



Donation Landing Page: Content Do's & Don'ts to Maximize Donations by 25%

with Ashley Kratschmer

Digital Marketing Coordinator | PGM

JUNE 28 | 9:00 AM CDT

Get To Know Ashley

Ashley Kratschmer

Digital Marketing Coordinator | PGM

5 years of professional digital marketing experience



Let's Get To Know You!

Let us know where
you're tuning in
from in the
comments!





Over 67% of all nonprofits
accept online donations



<https://nonprofitsource.com/>



Why Should I Bother With Creating an Online Donation Page?



Why Should I Bother With Optimizing My Online Donation Page?

Why Should I Bother With Optimization?

Here's Why

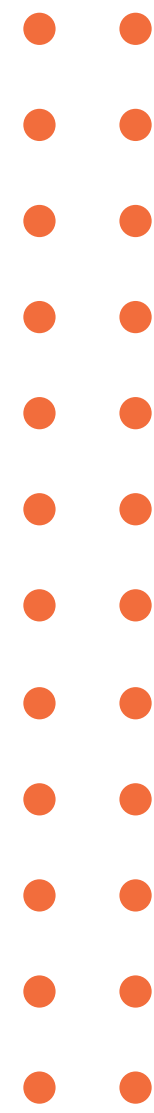
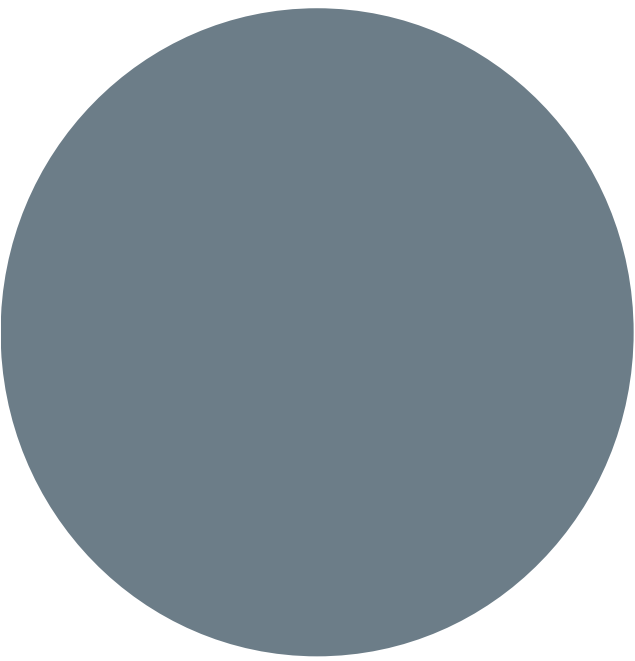
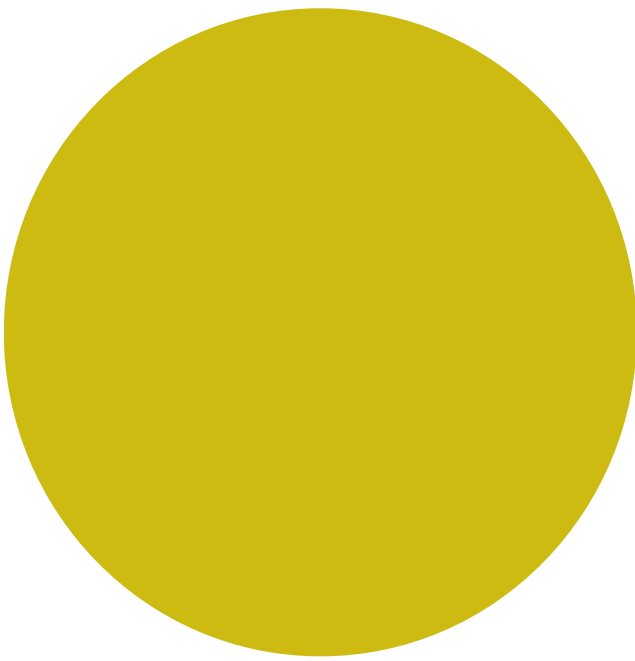
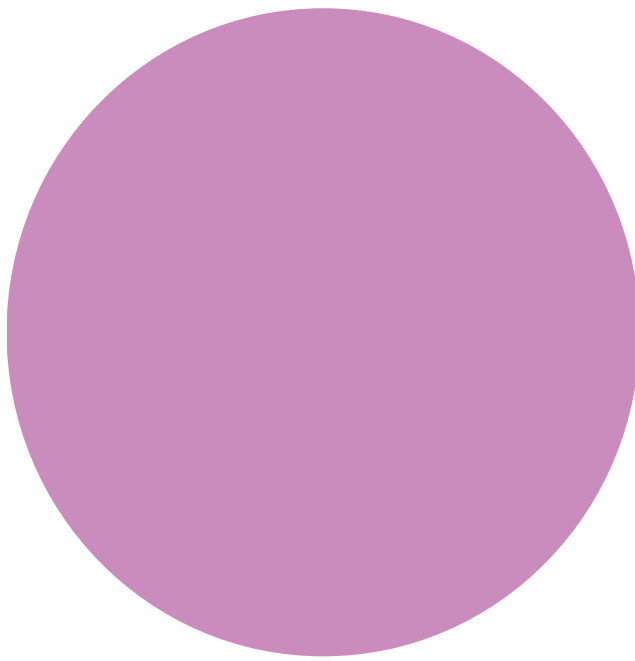
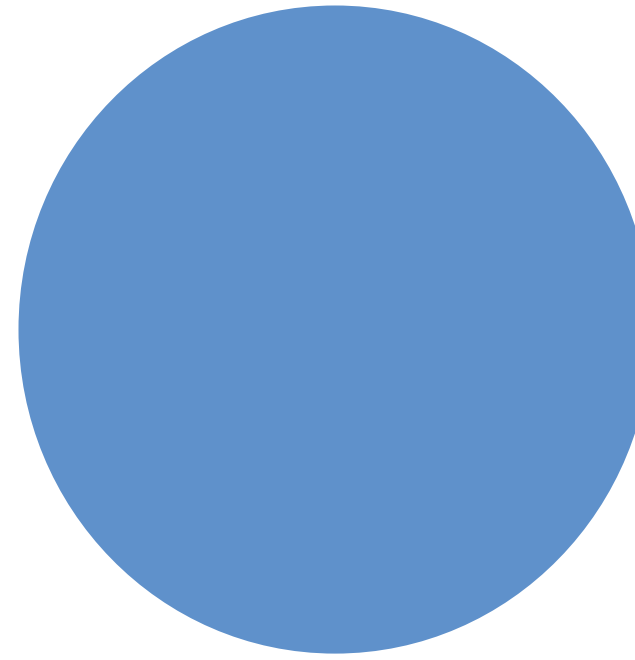
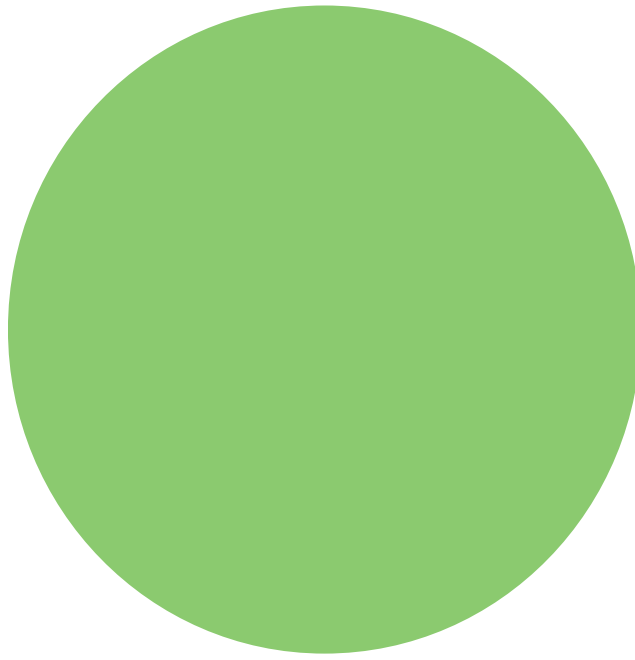
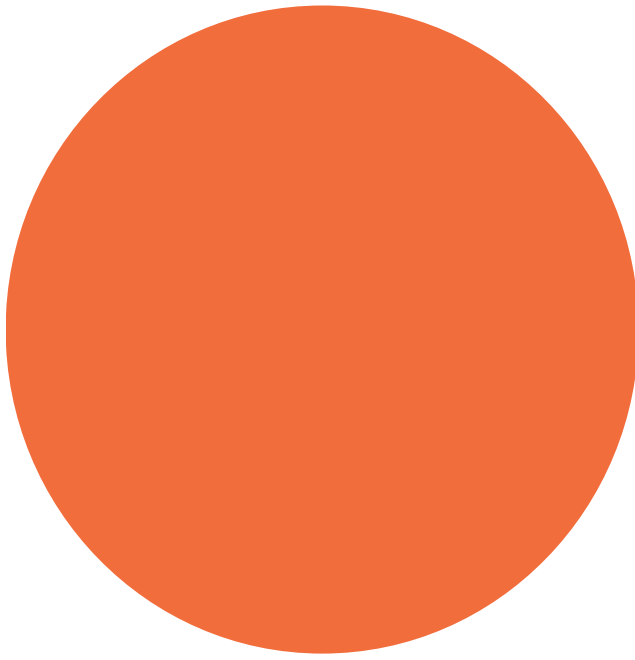
- ✓ As digital marketing trends evolve, users expectations rise
- ✓ Fear of insecure donations
- ✓ It makes it easier for donors to not only donate once, but multiple times (recurring)



