials, and evaluations for web accessibility.
- [W3C Web Accessibility Initiative \(WAI\)](#): Offers guidelines, techniques, and resources for making the web accessible.
- [Color Contrast Checker](#): Helps you check color contrast ratios to ensure readability.
- [NVDA](#): Free and open-source screen reader for Windows users.
- [Ally Project](#): A community-driven effort to make digital accessibility easier.
- [Web Accessibility Tutorials](#): Step-by-step tutorials on implementing accessibility features in web content and applications.
- [Accessibility Statement Generator](#): Free web accessibility statement generator.



# How we can help

Tapp + TechSoup Service Offerings



# Website Services for Nonprofits

Attract Supporters | Amplify Fundraising | Accelerate Impact

GET IN TOUCH

Digital Assessment Tool

Help Desk

Office 365

Managed IT

Website Services

Digital Marketing

TechSoup Courses

Boost

Consultant Connection

## Transform Your Nonprofit's Web Presence Today

Free website assessments, cost-effective consultations, and customized

# Website Accessibility Consultation

Mention this offer when scheduling

[GET A CONSULTATION](#)



# Custom Website Development

## Strategy

### Discovery, Content Audit, & Scope of Work

At this stage we will identify design, development, and integration needs. Each need will be reviewed and assigned a priority. Applying the Growth Driven Design methodology, high priority items will be considered for Phase 2: Launchpad Website, while other items will be noted and added to a wish list for consideration during the continuous growth phase and beyond.

## Content & Design

### Site Structure Recommendations & Custom Website Design

Tapp Network will collaborate with the client to design a new theme in-house that includes templates for each of the content types outlined above.

The design process takes into account user experience best practices, your organization's unique target audiences, and the learnings from the content audit.

The design is "mobile-first" and is created to be responsive (on common devices and browsers) and accessible (ADA compliant for visual impairment and other common disabilities).

## Development

### Best Practice WordPress Development

Our developers follow industry standards for best practices when building out your website. These practices apply to the entire CMS development process but are particularly critical when it comes to writing code, developing databases and installing plugins. Sites that are built based on best practices are scalable for future needs and more efficient overall.

## QA, Testing, & Launch

### Quality Assurance Testing

Custom sites are developed in a staging environment in order to allow for thorough testing and review by both Tapp Network and the client. At this point we confirm functionality on all devices and browsers ensuring a smooth transition when the site goes live.

Starting at  
**\$15,000**



## Growth Driven Custom Website Development

Utilizing the Growth Driven Design methodology, we partner with nonprofits to develop a website strategy, design and build a custom WordPress website, and optimize a long-term approach tailored to your organization's goals.

### Intended Audience

Nonprofits who have outgrown their current CMS, would like to redesign an existing WordPress site, or are seeking systems integrations such as member portals, ecommerce, or donor management.

Any Questions?



# Ready to Get Started? Book a Consultation!

[WEB SERVICES](#)

# Thank You!



Tapp Network  
[info@tappnetwork.com](mailto:info@tappnetwork.com)  
[tappnetwork.com](http://tappnetwork.com)