

2. Light Users

Light users are individuals that you have a light relationship with; one that you hope to strengthen over time. The goal for their visit to the site is to cultivate your relationship and create increased trust to deepen your relationship.

How we define Light Users:

- These people are already in your database, but you probably only have their email address or basic contact information.
- They donate to your organization, or
- Attend your events, or
- Have taken actions on your behalf

Goals for serving Light Users on the site:

1. Ensure you have a complete picture of them so you can know when and how to serve them and engage them in your work.
2. Drive them to donate and/or support your work more actively.
3. Continue to build our relationship with them.
4. Get them to sign up for events.

How Light Users find the site:

Light users will usually come to the site to read the rest of an article in an your organizations e-newsletter, alert, or to take action in response to your organization's call to action. What can you do to make their experience more rewarding to them?

- Thank them and offer ways for them to learn more and get more involved.
- Provide content that makes light supporters feel good about your organization and deepens their personal feeling or connection to the organization
- Send only highest-priority calls to action that respond to urgent, visible issues
- Provide meaningful monthly newsletters with relevant (to them) program/news updates - no strong calls to action. NOTE: Newsletter articles are always written "to" the light supporter
- Build a sense of community by soliciting their feedback and sharing others' voices
- Offer simple, regular services such as monthly electronic images or other items of value
- Avoid overload/burnout - no more than two or three emails per month