**In short, because it creates a
better user-experience for
online donors**

Better user-experience = \$\$







Call-To-Actions (CTAs)



Call-To-Actions (CTAs)

DO

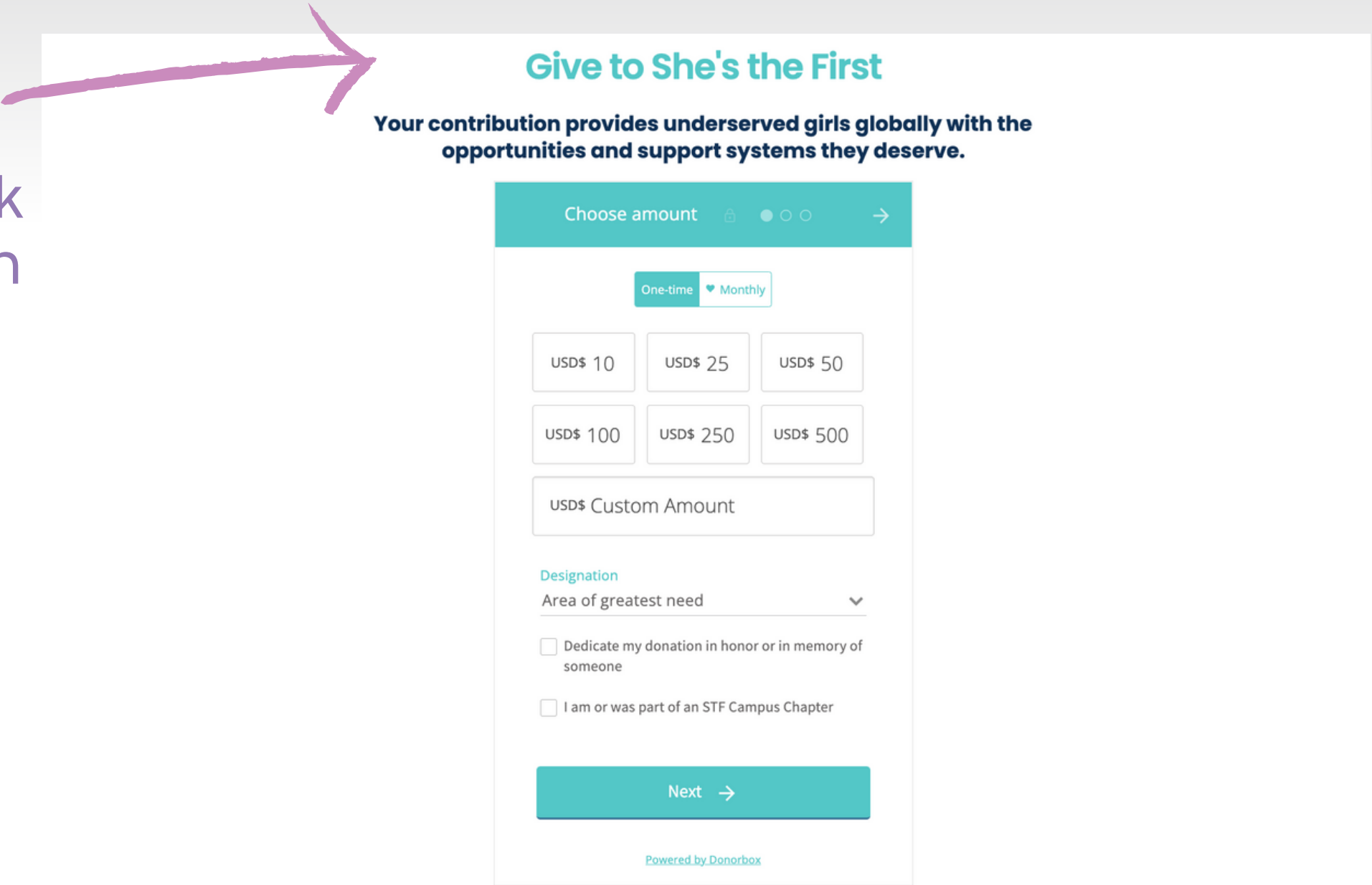
- ✓ Display your CTA clearly at the top of your page

