Accessibility by Design:

Breaking Barriers by Crafting Inclusive Donor Experiences

True sense®

So nice to meet you!

Meghan Sharon
Senior Digital Strategist
TrueSense Marketing

Amanda Swadlo
Associate Creative Director
TrueSense Marketing

Why accessibility?

61 million	Number of U.S. adults living with a disability (26%)
1 in 10	Adults with cognitive difficulty (concentration, memory)
1 in 7	Adults living with mobility issues
12 million	Number of U.S. adults age 40+ who have vision impairments

Americans with Disabilities Act (ADA)

Instituted in 1990, the ADA requires businesses to provide accommodations and modifications to ensure accessibility and equal opportunity for people with disabilities.

- Public accommodations: entrances and exits, parking, restrooms, pathways and aisles
- Communication: signage, information and assistance, effective communication
- Equal opportunity: accessible workspaces, assistive devices, modified work schedules

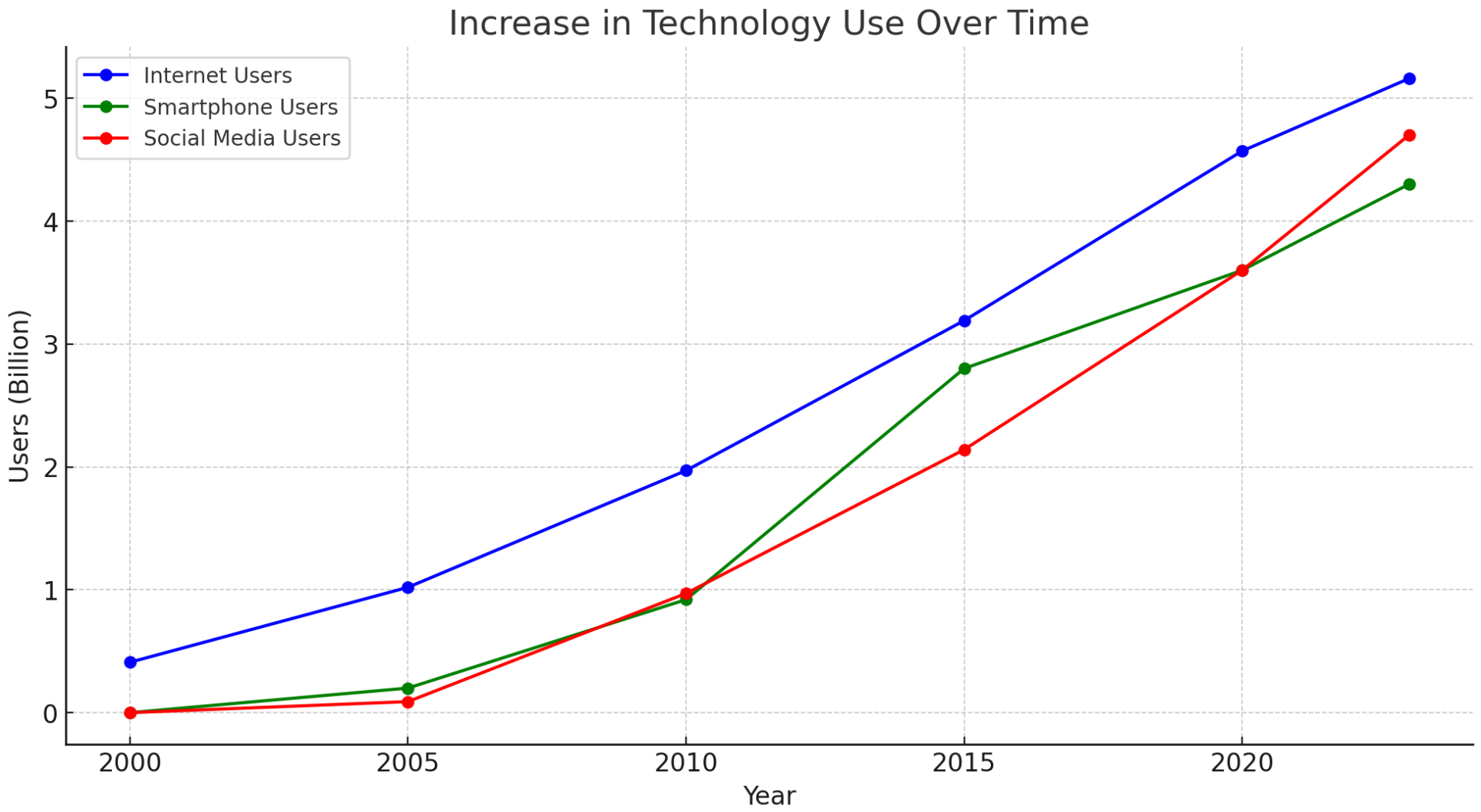
Think about what you interact with daily…

Things that are convenient for you but are life-changing for someone with a disability:

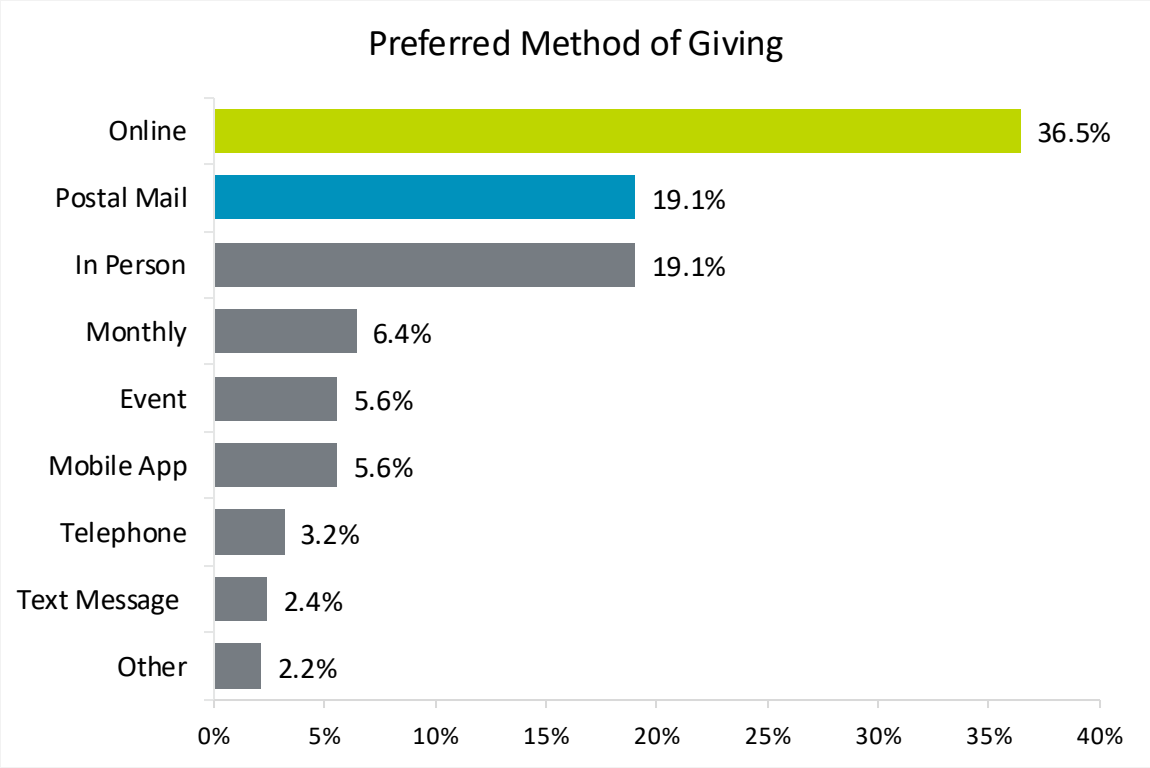
- Elevators, escalators, ramps
- Transportation
- Cross-walk signals, visual and audio
- Automatic doors and lights
- Online shopping and delivery services
- Smart devices

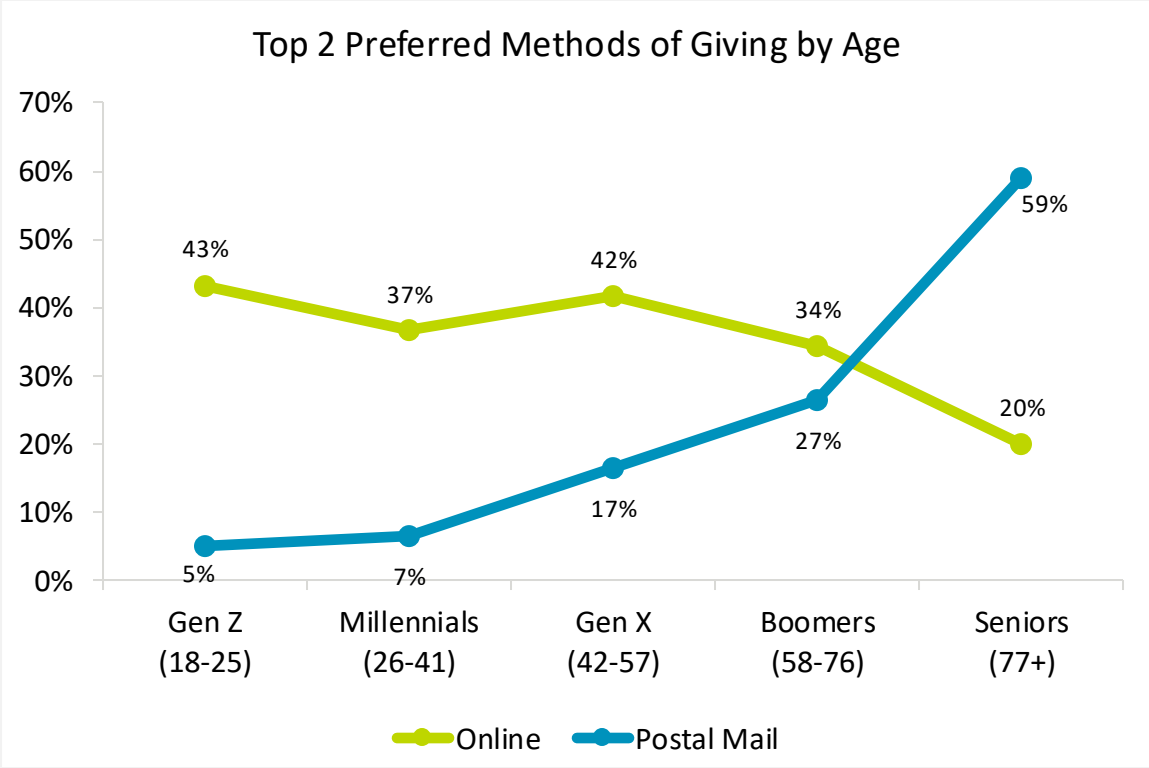
Did you think of something else? Put your ideas in the chat!

Why **digital** accessibility?



Why **digital** accessibility?





Source: TrueSense Marketing's 2023 DonorGraphics study. Base: U.S. charitable donors, n=1,196.

