

The background of the slide is a blue-tinted image of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. The text is overlaid on this background.

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2022

# Expand Your Fundraising Potential with Digital Accessibility

JEN FRAZIER

TIE HARDY

GLENDASIMS

# Agenda

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1. Introductions
2. Digital Accessibility
3. Keys to Accessible Fundraising
4. Motivation for Accessible Fundraising
5. Open Q & A

# Welcome!



She/Her  
Panel Moderator

## Jen Frazier

Founder & CEO with Firefly Partners

A fierce advocate for progressive causes & **social impact organizations**

Worked in the social good sector for **over 20 years**



# Welcome!



They/Them  
Panelist

## Tie Hardy

Accessibility Expert Consultant  
Web Designer/Developer

Specialist in UX development & research related to making space for **people in the margins**

Consultant addressing **antiblackness & colorism** informed by experience as a queer, dark-skinned, non-man

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# Welcome!



She/Her  
Panelist

## Glenda Sims

Chief Information Accessibility Officer, Deque Systems

International Accessibility Expert with **20+** years of experience

Main passion is universal design as a catalyst for innovation and **equal access for all**

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# What is Digital Accessibility?

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# Digital Accessibility

When people with disabilities can independently use technology

**Equal Access to all things digital**





# What is Disability?

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# Types of Disabilities



Vision



Hearing



Speech



Motor



Cognitive

# Accessibility Perspective Videos

[w3.org/WAI/perspective-videos](https://w3.org/WAI/perspective-videos)



Vision	Hearing	Speech	Motor	Cognitive
Text to Speech	Video Captions	Keyboard Compatibility	Keyboard Compatibility	Clear Layout and Design
Colors with Good Contrast			Large Links, Buttons, and Controls	Understandable Content
Customizable Text				
Notifications & Feedback				

W3C Web Accessibility Initiative WAI

Home / Accessibility Fundamentals / Perspectives Videos

**Web Accessibility Perspectives Videos: Explore the Impact and Benefits for Everyone**

Web accessibility is essential for people with disabilities and useful for all. Learn about the impact of accessibility and the benefits for everyone in a variety of situations.

**Perspectives Videos**

- Keyboard Compatibility
- Colors with Good Contrast
- Clear Layout and Design
- Text to Speech
- Large Links, Buttons, and Controls
- Video Captions
- Customizable Text
- Speech Recognition
- Understandable Content
- Notifications and Feedback

# Assistive Technologies

Technologies designed specifically for people with disabilities are known as assistive technologies.

Familiar examples may be wheelchairs, hearing aids, and canes.

Disabilities with the greatest impact in the **digital space** are related to



Vision



Motor/Hand use



Hearing



Cognitive

## Examples of assistive technologies related to web use

Blindness

screen readers, refreshable braille devices

Low Vision

screen enlargers, screen readers

Color Blindness

color enhancement overlays, color enhancement glasses

Deafness

captions, transcripts

Motor/Mobility Disabilities

head wand, mouth stick, alternative keyboards, eye gaze tracking, voice activation

Cognitive Disabilities

screen readers, screen overlays, augmentative communication aids

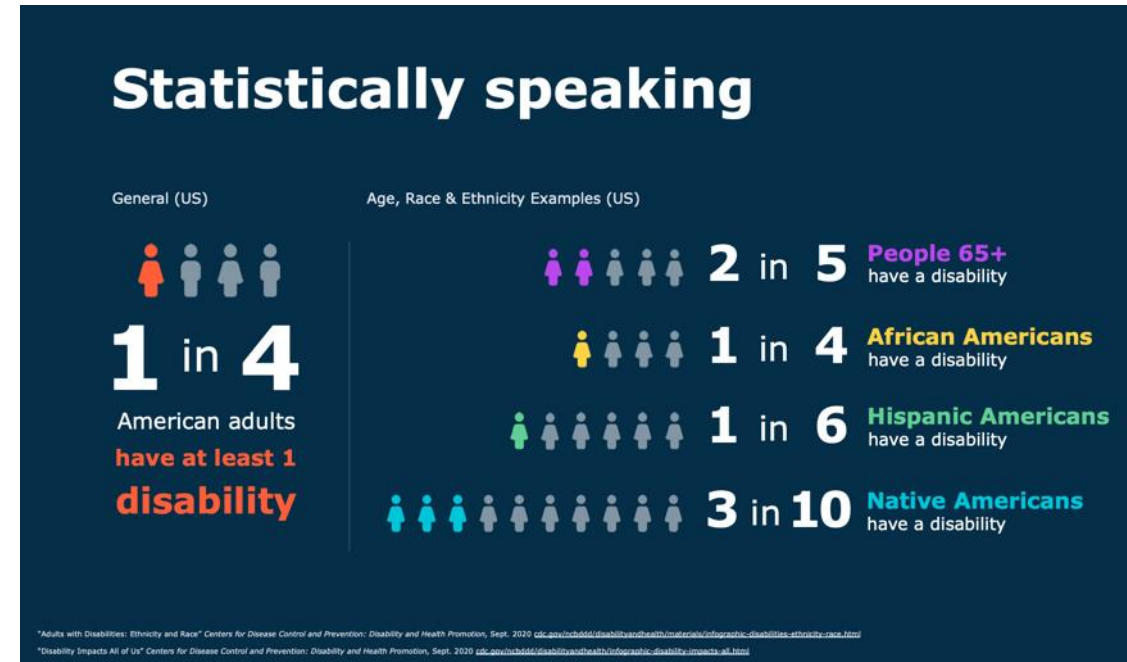
# Why is Accessibility Important?