DON'T



- ✓ Make it hard to find, or sound impersonal

EXAMPLES

CTA is powerful,
and connects back
to the organization



Give to She's the First
Your contribution provides underserved girls globally with the opportunities and support systems they deserve.

Choose amount   →

One-time Monthly

USD\$ 10 USD\$ 25 USD\$ 50
USD\$ 100 USD\$ 250 USD\$ 500
USD\$ Custom Amount

Designation
Area of greatest need ▾

Dedicate my donation in honor or in memory of someone
 I am or was part of an STF Campus Chapter

Next →

Powered by Donorbox

Looking for other ways to give? We accept stock, **cryptocurrency**, and more.
You can mail a check to 590 Avenue of the Americas, 8th floor, New York, NY 10011.
Have other questions? **Get in touch.**

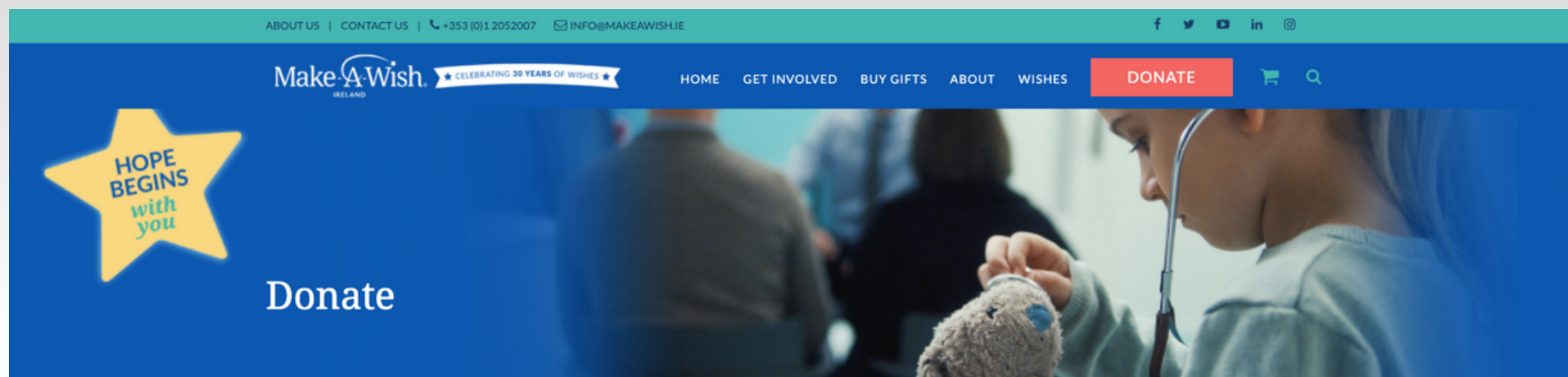
<https://donorbox.org/>

We're proud to work with trusted local organizations who set girls up for success, to ultimately decide their own futures.

Thank you for standing up for girls.



EXAMPLES



Choose amount

A monthly gift helps us to respond to time-critical wishes and to plan ahead for children on their wish journeys.