Web Content Accessibility Guidelines (WCAG)

Developed in 1994 by the Web Accessibility Initiative (WAI) of the World Wide Web Consortium (W3C)

Provides guidelines on making web content more accessible based on 4 principles:

- Perceivable
- Operable
- Understandable
- Robust

Think about the **critical elements** of your digital fundraising programs…

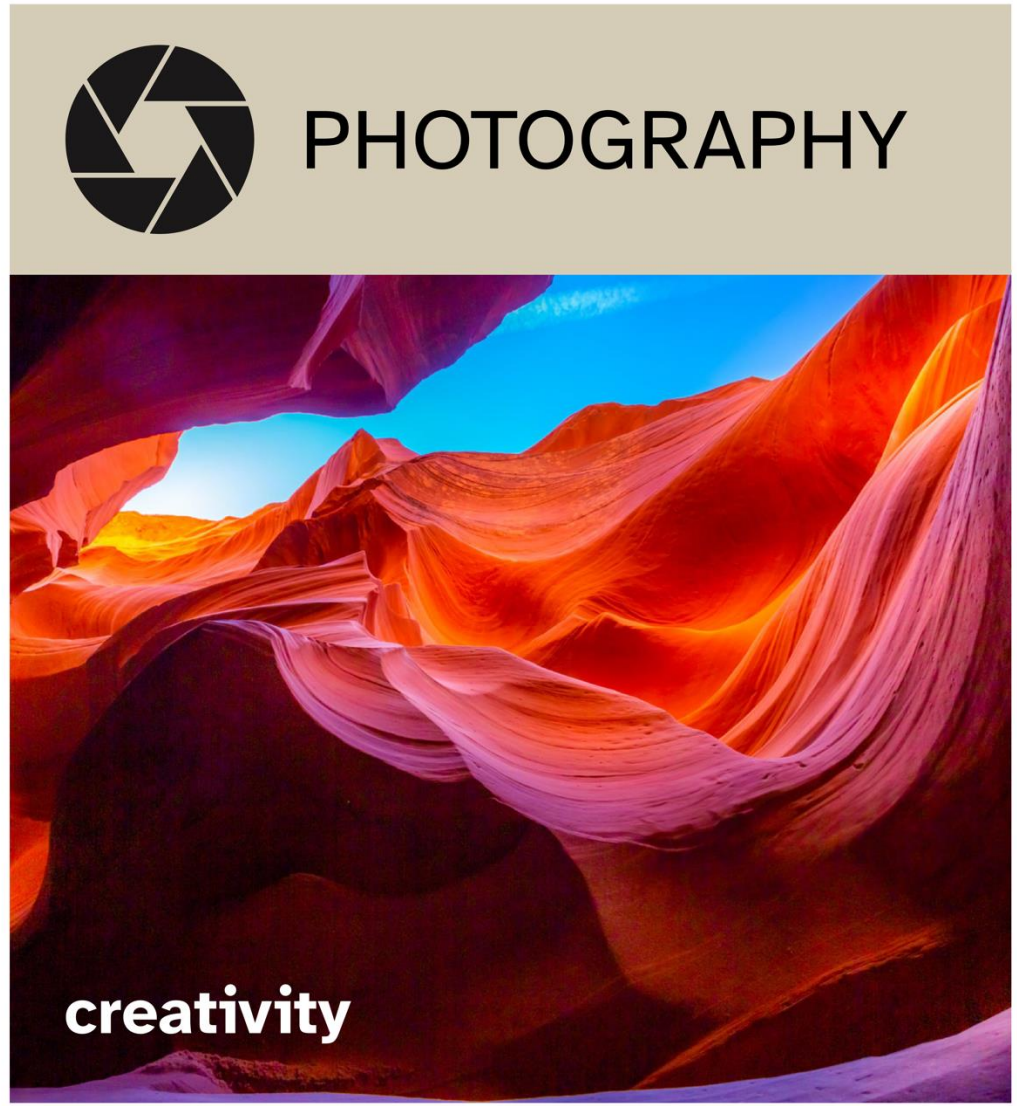
- Website
- Donation forms
- Emails
- Social media posts & ads
- Images & videos
- …and more!

So… **how** can we improve the digital experience?

K&L GATES
K&L GATES

Photographer
To: Amanda Swadlo >

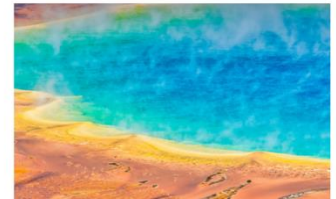
New Photography Portfolio



collaboration

sustainability

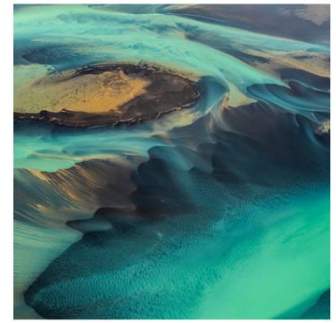
commemoration



biography

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent lectus mauris, ornare eu magna et, pretium scelerisque urna. Integer congue nisi in nisi tempor, ut placerat tortor tristique. Etiam fermentum dolor vel erat auctor eleifend. Nunc nec commodo justo. In cursus velit lorem, vitae accumsan quam accumsan quis. Maecenas facilisis odio tellus, ut iaculis ligula sagittis id. Donec finibus leo sed tellus porttitor ultricies. Pellentesque sit amet rutrum nunc. In hac habitasse platea dictumst. Praesent erat libero, molestie nec placerat eget, dignissim eu risus. Maecenas velit metus, interdum id sagittis vel, pretium at est.

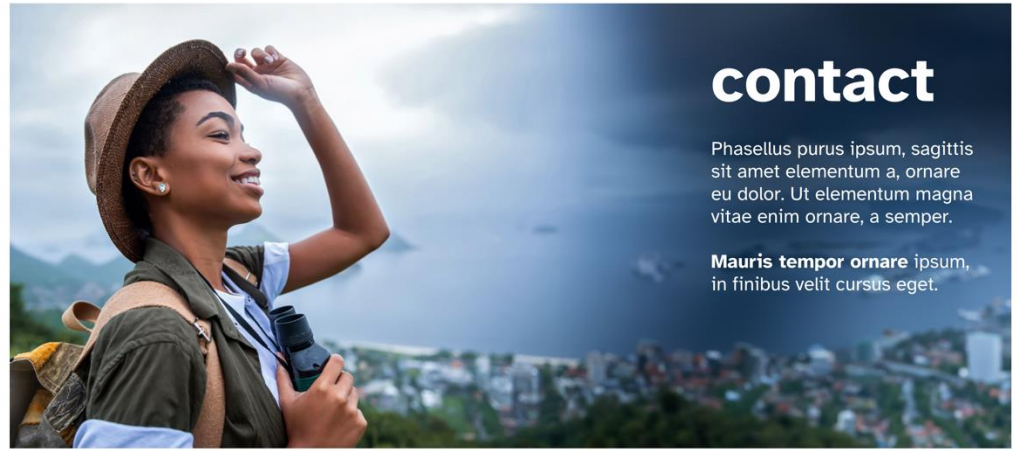
Cras vel leo tellus. Mauris molestie arcu at velit sodales imperdiet. Vivamus eros neque, pharetra in placerat in, pulvinar quis ligula. Praesent mollis iaculis enim at bibendum. Sed egestas imperdiet eros id pretium. Suspendisse potenti. Integer ac lacus orci. Sed efficitur condimentum neque ut luctus. Nam in posuere felis. Donec consequat massa quis arcu porta rhoncus. Fusce consequat et neque ac congue.



contact

Phasellus purus ipsum, sagittis sit amet elementum a, ornare eu dolor. Ut elementum magna vitae enim ornare, a semper.

Mauris tempor ornare ipsum, in finibus velit cursus eget.



contact

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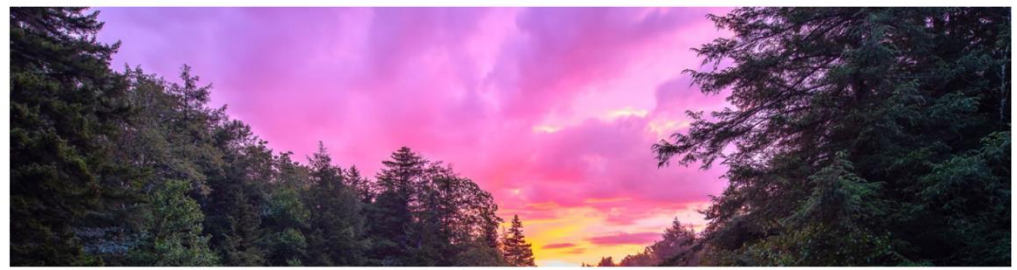
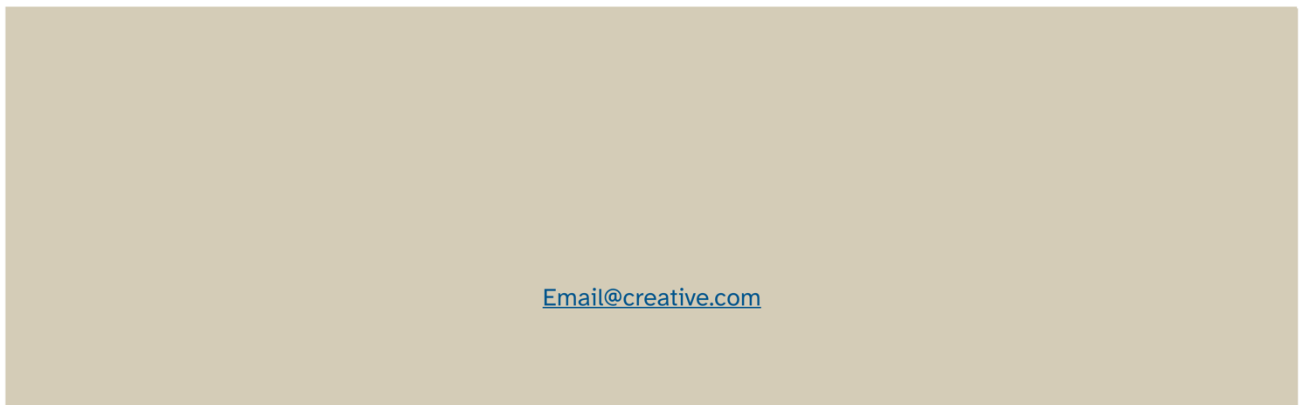


Email@creative.com

Photographer
To: Amanda Swadlo >

New Photography Portfolio



This email has been sent to amanda.swadlo@truesense.com. If you no longer wish to receive emails from me, please unsubscribe here.