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# Accessibility Statistics

- People define a “disability” in different ways
- The narrower the definition means less people will report having a disability
- Regardless, people with a disability are not as much of a minority as people tend to think



# Equal Access Matters

Imagine a scenario where you're unable to:

- Access information like news or benefits
- Pay bills or manage accounts
- Get assistance like telemedicine
- Apply for jobs or schooling
- Make purchases or reservations
- Connect with people / Attend events
- Play games
- Engage with social good organizations
- Donate to your favorite non-profit

Consider how that would change your life.



**Holly**  
@lifeofablindgrl

Got excited about being able to book concert tickets online, only to find that the booking process wasn't fully accessible, meaning that I had to get sighted assistance.



**Julia Métraux** ✓  
@metraux\_julia

I'm just a chronically ill person, sitting in front of my computer, frustrated that many online/hybrid events stopped.



# Accessible Fundraising

# Accessible Donations

## Keys to removing fundraising barriers

- Accessible communications
  - email, web site
- Accessible donation platform
- Accessibility in procurement
- Grassroots fundraising for all
  - Social Media
  - QR Codes
  - Venmo







# How Big is the Disability Market?

# Disability Market



**1.85 Billion people with disabilities**

represent more than one in four on the planet  
a market larger than China

- Return on Disability

# 61 Million People in the United States

CDC: number of Americans with disabilities is 61 million, or 26% of the population!



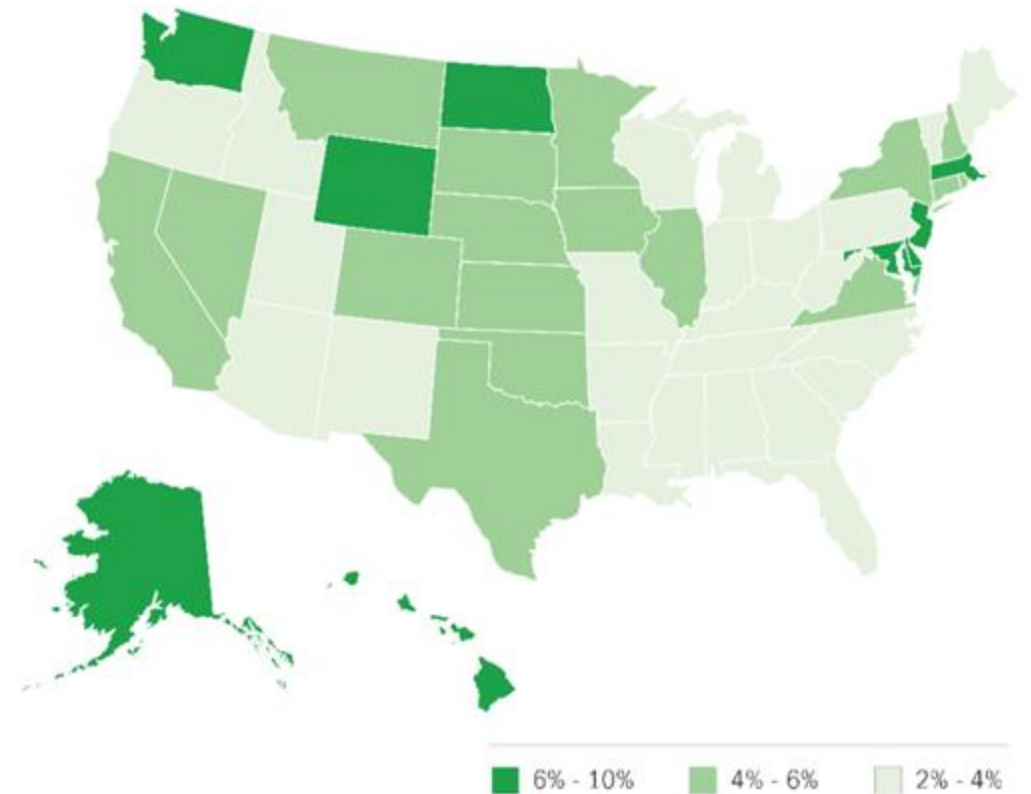
# Purchasing Power of Working Age Adults in US with Disabilities

