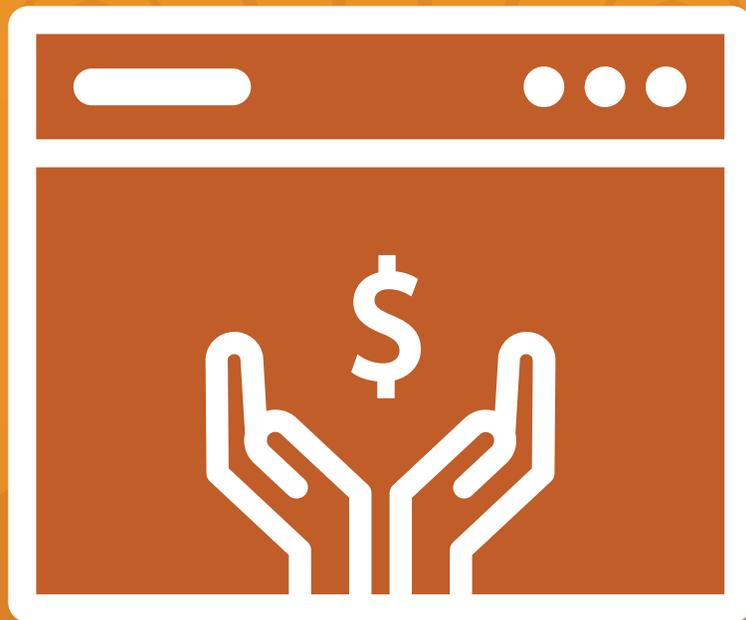


# 10 WAYS TO TWEAK YOUR DONATION PAGE TO BOOST RESULTS

**DON'T LET YOUR DONATION PAGE LEAVE  
MONEY ON THE TABLE!**



# Here are ten easy ways to enhance your giving page to get the most out of each donation:



## 1. USE DYNAMIC ASKS

Encourage donors to give more by using your online fundraising software to automatically specify ask levels based on each donor's last donation level. For example, if a donor previously donated \$20, start your ask levels for that donor at \$20, or even \$25. For new donors, use your average donation amount for the beginning ask level.



**Research suggests that for loyal, frequent donors, a higher default amount would be better for securing larger donations.<sup>1</sup>**

<sup>1</sup> <https://community.blackbaud.com/blogs/4/8500>



## 2. TIE GIVING LEVELS TO YOUR MISSION

Associate donation levels with what the funds will provide for your organization. Letting supporters know that their donation can help feed a family of four or send a child to school for a year is far more impactful than asking for a specified amount of money.



## 3. USE “IMPACT” IMAGERY

Similarly, use images of people, animals, or places that your mission supports. This approach helps donors feel more connected with your mission, making them more likely to give, and to give more.





## 4. ASK FOR A RECURRING GIFT

Give donors the option to make their gift a recurring gift, with the convenience of monthly payments charged automatically to their credit card. A pop-up box asking to make the donation a monthly gift can be highly effective. This approach encourages donors to remain donors longer and give more over time.



**Research has shown that monthly donors give more than one-time donors.<sup>2</sup>**

**Thank you for your support! You can make your impact last by choosing to make an ongoing recurring monthly gift of \$10.**

More text can go here

No, thank you  
Process my one-time gift of \$100

Make a monthly gift instead  
Process my monthly donation of \$10.

<sup>2</sup> <https://www.nonprofitpro.com/post/monthly-donors-give-more-than-one-time-donors>



## 5. ASK DONORS TO COVER THE TRANSACTION FEE

When someone donates through your online donation form, you're typically charged a transaction fee by your payment processor. This reduces the money you receive by some percentage (often 3% or more!). Include an option for donors to cover the cost of transaction fees, and you can re-capture some of those lost funds.



**Data shows that, if available, donors choose to cover transaction fees 55 – 60% of the time.<sup>3</sup>**

**SELECT GIFT AMOUNT**

\$50.00    \$100.00    \$200.00    Enter an Amount

Did you know the foundation is charged a 3% transaction fee on your gift?  
You can ensure 100% of your donation goes to support our mission!

I want to do more! Please add the service fee to my total.

Additional Donation Amount: \$1.50

<sup>3</sup> <https://www.classy.org/blog/supporters-cover-donation-fees/#:~:text=If%20available%2C%20donors%20choose%20to,of%20donors%20cover%20transaction%20fees>



## 6. USE A MATCHING GIFT TOOL

Add a matching gift tool to your donation form to make it easier to take advantage of corporate matching programs and boost your fundraising campaign results. There are multiple matching gift tools available that you can easily embed on your web pages and donation forms.



**84% of donors say they're more likely to donate if a match is offered.<sup>4</sup>**



## 7. ADD YOUR NONPROFIT'S BRANDING

Some organizations have this covered, but some still link out to vendor-branded pages. Donors give to your organization because they want to support your mission. Make sure they know they're in the right place and keep them engaged all the way through the donation process by using a custom web address and prominently displaying your logo and other design elements related to your organization and your fundraising campaign.

<sup>4</sup> <https://doublethedonation.com/matching-gift-statistics/>



## 8. OPTIMIZE FOR MOBILE DEVICES

Today, people expect to be able to interact with your organization through their mobile devices. Period. Use mobile design best practices, such as employing mobile-responsive design templates and minimizing image sizes, to make sure your donation page looks and works great on mobile devices. And be sure to test the page on multiple devices before going live.



**An online giving trends study found that an estimated 28% of online donations in 2021 were made using mobile devices.<sup>5</sup>**



## 9. KEEP YOUR DONATION FORM SIMPLE

A long donation form can be a turnoff to donors. Review your donation form and make sure you're asking for only what's necessary to process the donation properly. You can gather more information about each donor later.

<sup>5</sup> <https://institute.blackbaud.com/charitable-giving-report/online-giving-trends/>



## 10. OFFER A RANGE OF PAYMENT OPTIONS

Giving donors the ability to give via their preferred method provides a simpler and more attractive path to completing the donation. Offer versatile payment options, such as ACH, Amazon Pay, Apple Pay, PayPal, and Venmo.

### TWEAK YOUR DONATION PAGE TO BOOST FUNDRAISING RESULTS

At Cathexis Partners, we help nonprofits like yours use technology to raise funds and spread the word about their missions more effectively and more efficiently. If you have questions or would like help, contact Cathexis Partners today:



[cathexispartners.com](mailto:cathexispartners.com)



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