1/3

of people don’t see email images, either by default or by choice

Digital
accessibility

Visual
Auditory
Motor
Cognitive

Walk a
mile

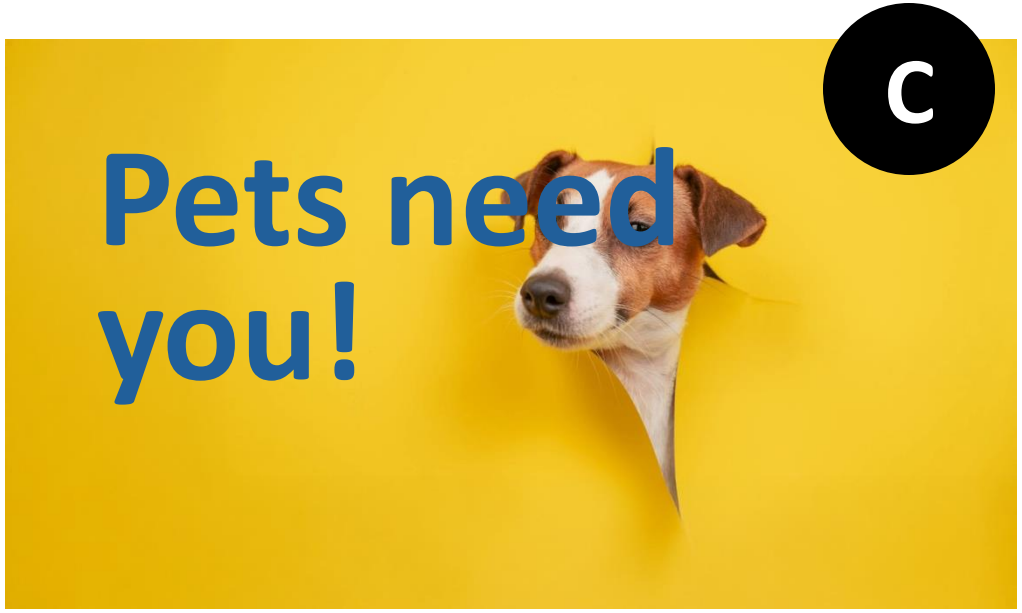
Consider
color

Compliant
colors

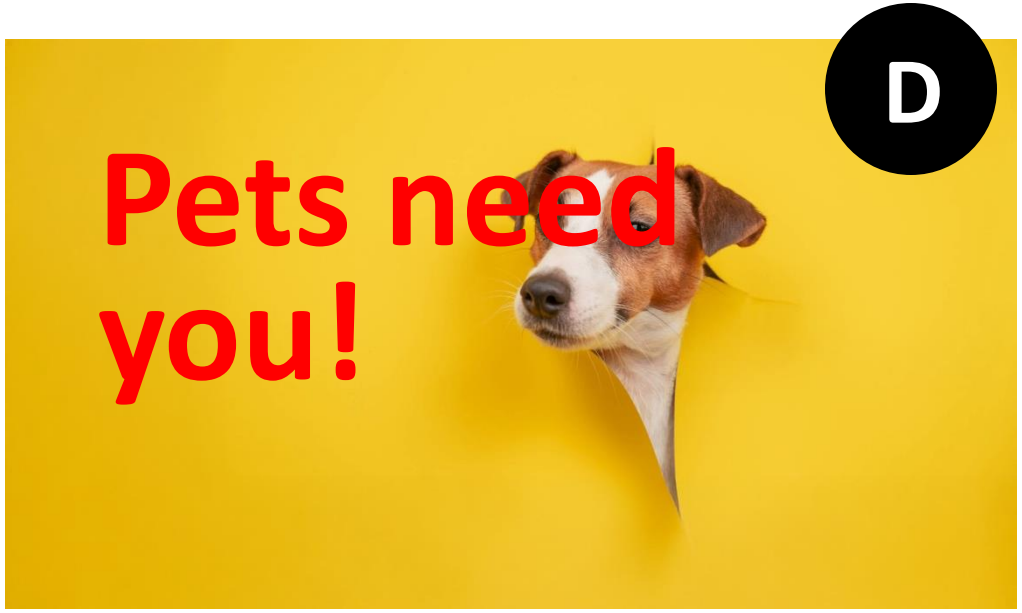
A

B

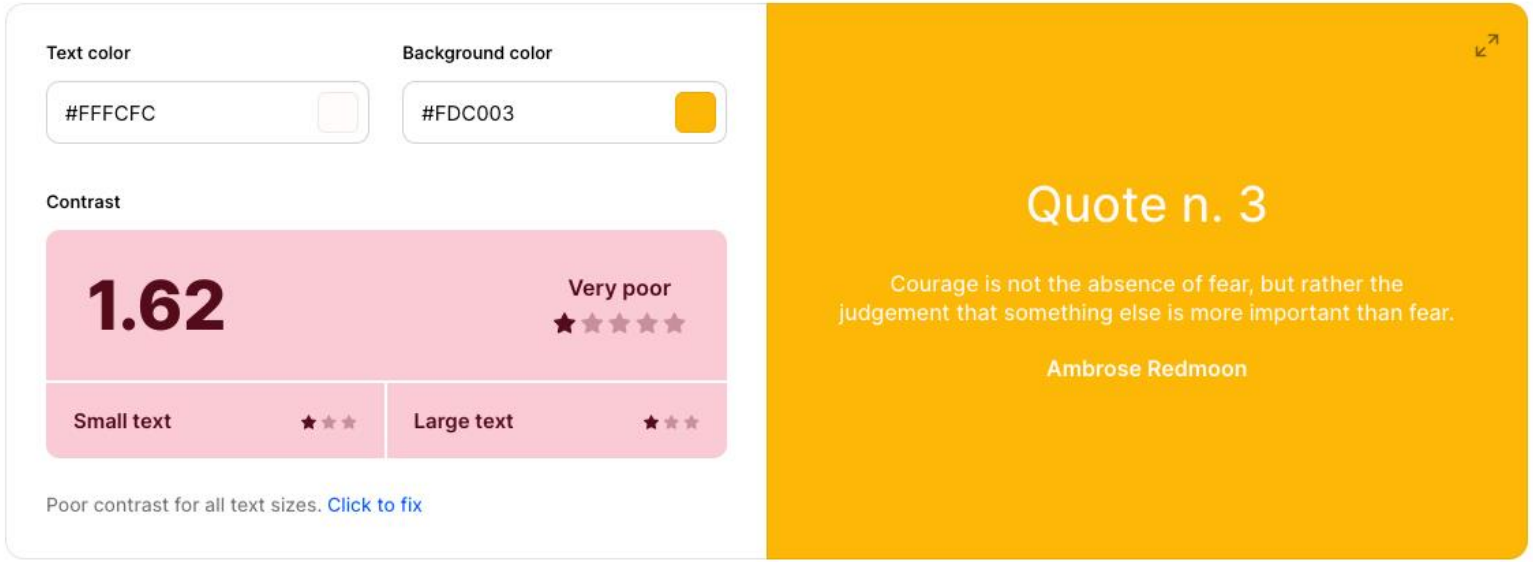
C

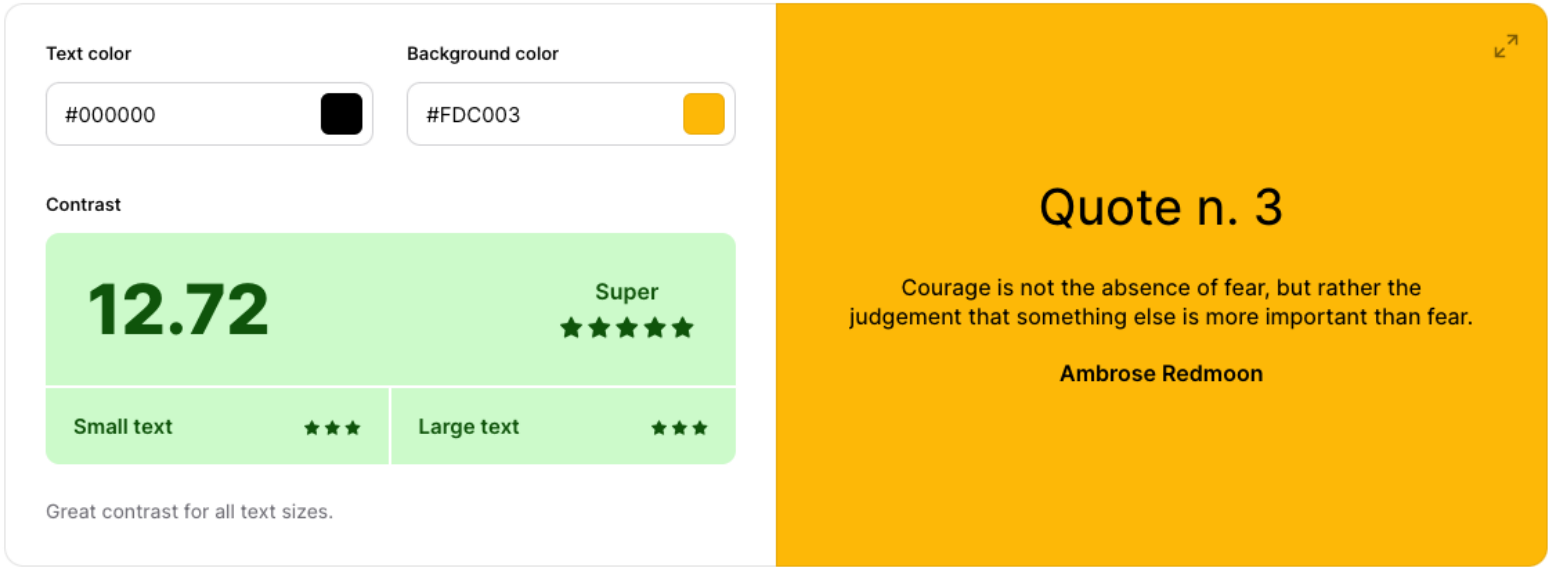


D

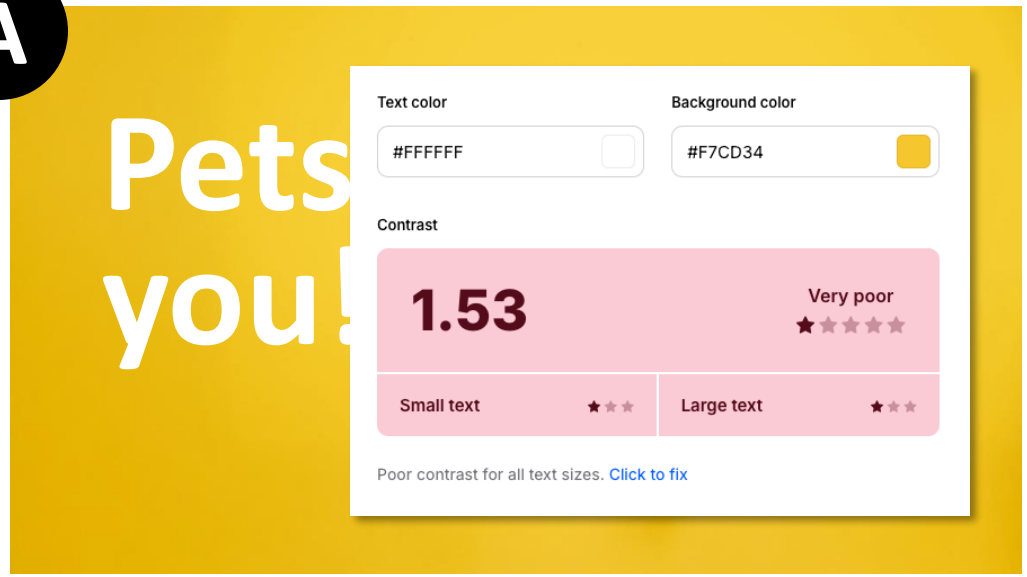


Test it!

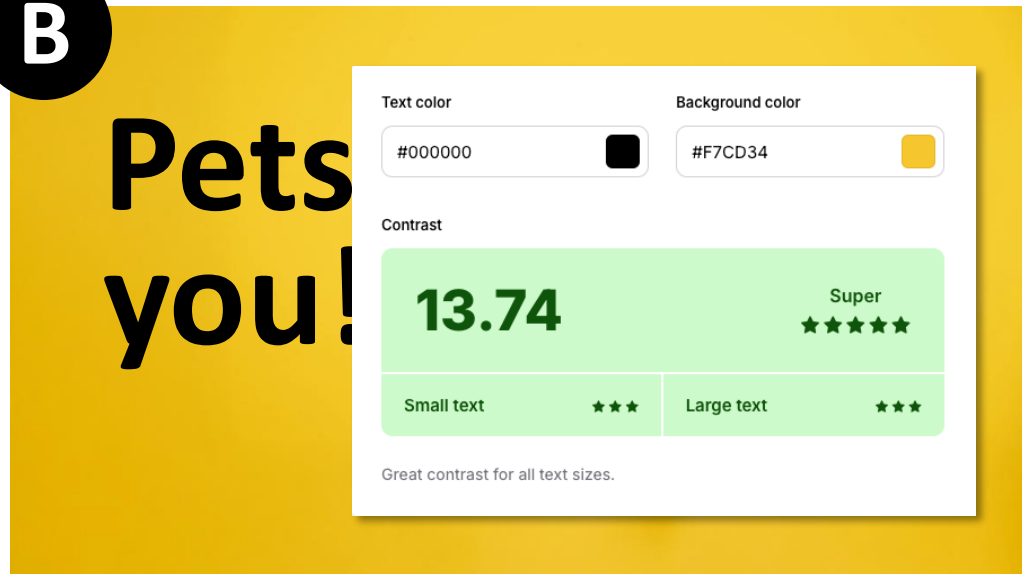

Text color
#FFFCFC
Background color
#FDC003
Contrast
1.62
Very poor
Small text
Large text
Poor contrast for all text sizes. Click to fix
Quote n. 3
Courage is not the absence of fear, but rather the judgement that something else is more important than fear.
Ambrose Redmoon