**\$490 Billion** = total after-tax disposable income for working age adults with disabilities

For comparison:

- \$501 Billion - African American
- \$582 Billion - Hispanics

PERCENTAGE OF PEOPLE WITH DISABILITIES WHO HAVE DISCRETIONARY INCOME BY STATE





# Disability Network Effect

“People with disabilities are not a solitary market; they are surrounded by family members and friends.”

Accessibility is no longer something  
nice to have,  
it's necessary



# How digital accessibility can help your users



## **Improve Access for All**

Often accessible design is found to have benefits that reach further than expected, like curb cuts



## **Empowerment for people with disabilities**

Having equal access to opportunities, activities and information can make situations less stressful and provide efficiency



## **More Connections with people with Disabilities**

If the world were more accessible, there would be greater opportunities to connect people with and without disabilities.

# How digital accessibility can help with your fundraising



## **Improves Public Perception**

Leverage your accessible web site as a differentiator among your competitors and show that you care.

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## **Increases Compatibility**

Your website will be compatible with a wider variety of web-enabled devices and potentially reach a larger audience.

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## **Improves Search Engine Optimization**

Better writing and markup also improves the ability of search engines to find and index your site so potential users find you easily.



# How digital accessibility can help with your fundraising



## **Increases Your Customer Base**

People with disabilities have money to spend. Remove any barriers to purchase or donate.



## **Increases Your Funding Eligibility**

If you have a track record to prove that you have already done so in the past, you will be more likely to get the contract.



## **Avoid Lawsuits**

In many areas of the world, creating inaccessible web sites is against the law. Accessibility keeps you out of court.



# What is YOUR Motivation for Digital Accessibility?

# Accessibility Motivation

- Personal
- Family & Friends
- Humanitarian
- \$\$\$ Profit Driven \$\$\$





# Accessibility = More Donations

“According to a Jakob Nielsen study,  
seniors are 35% less likely  
to complete a purchase online  
than someone under the age of 55.”

