

Quick Accessibility Guide for Churches and Nonprofits

Created by Stoneroller Cooperative

Even if your organization isn't legally required to follow ADA web standards, online accessibility is still an act of hospitality. This guide outlines practical steps you can take—right now—to make your website more welcoming and usable for all.

ESSENTIAL FIRST STEPS

Start here. These updates are high-impact and low-tech.

1. Alt Text for Images

Every image should have a short written description that explains its purpose or content.

2. Clear Heading Structure

Use proper heading tags (<h1>, <h2>, etc.) in logical order—don't just bold or enlarge text.

3. High Color Contrast

Text should stand out clearly from its background. Avoid light gray on white.

4. Accessible Fonts

Use sans-serif fonts (like Arial, Lato, or Helvetica) at a minimum of 16px for body text.

5. Simple, Consistent Navigation

Menus and buttons should be predictable and easy to use across the site.

6. Descriptive Link Text

Say what the link does: "Read our annual report," not "Click here."

7. Captions and Transcripts

Caption all videos. Offer transcripts for podcasts, sermons, and audio content.

8. Keyboard Navigation

Users should be able to access all content using just a keyboard (Tab, Enter, etc.).

9. Plain, Inclusive Language

Avoid jargon. Use direct, respectful language that welcomes all readers.

10. Avoid Auto-Play Media

Don't start sound or motion automatically. Let users control what plays and when.

NEXT-LEVEL ACCESSIBILITY

For teams ready to go further.

11. Label Your Forms Clearly

Every input field (name, email, etc.) should have a visible label—not just placeholder text.

12. Mobile Responsiveness

Make sure your site works well on phones and tablets—test regularly.

13. "Skip to Content" Link

Add a way for screen reader users to bypass menus and jump to the main page content.

14. Avoid Reliance on PDFs

Whenever possible, present important content directly on the site.

15. Declare Page Language

Your HTML should include <html lang="en"> to help screen readers interpret content correctly.

16. Avoid Flashing or Blinking Content

This can trigger seizures and should be avoided entirely.

17. Embed Social Media Thoughtfully

If you include Instagram feeds or videos, ensure they're accessible and captioned.

18. Post an Accessibility Statement

Let visitors know you're committed—and how to reach you if they encounter issues.

NEED PLATFORM-SPECIFIC GUIDANCE?

We offer tips tailored for platforms like Cargo, Squarespace, WordPress, and more. Visit stonerollercoop.com or contact us for help applying these best practices to your current site.

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