Text color
#000000
Background color
#FDC003
Contrast
12.72
Super
Small text
Large text
Great contrast for all text sizes.
Quote n. 3
Courage is not the absence of fear, but rather the judgement that something else is more important than fear.
Ambrose Redmoon

A


Pets
you!
Text color
#FFFFFF
Background color
#F7CD34
Contrast
1.53
Very poor
Small text
Large text
Poor contrast for all text sizes. Click to fix

B


Pets
you!
Text color
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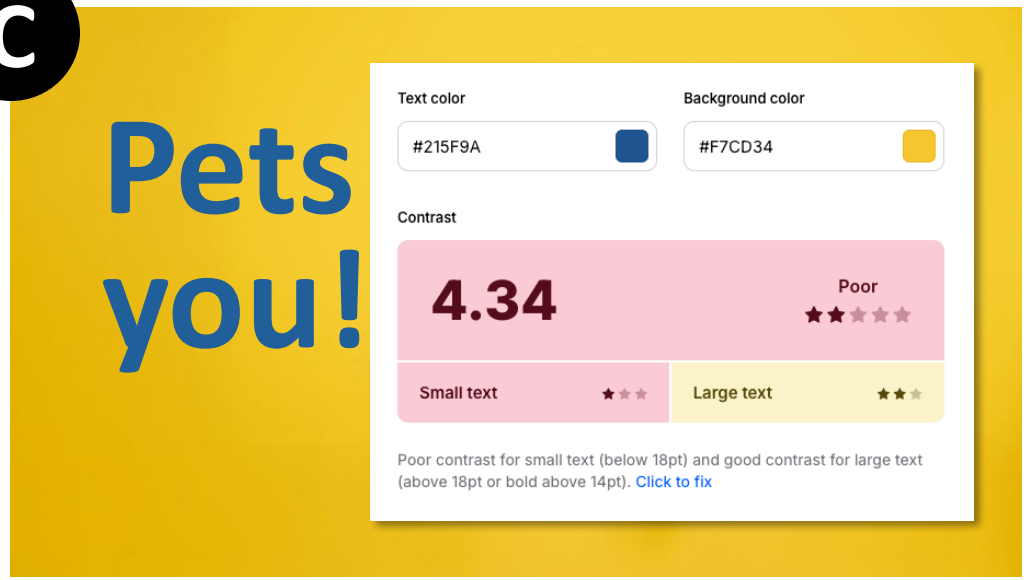
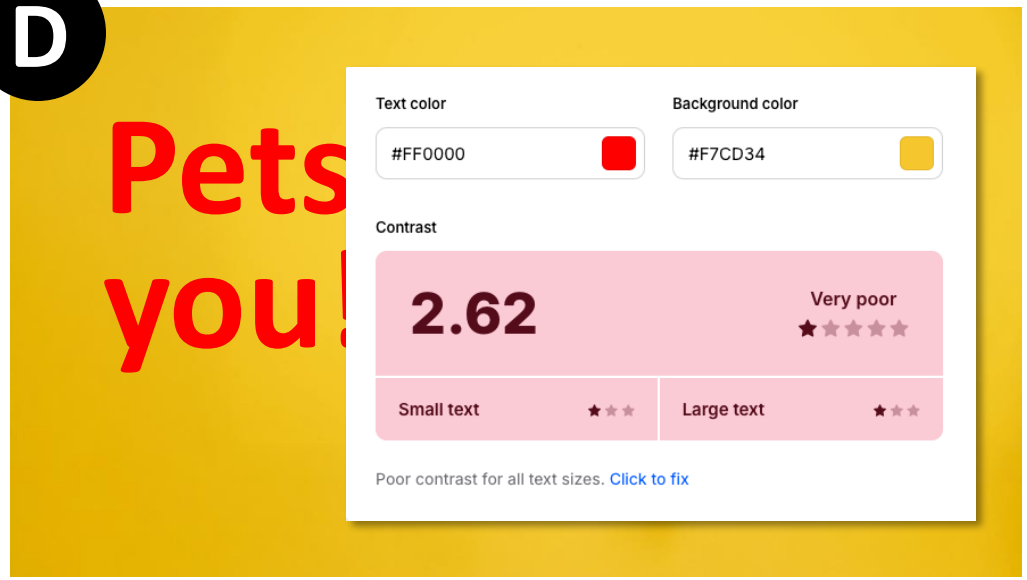
Background color
#F7CD34
Contrast
13.74
Super
Small text
Large text
Great contrast for all text sizes.

C


Pets
you!
Text color
#215F9A
Background color
#F7CD34
Contrast
4.34
Poor
Small text
Large text
Poor contrast for small text (below 18pt) and good contrast for large text (above 18pt or bold above 14pt). Click to fix

D


Pets
you!
Text color
#FF0000
Background color
#F7CD34
Contrast
2.62
Very poor
Small text
Large text
Poor contrast for all text sizes. Click to fix

Perfect Paws

Accessible Brand Colors

View compliance level:

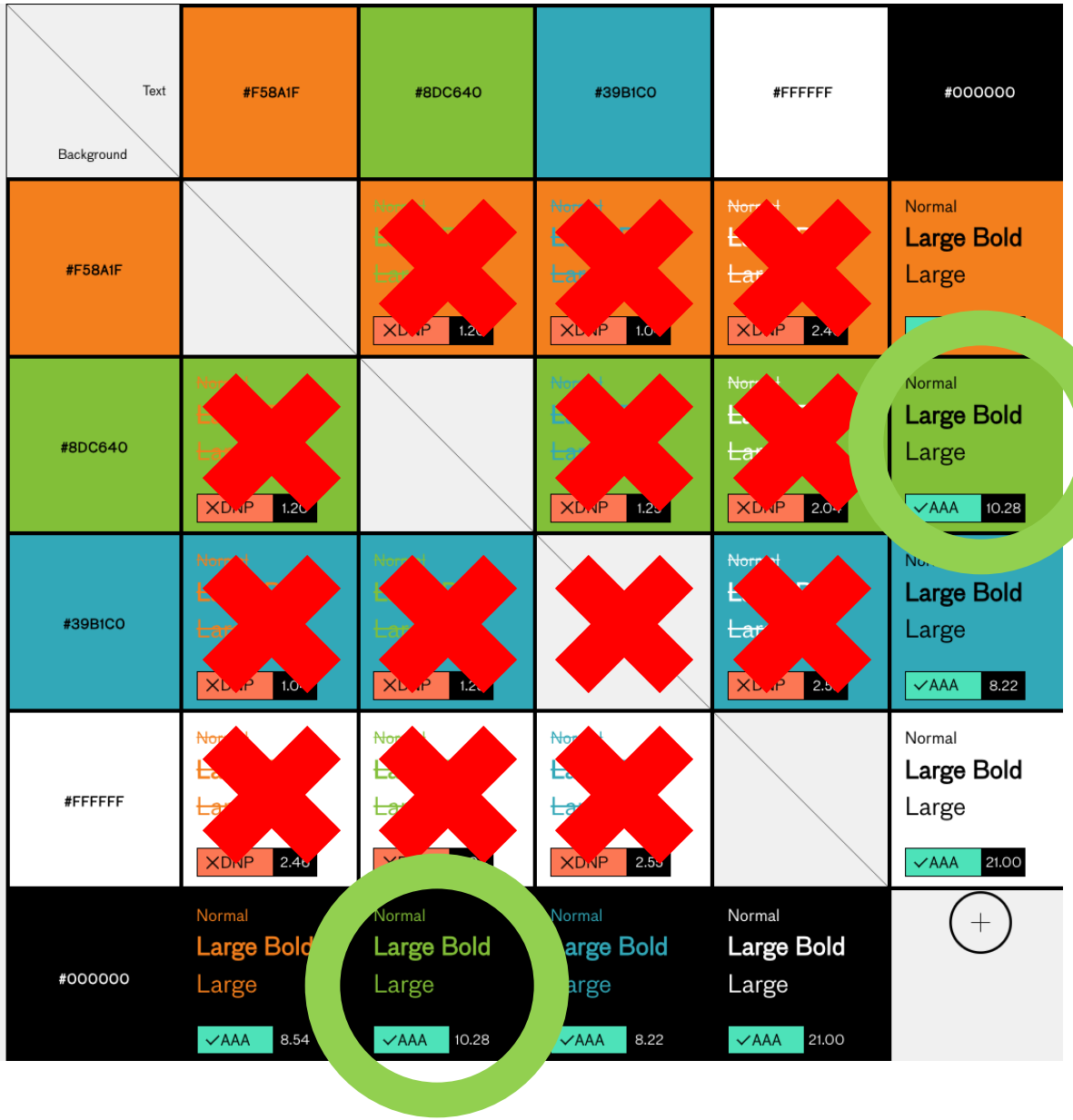
- ☒ ✓AAA Pass (7+)
- ☒ ✓AA Pass (4.5+)
- ☒ ✓AA18 Pass, Large Text Only (3+)
- ☒ ✗DNP Does Not Pass

Start Over Share

Background \ Text	#F58A1F	#8DC640	#39B1C0	#FFFFFF	#000000
#F58A1F		~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 1.20	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 1.04	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 2.46	Normal Large Bold Large ✓AAA 8.54
#8DC640	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 1.20		~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 1.25	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 2.04	Normal Large Bold Large ✓AAA 10.28
#39B1C0	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 1.04	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 1.25		~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 2.55	Normal Large Bold Large ✓AAA 8.22
#FFFFFF	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 2.46	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 2.04	~~Normal~~ ~~Large Bold~~ ~~Large~~ ✗DNP 2.55		Normal Large Bold Large ✓AAA 21.00
#000000	Normal Large Bold Large ✓AAA 8.54	Normal Large Bold Large ✓AAA 10.28	Normal Large Bold Large ✓AAA 8.22	Normal Large Bold Large ✓AAA 21.00	

Find your **heroes**

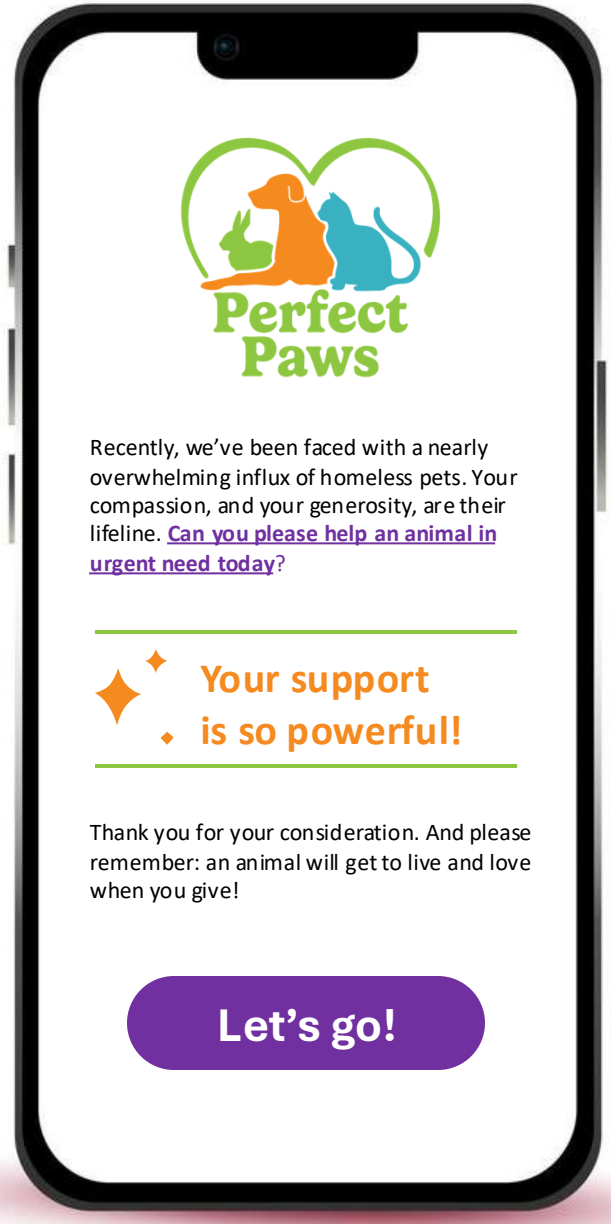
Start Over Share



Or create a

swatch

Let’s go!


