

Donation Page Checklist

Your donation page is an integral part of getting people to give. Making it simple and easy will increase conversions and create raving fans. Pull up your donation page and go through this checklist to see what's working well and what needs to be updated.

Clear message about what benefits the donation will provide. This should be done in a visual way or using 1-3 sentences. Don't make your visitors work too hard to understand.

Donation form embedded into the page. Don't make your visitors work too hard. The donation page should have the form right there that they can put their information into and complete their transaction quickly.

Only ask for what you need. While it's nice to gather more demographic information from your donors, the more information you ask for the less likely people will complete the process. Only ask for the information you absolutely need! Remember, you can utilize your follow up email sequences to ask for more information that you'd like to have.

Make sure your tech matches up with your fundraising goals. Do you need to capture recurring donations? Do you have an automated process inside of your CRM or your email service provider? Don't spend more time than you need to with tech that doesn't talk to each other.

Maximize your donors dollars. Lots of programs offer things like credit card recovery fees. This means that your donors can also donate the amount that you'd be paying in fees. This is an easy way to keep more of the donation for your organization.

Create a simple URL. You will want something that rolls off the tongue that your entire team can share easily. We really like your website/donate as an easy one. This way you have an easy way to share the page verbally or digitally. If you already have a different URL for your main donation page make sure to redirect it so you don't lose the traffic.

Be transparent. Share why you are a trustworthy organization and will be using the funds as you state. What certifications do you have to prove your fiscal responsibility.

Make it easy. Include buttons to your donation page all over your website and in your blog content. Make it easy for people to find the page and give you their money.

