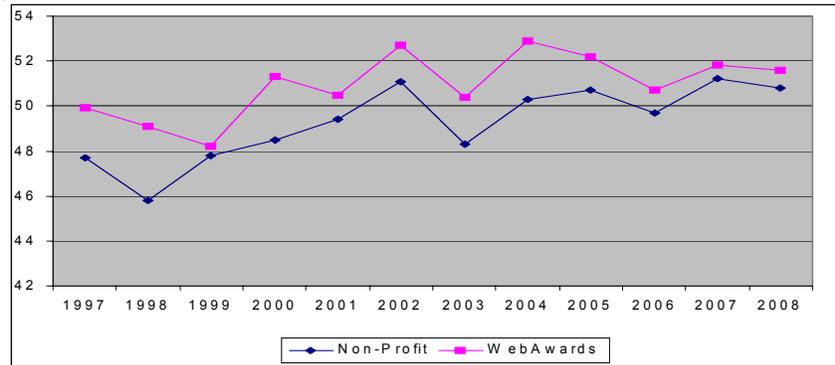# WebAward Internet Standards Assessment Report

2009 Non-Profit Industry Benchmark Results

Average Industry Scores vs Internet Standards Assessment Report (ISAR) Index

Year	Non-Profit	WebAwards
1999	47.8	48.2
2000	48.5	51.3
2001	49.4	50.5
2002	51.1	52.7
2003	48.3	50.4
2004	50.3	52.9
2005	50.7	52.2
2006	49.7	50.7
2007	51.2	51.8
2008	50.8	51.6

Score out of a possible 70 points

Average Scores by Judging Criteria

	2004	2005	2006	2007	2008
Design	6.9	6.8	7.3	7.5	7.3
Innovation	6.0	6.1	6.4	6.6	6.7
Content	7.4	7.3	7.6	7.8	7.7
Technology	6.2	6.3	6.5	6.8	6.9
Interactivity	6.7	6.8	7.0	7.1	7.2
Copywriting	7.4	7.3	7.5	7.7	7.5
Ease of use	7.1	7.1	7.5	7.6	7.5

Score out of a possible 10 points

### Average Scores by Judging Criteria Chart
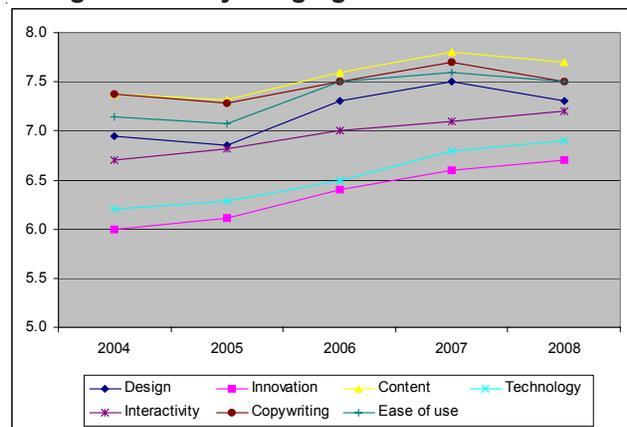
Analysis

The non-profit category is, by far, the most competitive in the WebAwards competition; however, non-profits as an industry fall consistently below the overall ISAR index year after year. They miss the 5-year criteria benchmark in each of the criteria areas. As an industry, they are strongest in content and copywriting. Due to their non-profit budget limitations, they typically earn low scores in innovation and technology.

The Internet has allowed non-profit organizations to significantly raise their visibility with prospective donors and volunteers. Many of the best non-profit sites have benefited from pro bono efforts of major interactive firms willing to support their causes.

Industry vs ISAR 5-Year Average By Criteria
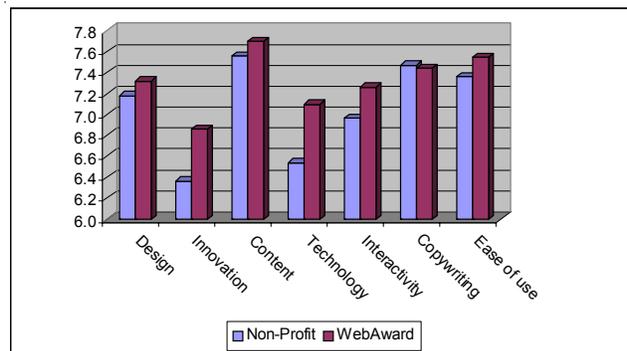
Best of Industry Winners

Year	Winner	Web site
2008	Reading Is Fundamental	Leading to Reading
2007	Arnold Worldwide	Singing Cowpoke
2006	Bridge Worldwide	VH1 Save The Music/P&G brandSAVER
2005	IconNicholson	Project Rebirth Web Site
2004	I.T. UNITED Corporation	WWF Children of the Earth
2003	I-SITE and AWARE foundation	Teen Health Talk
2002	Interactive Knowledge	Corridos Sin Fronteras
2001	The Billy Graham Internet Team	Road to Redemption
2000	Earth Day Canada	EcoKids Online
1999	AppNet	World Wildlife Fund

About this Report

The Web Marketing Association has collected industry Web site development benchmark data since 1997 through its WebAward program. Multiple independent judges review and score each site from 0-10 points on each of seven criteria for a possible 70 points. Best of Industry WebAward is given to the site that scores highest in the industry. The views of this report are based on observations of aggregated industry data and do not reflect the results for any particular Web site unless noted. For complete information, go to www.webaward.org