Perfect Paws
Recently, we've been faced with a nearly overwhelming influx of homeless pets. Your compassion, and your generosity, are their lifeline. Can you please help an animal in urgent need today?
Your support is so powerful!
Thank you for your consideration. And please remember: an animal will get to live and love when you give!
Let's go!

Bulletproof

buttons

Click Here

Bulletproof buttons don’t rely on images to get their message across. Instead, they use live text to display the call-to-action (CTA). When creating a bulletproof button, you use HTML and CSS to ensure the button’s core content will work on every email client.

- **Display correctly**
- **Are easy to edit**
- **Give screen readers a script**

Images On View

Start Your Journey

Images Off View

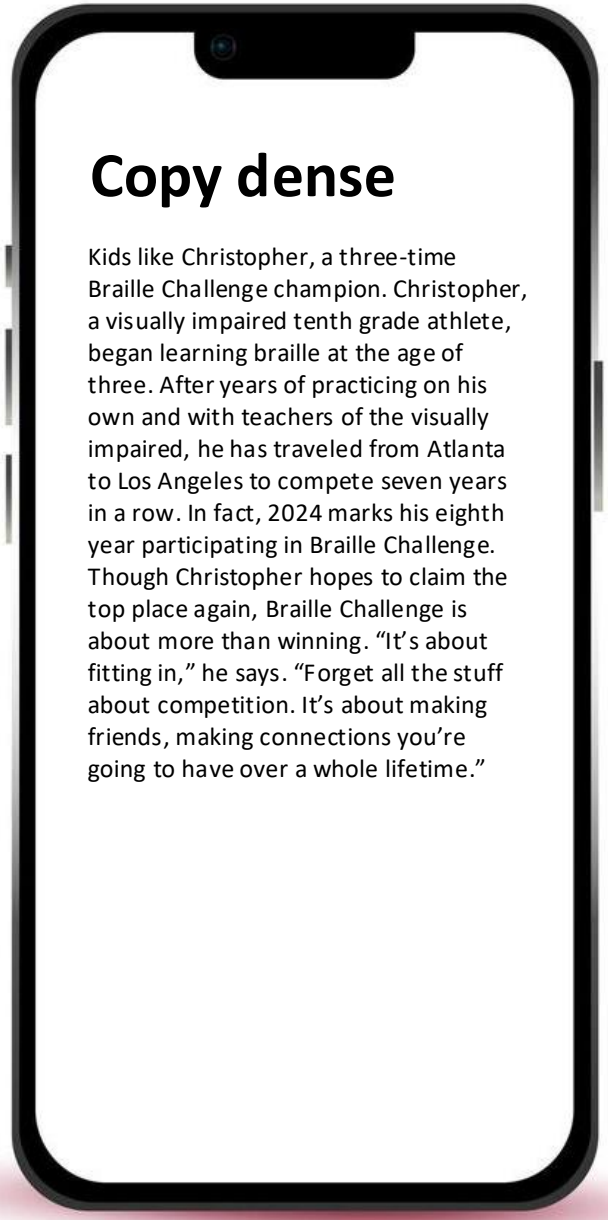
Go
bold

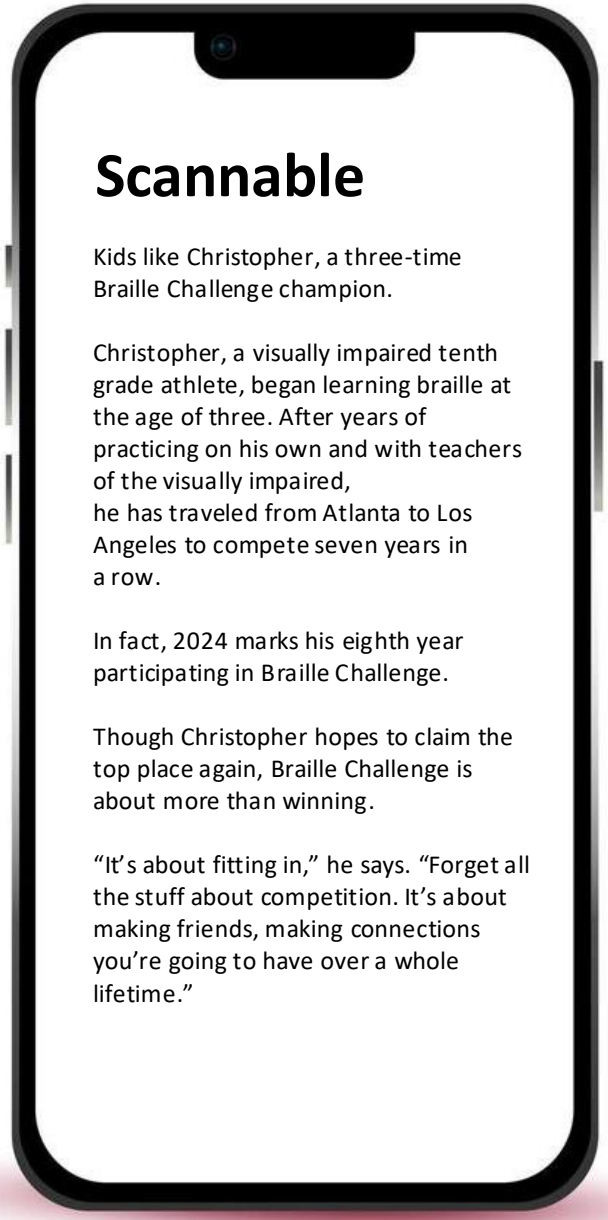
Count me in!

Count me in!

Scannable

copy


Copy dense
Kids like Christopher, a three-time Braille Challenge champion. Christopher, a visually impaired tenth grade athlete, began learning braille at the age of three. After years of practicing on his own and with teachers of the visually impaired, he has traveled from Atlanta to Los Angeles to compete seven years in a row. In fact, 2024 marks his eighth year participating in Braille Challenge. Though Christopher hopes to claim the top place again, Braille Challenge is about more than winning. “It’s about fitting in,” he says. “Forget all the stuff about competition. It’s about making friends, making connections you’re going to have over a whole lifetime.”


Scannable
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he has traveled from Atlanta to Los Angeles to compete seven years in a row.
In fact, 2024 marks his eighth year participating in Braille Challenge.
Though Christopher hopes to claim the top place again, Braille Challenge is about more than winning.
“It’s about fitting in,” he says. “Forget all the stuff about competition. It’s about making friends, making connections you’re going to have over a whole lifetime.”

Small

bites

Readable

fonts

Serif

Local dogs and cats are counting on you now for rescue, care and the chance to find loving homes. Please join our compassionate community by making a tax-deductible donation now.

Sans-Serif

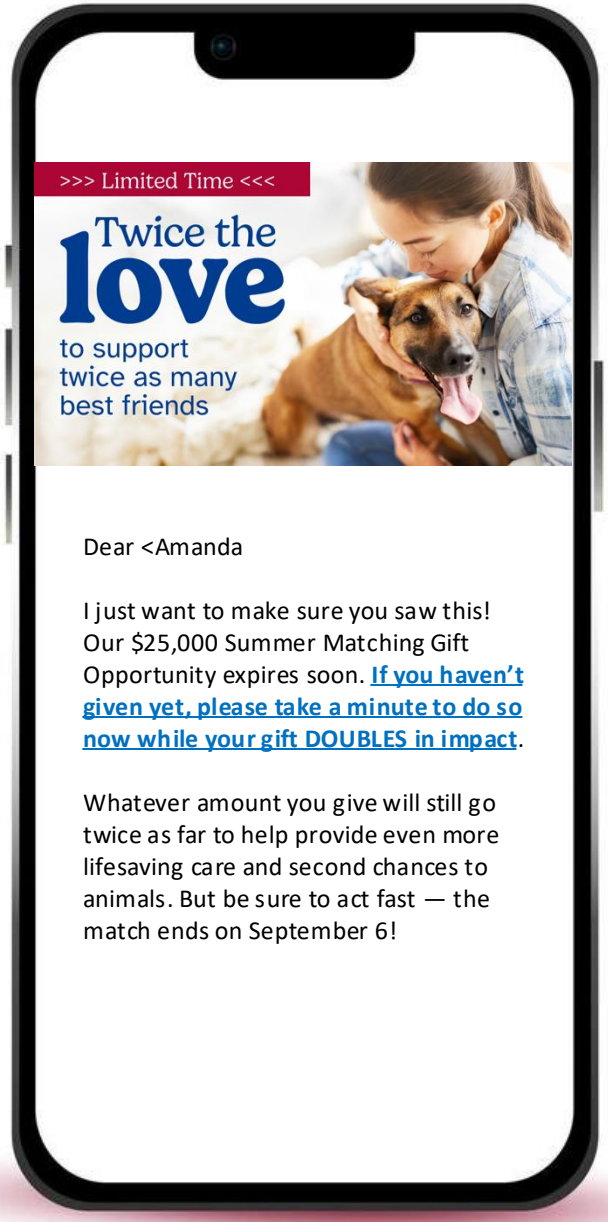
Local dogs and cats are counting on you now for rescue, care and the chance to find loving homes. Please join our compassionate community by making a tax-deductible donation now.