*The older we get,  
the more likely we are to have a disability.*

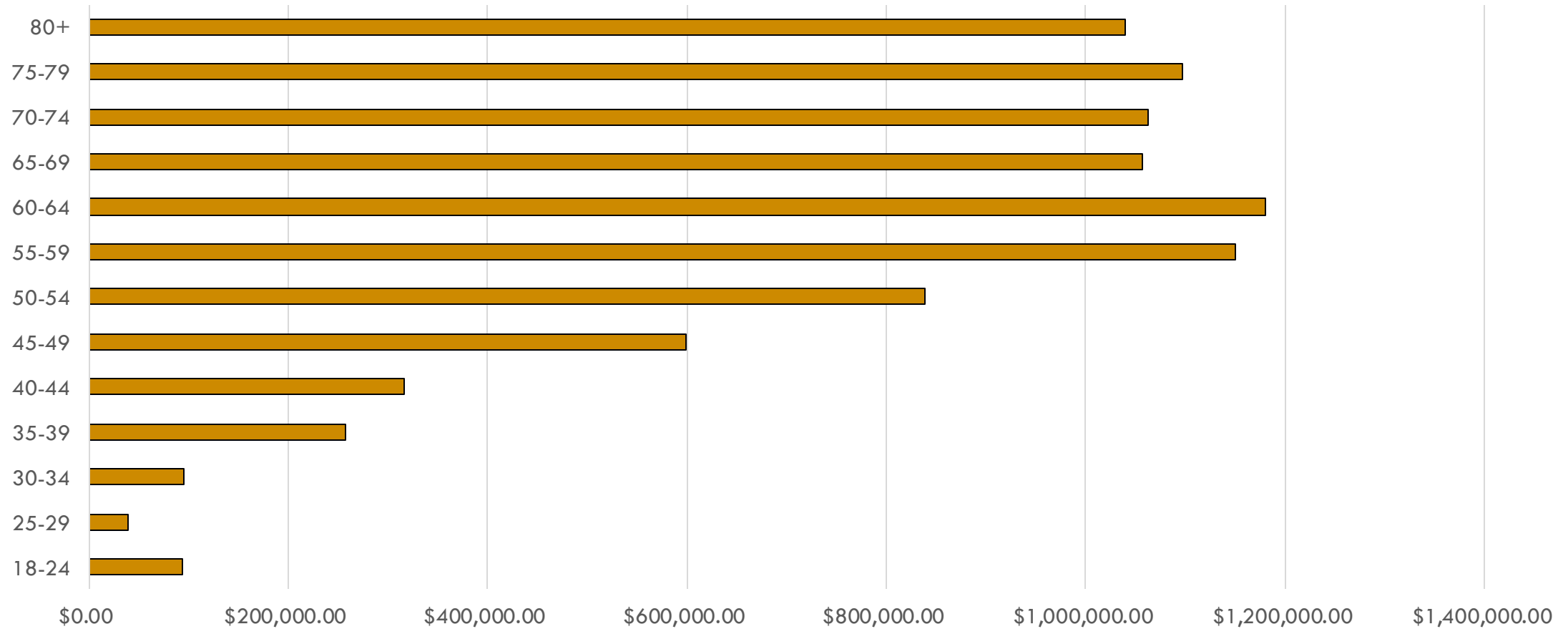
*“People’s ability to use websites effectively  
declines 0.8% every year over the age of 25.”*





# Example: US Seniors have \$\$\$\$\$

Average Wealth in US by Age in 2016



# Accessibility Resources

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- Site Scanning
  - [web.dev/measure](https://web.dev/measure) (uses axe-core)
  - [deque.com/axe](https://deque.com/axe)
  - [wave.webaim.org](https://wave.webaim.org)
- Manual Testing
  - [a11yproject.com/checklist](https://a11yproject.com/checklist)
- Color Contrast
  - [contrast-grid.eightshapes.com](https://contrast-grid.eightshapes.com)
  - [color.adobe.com/create/color-contrast-analyzer](https://color.adobe.com/create/color-contrast-analyzer)
- General Accessibility
  - [a11ytalks.com](https://a11ytalks.com)
  - [axe-con.com](https://axe-con.com)
  - [webaim.org](https://webaim.org)
  - [w3.org/WAI/perspective-videos](https://w3.org/WAI/perspective-videos)
- User Testing
  - [access-works.com](https://access-works.com)
  - [perkinsaccess.org](https://perkinsaccess.org)
  - [theweco.com](https://theweco.com)
- Writing for Readability
  - [hemingwayapp.com](https://hemingwayapp.com)
  - [plainlanguage.gov](https://plainlanguage.gov)
- Coding for Good (\$150 entry = almost free site)
  - [knowbility.org/programs/air](https://knowbility.org/programs/air)
- Free Screen Readers
  - [usabilitygeek.com/10-free-screen-reader-blind-visually-impaired-users](https://usabilitygeek.com/10-free-screen-reader-blind-visually-impaired-users)
  - [a11yproject.com/checklist](https://a11yproject.com/checklist)

# Accessibility Quick Tips

## for Writing

- Informative page titles
- Heading & structure
- Meaningful link text
- Good alt-text
- Transcripts & captions
- Clear instructions
- Keep content concise

## for Design

- Sufficient color contrast
- Never rely on color alone
- Easy to ID interactivity
- Form elements labeled
- Recognizable feedback
- Design responsively
- Provide media controls

## for Development

- Labels with form controls
- Identify page language
- Meaning in mark-up
- Users able to fix mistakes
- Responsive development
- Keyboard accessible
- Avoid CAPTCHA

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Q U E S T I O N S ?

Now's our time to  
hear from you!

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Reminder to Panelist:  
Repeat Audience Questions  
for Recording



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