[FOR HEADS OF COMMUNICATIONS AND MARKETING]

Your website, for the board.

A two-page briefing you can fill in and put in the next board pack.



How to use this

1. Read pages 3 to 5. They cover what to check and why it matters to trustees.

2. Check your own website against the six things on page 4, and what AI tools say about you on page 5.

3. Fill in the briefing on pages 6 and 7. It is written for a board, not a comms team.

4. Put it in the board pack. Ask for a decision, not a discussion.

You do not need a developer for any of this.

Whatever you find, the briefing works. If your website is in good shape, it says so, and the board can stop worrying about it.

[WHY THE BOARD SHOULD CARE]

Your website is read before your application.

A grants officer opens it before shortlisting. A donor before giving. A trustee before a vote. They are all asking the same question: can this organisation be trusted with money?

Most boards treat the website as a comms channel. The people deciding about funding treat it as a record.

Who reads it, and how	
A grants officer, before shortlisting.	On a desktop in a grants office.
A major donor, before giving.	On a phone, on a commute.
A trustee, before a vote.	Printed into a board pack.
A regulator, spot-checking.	Through a screen reader.
A journalist, checking a claim.	Nine months after you last looked.

What has changed

People now ask ChatGPT or Google's AI Overviews about you before they visit. In the US, the share of nonprofit website traffic coming from search fell month by month through 2025, as AI summaries replaced traditional searches.[1] What those tools say about you is drawn largely from your website. If your website is thin or out of date, so is the answer.

Why this lands on you

Almost half of charities (49%) say a clear vision of what they could achieve with digital is the top gap they want their CEO to address — the most common leadership gap in the Charity Digital Skills Report 2026.[2] Website problems tend to stay a comms problem until someone puts them in governance terms. This briefing does that.

The six things funders check.

Each one needs to be present, current, and findable within two clicks of your homepage.

01 Impact

What they look for
Evidence that something changed, not just that something happened.

The usual gap
The outcomes exist. They are in a PDF nobody links to.

How to check
From your homepage, can you reach outcome evidence in two clicks? Is it on a page, not only in a download?

02 Financial compliance

What they look for
Current accounts, an annual report, and a link to your regulator record.

The usual gap
The accounts are two years old, or three clicks deep, or both.

How to check
Compare the latest accounts on your website with the latest filed on your regulator record (Charity Commission, OSCR, CCNI, or your country's equivalent).

03 Governance

What they look for
Named trustees, named senior staff, a visible structure.

The usual gap
The team page stops at the founder.

How to check
Does the trustee list on your website match your regulator record today?

04 Strategy and mission

What they look for
A direction stated clearly enough to judge alignment before a meeting.

The usual gap
A slogan where the strategy should be.

How to check
Could a funder tell in a minute whether your work fits their priorities?

05 Sustainability

What they look for
Income visibly spread across more than one source.

The usual gap
The website reads as though one grant is the whole plan.

How to check
Can a visitor see where your money comes from?

06 Current programming

What they look for
Proof the work is running now.

The usual gap
The most recent update is from two years ago.

How to check
What is the date of the most recent update on your website?

What AI tools say about you.

Ask these questions in ChatGPT, Google (look for the AI Overview at the top), Gemini, Perplexity and Claude. Where you can, do it signed out, so your own history does not shape the answer.

"What is [organisation name] and what does it do?"

"Is [organisation name] a trustworthy charity to donate to?"

"Who runs [organisation name]?"

"What has [organisation name] achieved in the last year?"

For each answer, note
Is it accurate?
Is it current?
Which sources does it cite: your website, or someone else's?
What is missing or wrong?

Answers change from week to week. Write down the date and keep a screenshot of each one.

Board briefing: our website

Editable version: [FILL: editable doc URL]

Prepared by Name, role

Date Date

For Board or committee, meeting date

Decision requested One sentence

1. Summary

Three lines at most. What you found and what you are asking for.

2. Why this matters

Pre-filled. Keep or edit.

Funders, donors and regulators read our website before they decide. AI tools now describe us to people before they visit, using what our website says. Gaps on the website are read as gaps in the organisation.

3. What we found

Area	Present	Current	Findable in two clicks	Note
Impact	☐	☐	☐	
Financial compliance	☐	☐	☐	
Governance	☐	☐	☐	
Strategy and mission	☐	☐	☐	
Sustainability	☐	☐	☐	
Current programming	☐	☐	☐	

4. What AI tools say about us

Tool	Date checked	Accurate? (Y/N)	Current? (Y/N)	Main source cited	Issue

5. Risk if nothing changes

Funding applications or renewals due in the next 12 months

The gaps a funder would see first

Accessibility, data protection or governance information that is out of date

6. Options

Option	What it involves	Cost	Time	Who does it	Main risk
A. No change					
B. Targeted fixes					
C. Rebuild or full review					

7. Recommendation

Which option, and why, in two or three sentences.

8. Decision requested

- ☐ Approve option _____ A, B or C
- ☐ Approve a budget of up to _____ Amount
- ☐ Name a trustee to oversee this _____ Name

If you want a second opinion.

If the briefing raises more questions than it answers, the Blueprint Audit does it properly. Your website is read the way a grants officer reads it, cross-checked against your regulator record. You get a written report your board can read, and a call they can join.

Sometimes the answer is that you do not need a rebuild. If so, you will be told so.

Book fifteen minutes →

cal.com/socialectric/discovery

Registered with the ICO Professionally insured Written data processing agreements available
WCAG 2.2 AA as standard Accounts issued in your name

Sources

1. M+R Benchmarks 2026 (US nonprofit study). mrbenchmarks.com
2. Charity Digital Skills Report 2026, Zoe Amar and Nissa Ramsay. charitydigitalskills.co.uk

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