Twice the love

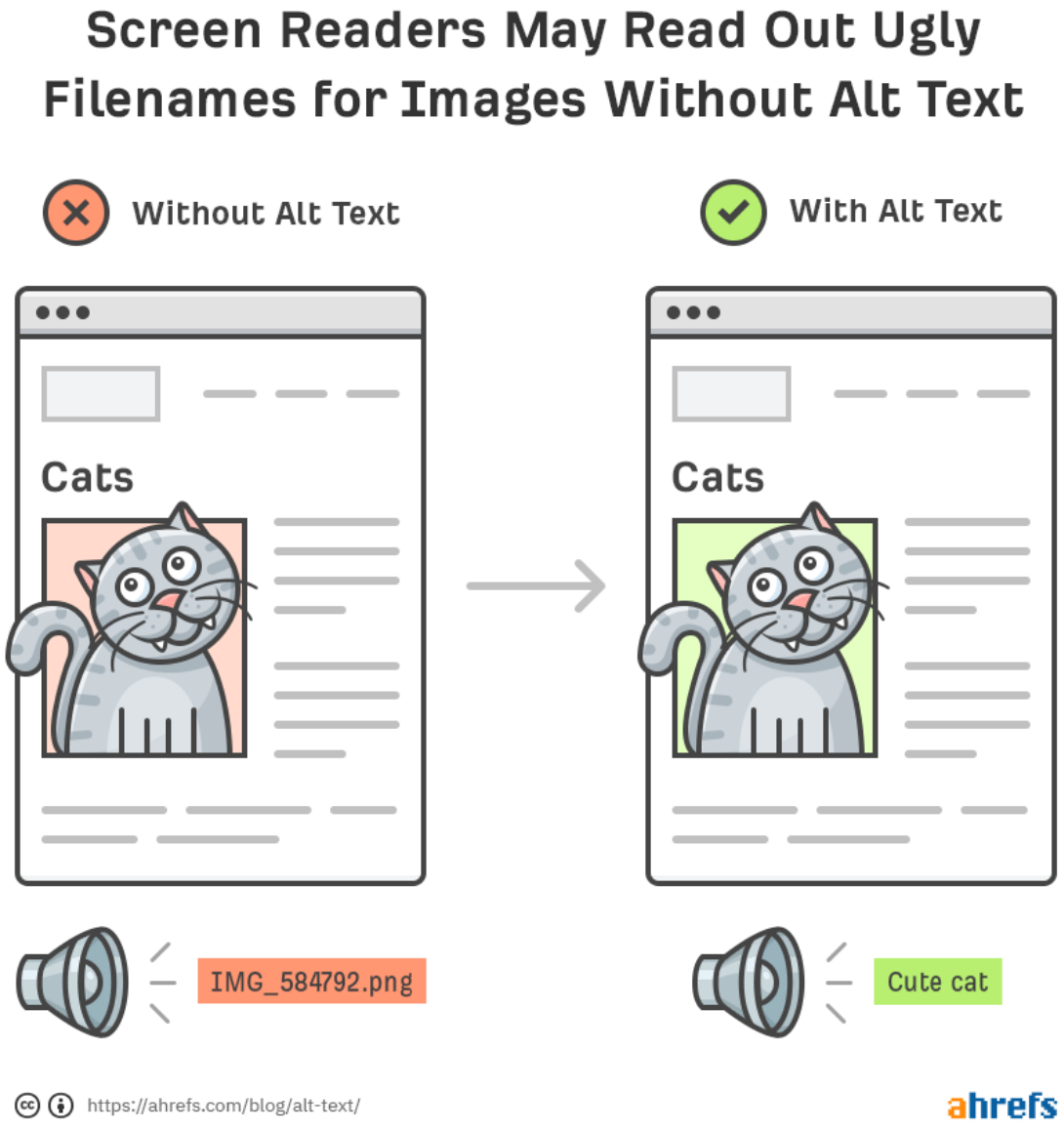
>>> Limited Time <<<

Twice the love

to support
twice as many
best friends


>>> Limited Time <<<
Twice the
love
to support
twice as many
best friends
Dear <Amanda
I just want to make sure you saw this! Our $25,000 Summer Matching Gift Opportunity expires soon. If you haven't given yet, please take a minute to do so now while your gift DOUBLES in impact.
Whatever amount you give will still go twice as far to help provide even more lifesaving care and second chances to animals. But be sure to act fast — the match ends on September 6!

Alt **text**


Screen Readers May Read Out Ugly Filenames for Images Without Alt Text
Without Alt Text
With Alt Text
Cats
Cats
IMG_584792.png
Cute cat
https://ahrefs.com/blog/alt-text/
ahrefs

Images
On View

Animal Shelter
To: Amanda Swadlo >

Do you know what's just 14 days away?

❤️ Matching gift honoring 125 years ❤️

Animal Shelter

Give Now

Day of Giving: March 7, 2024

2x

Your Gift DOUBLES for the Animals

Harold

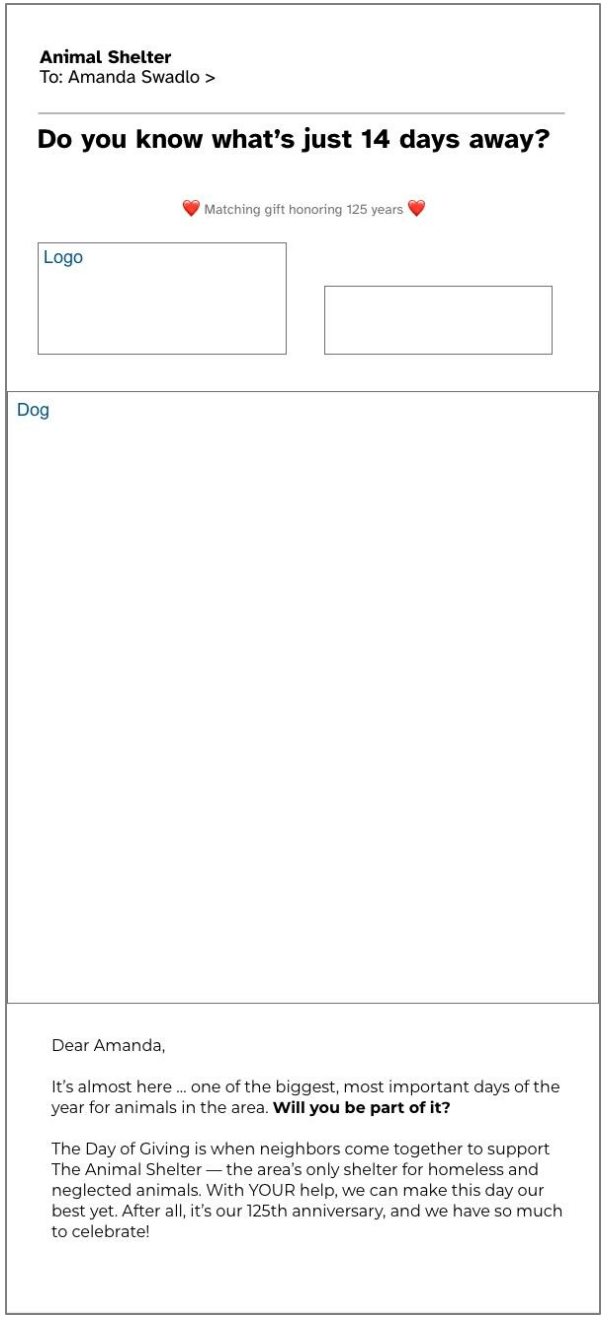
Let's Go! Give Now

Dear Amanda,

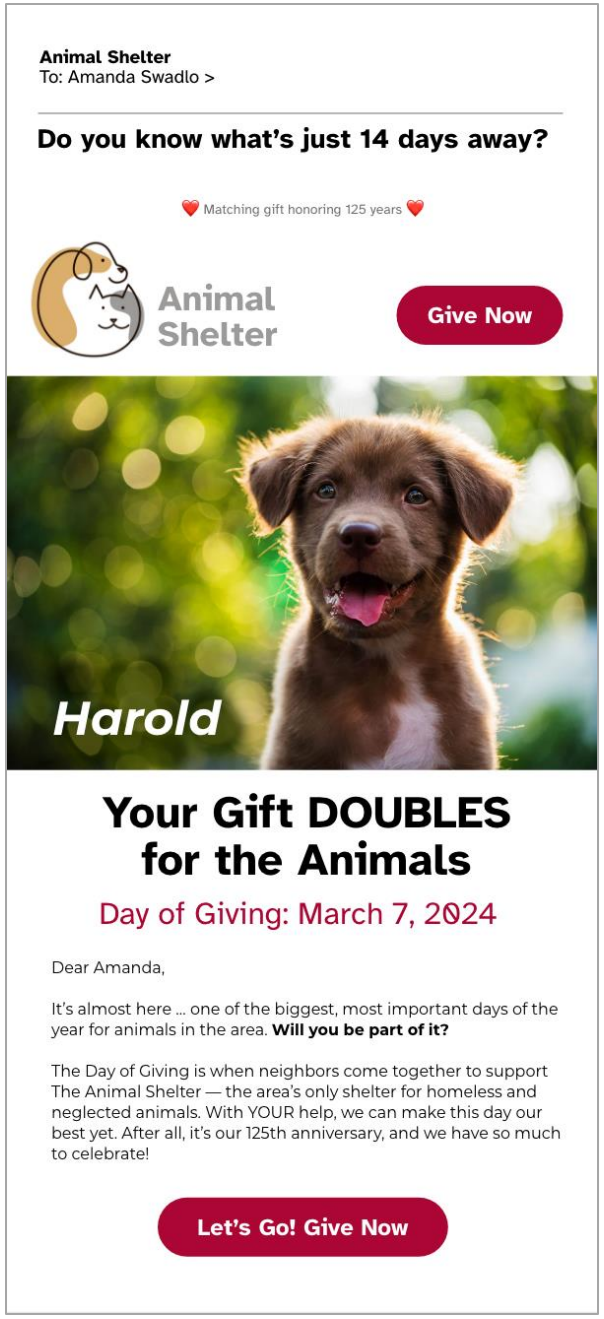
It's almost here ... one of the biggest, most important days of the year for animals in the area. **Will you be part of it?**

The Day of Giving is when neighbors come together to support The Animal Shelter — the area's only shelter for homeless and neglected animals. With YOUR help, we can make this day our best yet. After all, it's our 125th anniversary, and we have so much to celebrate!

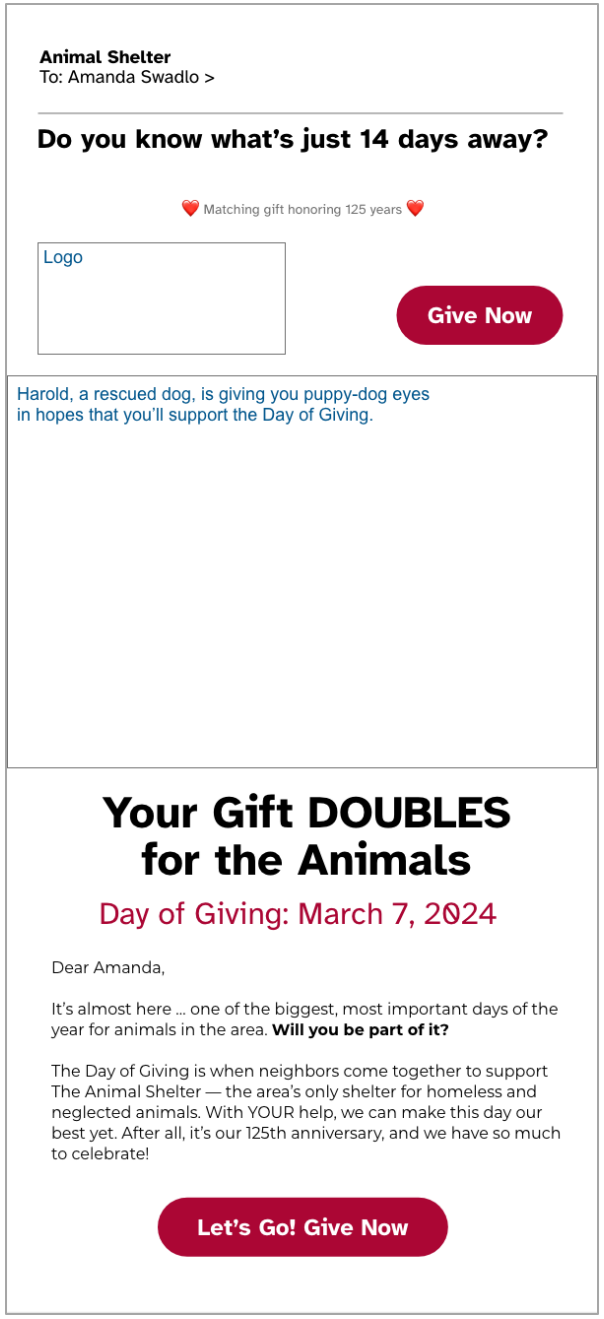
Images
Off View



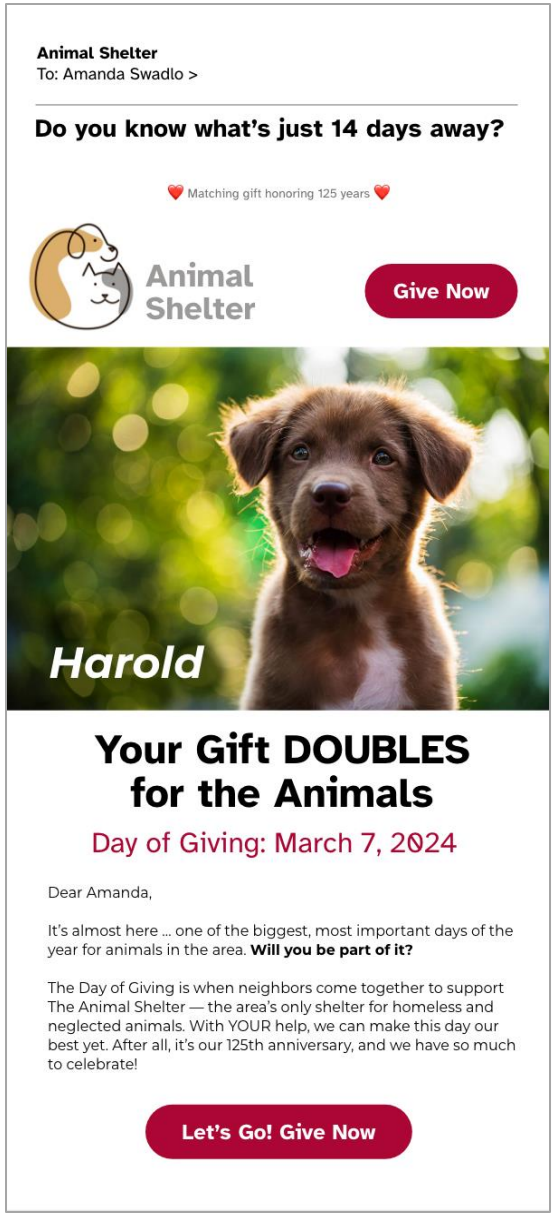
Images
On View



Images
Off View



Alt **text**



Alt Text for Image:
Harold, a rescued dog, is giving you puppy-dog eyes in hopes that you'll support the Day of Giving.

- **Don't repeat existing copy like subject line or headline text**
- **Be descriptive, but brief**
- **Add a fundraising twist!**

Noodle, with her big, fluffy ears and puppy-dog eyes, has so much love to give.

Cookie, a tiny Shih Tzu, looks up at you with eyes that could melt your heart.

Putting it

together

Images
On View

Animal Shelter
To: Amanda Swadlo >

(Important!) Essentials needed for animals

Animal Shelter

Guess what we need most this spring?

Fill our Shelves

Dear Amanda,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus lorem ex, laoreet vel lectus at, interdum euismod felis.

Duis sollicitudin, ante eu fermentum molestie, leo est ullamcorper nulla, et congue libero metus molestie orci. **Aenean ut mattis magna**. Nunc auctor diam a dolor volutpat sagittis. Fusce facilisis blandit auctor.

Save Lives!
Fill our shelves with food and supplies
Canned dog and puppy food
Dry dog and puppy food
Dog treats
Dog toys
Creamy Peanut Butter
Dog leashes
Blankets and bath towels

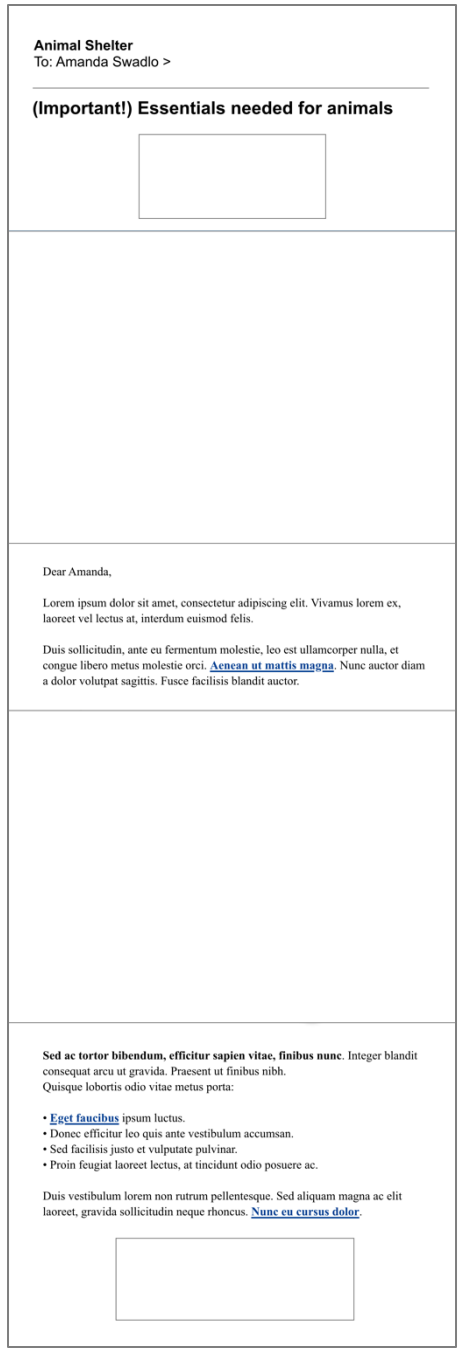
Sed ac tortor bibendum, efficitur sapien vitae, finibus nunc. Integer blandit consequat arcu ut gravida. Praesent ut finibus nibh.
Quisque lobortis odio vitae metus porta:

- **Eget faucibus** ipsum luctus.
- Donec efficitur leo quis ante vestibulum accumsan.
- Sed facilisis justo et vulputate pulvinar.
- Proin feugiat laoreet lectus, at tincidunt odio posuere ac.

Duis vestibulum lorem non rutrum pellentesque. Sed aliquam magna ac elit laoreet, gravida sollicitudin neque rhoncus. **Nunc eu cursus dolor**.

Fill our Shelves

Images
Off View



Animal Shelter
To: Amanda Swadlo >

(Important!) Essentials needed for animals

Dear Amanda,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus lorem ex, laoreet vel lectus at, interdum euismod felis.

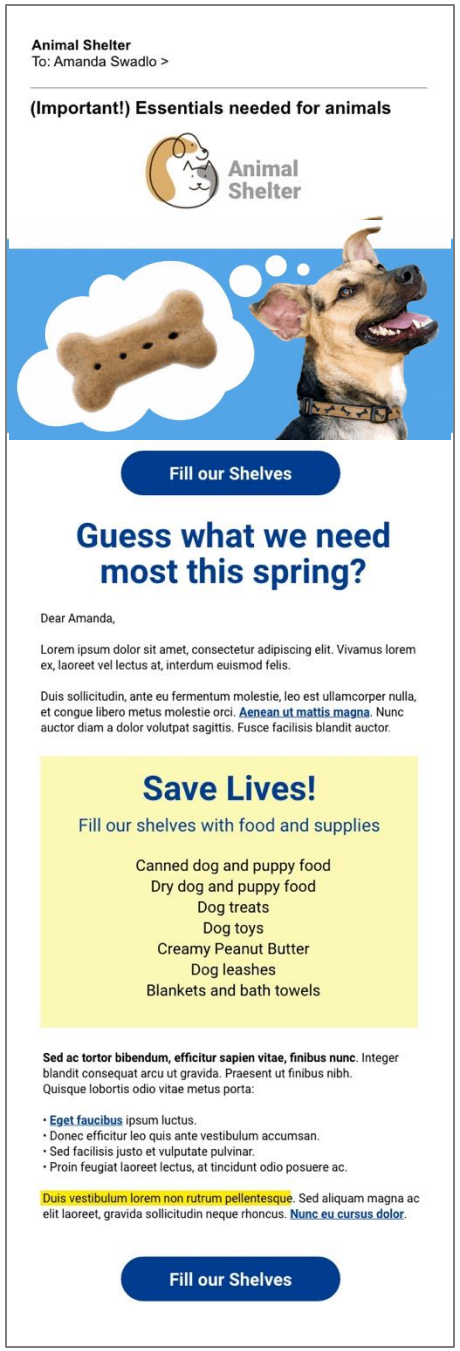
Duis sollicitudin, ante eu fermentum molestie, leo est ullamcorper nulla, et congue libero metus molestie orci. **Aenean ut mattis magna**. Nunc auctor diam a dolor volutpat sagittis. Fusce facilisis blandit auctor.

Sed ac tortor bibendum, efficitur sapien vitae, finibus nunc. Integer blandit consequat arcu ut gravida. Praesent ut finibus nibh.
Quisque lobortis odio vitae metus porta:

- **Eget faucibus** ipsum luctus.
- Donec efficitur leo quis ante vestibulum accumsan.
- Sed facilisis justo et vulputate pulvinar.
- Proin feugiat laoreet lectus, at tincidunt odio posuere ac.

Duis vestibulum lorem non rutrum pellentesque. Sed aliquam magna ac elit laoreet, gravida sollicitudin neque rhoncus. **Nunc eu cursus dolor**.

Images
On View



Bulletproof Button

Bold, html headline

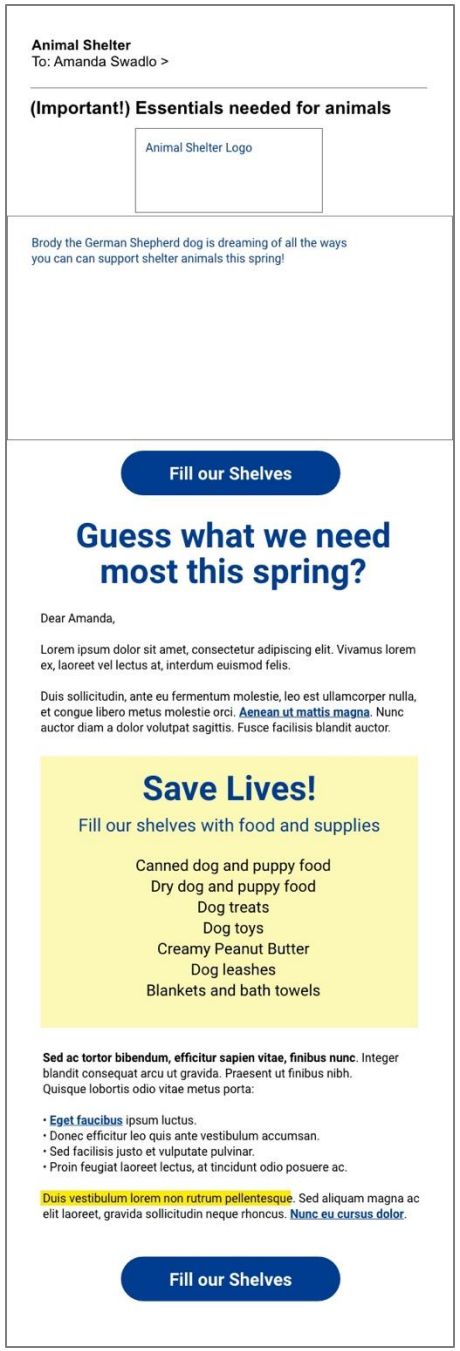
San-serif body copy

Styled html list

Styled html highlight

Bulletproof Button

Images
Off View



Animal Shelter
To: Amanda Swadlo >

(Important!) Essentials needed for animals

Animal Shelter Logo

Brody the German Shepherd dog is dreaming of all the ways you can can support shelter animals this spring!

Fill our Shelves

Guess what we need most this spring?

Dear Amanda,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus lorem ex, laoreet vel lectus at, interdum euismod felis.

Duis sollicitudin, ante eu fermentum molestie, leo est ullamcorper nulla, et congue libero metus molestie orci. **Aenean ut mattis magna**. Nunc auctor diam a dolor volutpat sagittis. Fusce facilisis blandit auctor.

Save Lives!

Fill our shelves with food and supplies

Canned dog and puppy food
Dry dog and puppy food
Dog treats
Dog toys
Creamy Peanut Butter
Dog leashes
Blankets and bath towels

Sed ac tortor bibendum, efficitur sapien vitae, finibus nunc. Integer blandit consequat arcu ut gravida. Praesent ut finibus nibh. Quisque lobortis odio vitae metus porta:

- **Eget faucibus** ipsum luctus.
- Donec efficitur leo quis ante vestibulum accumsan.
- Sed facilisis justo et vulputate pulvinar.
- Proin feugiat laoreet lectus, at tincidunt odio posuere ac.

Duis vestibulum lorem non rutrum pellentesque. Sed aliquam magna ac elit laoreet, gravida sollicitudin neque rhoncus. **Nunc eu cursus dolor**.

Fill our Shelves

Captions and

voiceover

Auto-generated captions can be great!

But there not all ways write!

You can use text treatments to

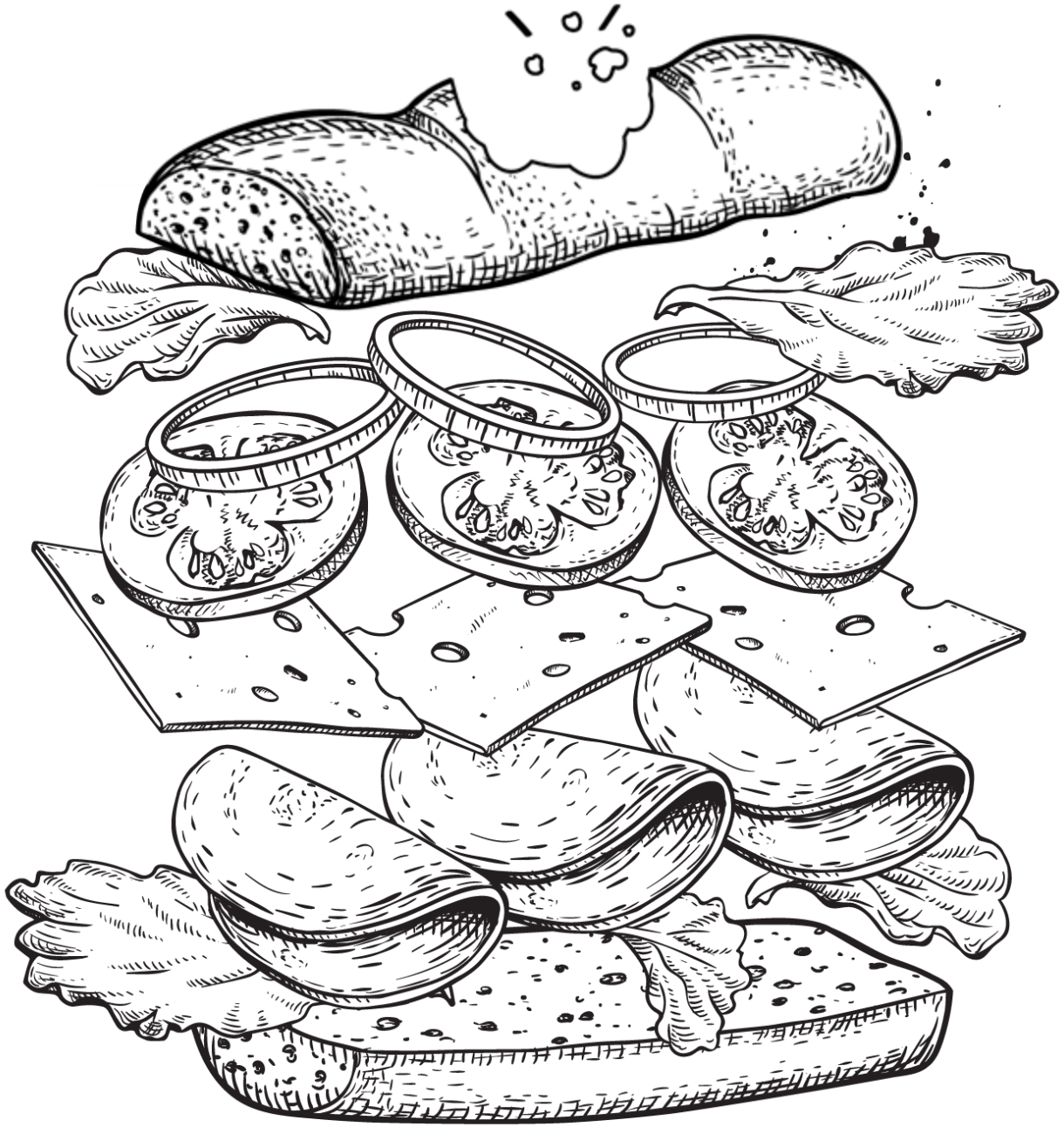
emphasize

your points in captions.

If your video
doesn’t contain
spoken audio:
add voiceover

Make a

stack



Captions and Voiceover

Alt Text

Bite-Sized Copy

Bulletproof Buttons

Readable Fonts

Compliant Colors

Visible Images

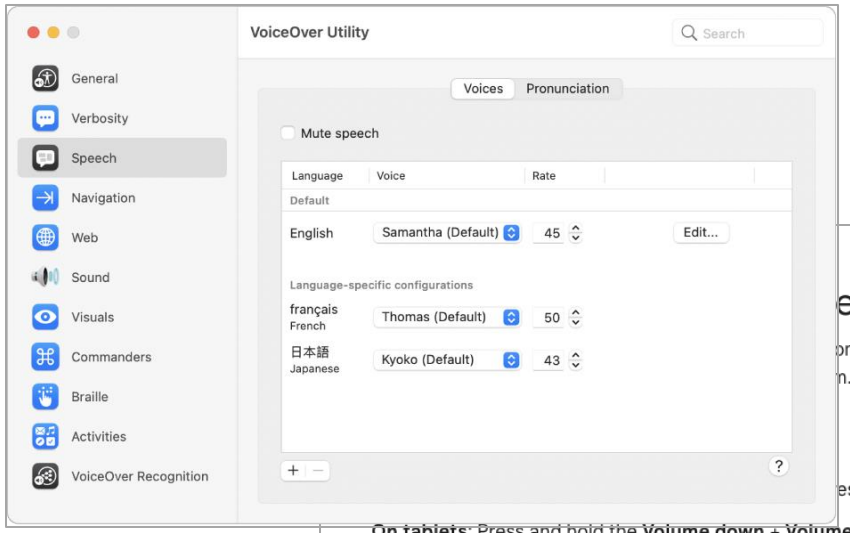
Test your
tech

Apple

VoiceOver

Google

Screen Reader



er

omeVox, which enables people with
n.

essing **Ctrl** + **Alt** + **z**.

On tablets: Press and hold the **Volume down** + **Volume up** buttons for 5 seconds. While holding the buttons, you'll hear a sound to indicate it's working. Keep holding the buttons, then ChromeVox will start speaking.

Read a page

Tip: To hear a description of your cursor's current position on a page, press **Search** + **k**. Or press **Launcher** + **k**.

- Choose text with your cursor
- Move to different tabs and windows
- Move through a page with keyboard shortcuts
- Move through a page with your touchscreen
- Move to different cells in a table
- Select and click
- Get information about a page or your Chromebook

How can making these changes (even just one) help your digital program **thrive**?

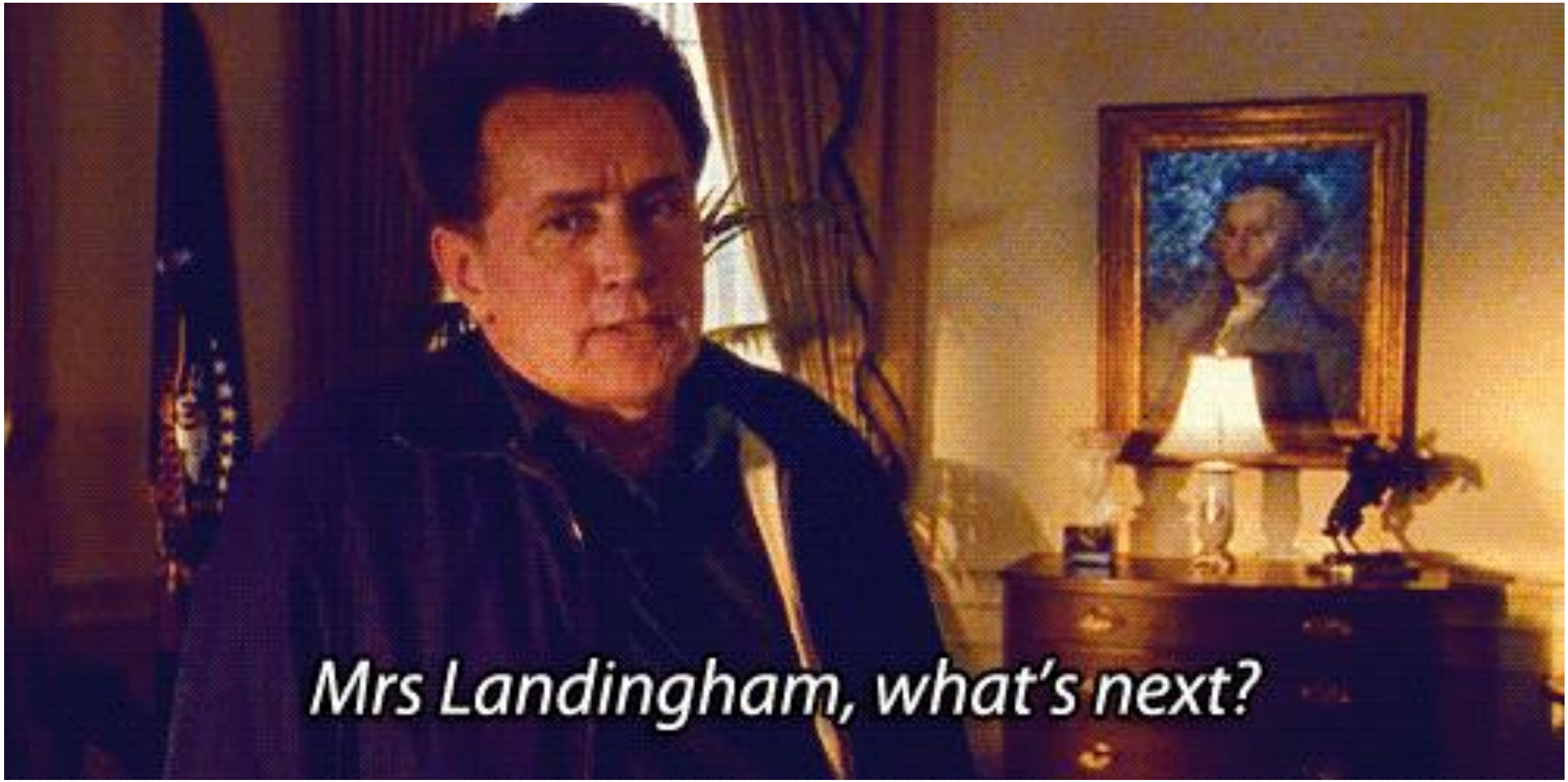
Think about the critical elements of your digital fundraising programs…

- Website
- Donation forms
- Emails
- Social media posts & ads
- Images & videos
- …and more!

- Improved search results
- Longer time spent on website
- Higher CTR, Lower bounces, Better deliverability
- Increased video completion rates and social engagement
- Better conversion rates
- **Everyone can enjoy the experience**

Why is all of this important?

Diversity
Equity
Inclusion
Accessibility


Mrs Landingham, what's next?

Now what?

Education — Explore and learn about different areas of digital accessibility with the resources we've shared or through your own research.

Small bites — You're not going to be able to change everything overnight, so pick one item to focus on before working on another.

Find a partner — Talk to your software reps, web developers, or an external partner to help evaluate areas for improvement.

Helpful

resources

https://coolors.co/contrast-checker/112a46-acc8e5

https://webaim.org/resources/contrastchecker/

https://abc.useallfive.com/

https://www.color-blindness.com/coblis-color-blindness-simulator/

https://pilestone.com/pages/color-blindness-simulator-1

https://carlyfindlay.com.au/2018/05/14/whats-with-the-image-descriptions-on-my-social-media-posts/

https://www.emailonacid.com/blog/article/email-development/write-alt-text/

https://mailchimp.com/help/add-alt-text-to-images/