One-time Monthly Annually

€ 10 € 25 € 50

€ 100 € 250 € 500

€ Custom Amount

Dedicate my donation in honor or in memory of someone

What prompted your donation?
Choose one

Write us a comment

Next →

Powered by Donorbox

Make a Donation

Seriously ill children have heard enough bad news for a lifetime. You have the power to give them hope. Your donation helps Make-A-Wish Ireland deliver joy, memories and much-needed good news to hundreds of families across Ireland. This Christmas your donation will help children like Ruadhán, aged 11. He had his wish to see a puffin granted and its thanks to the incredible people that donate to Make-A-Wish Ireland. You can read more about Ruadhán's wish at the link below or watch his video diary of his wish.



Click below to see how your kind donations have helped grant the wishes of seriously ill children throughout Ireland.

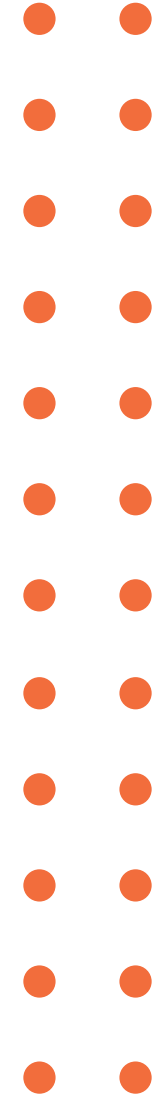
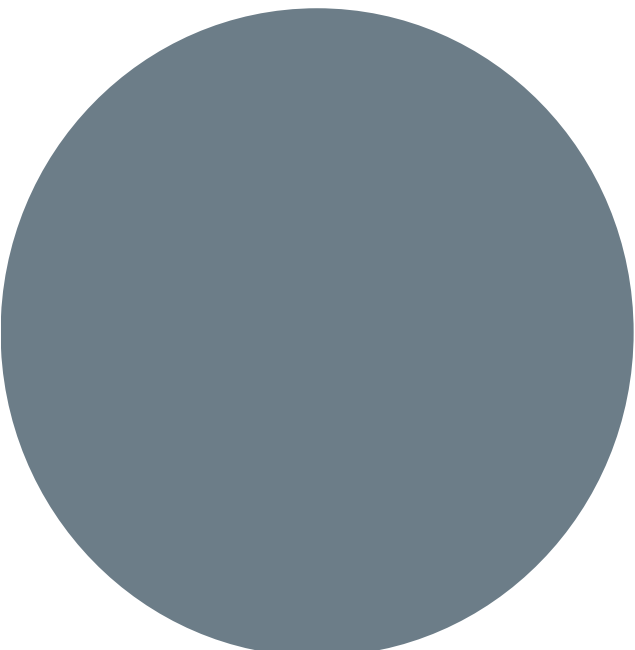
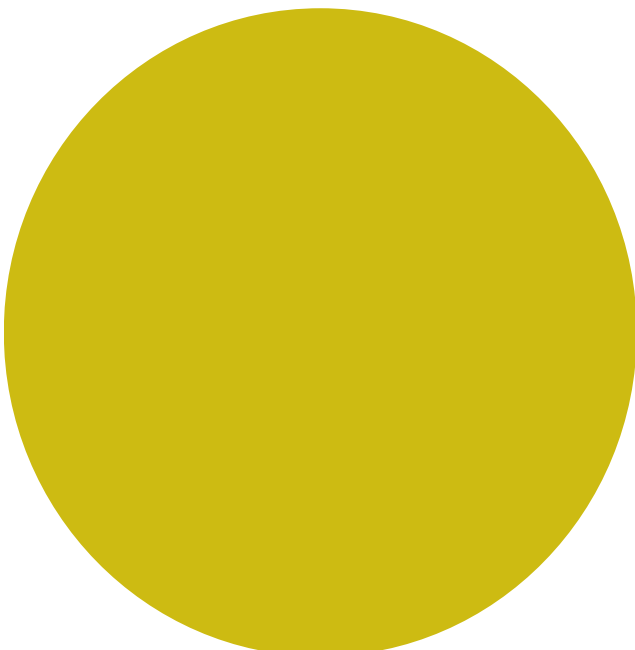
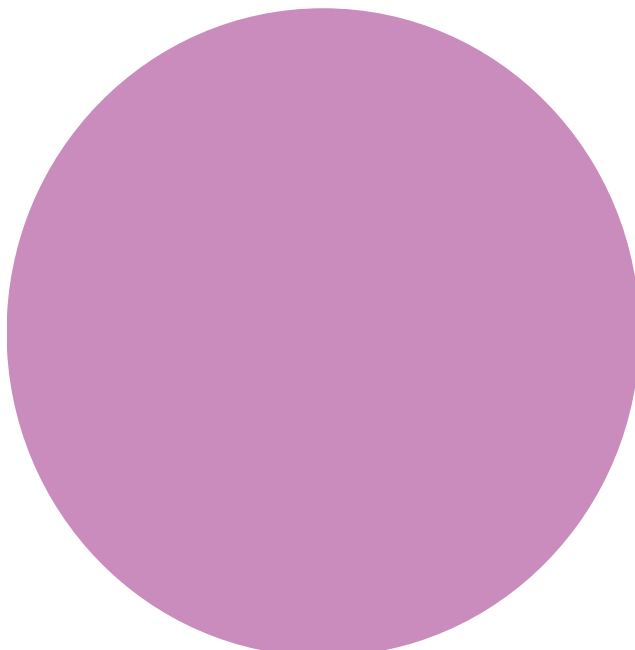
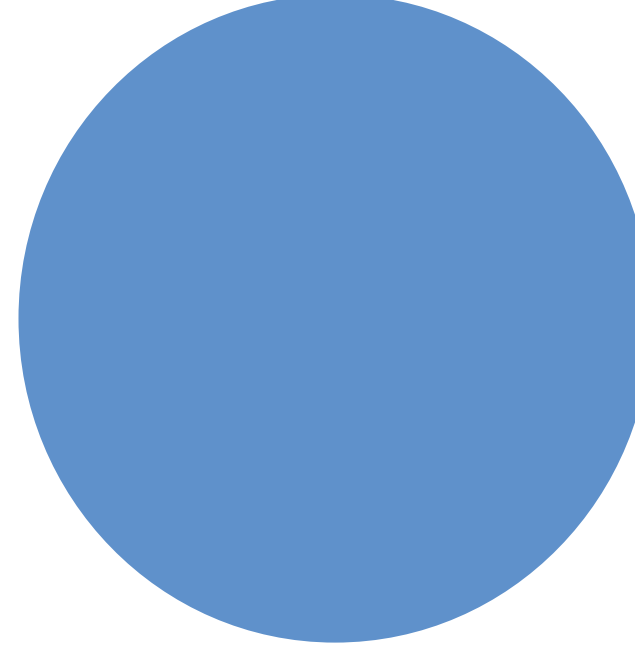
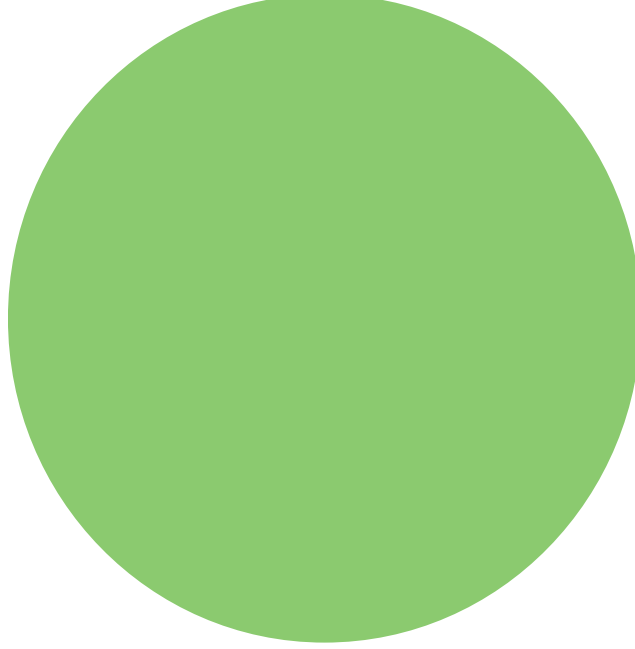
OUR WISHES RUADHÁNS STORY

Be a part of our magical 30th anniversary and help make wishes come true by donating or getting involved [here](#).



CTA is present, but could be better

<https://donorbox.org/>





Storytelling Elements

2

Storytelling Elements

DO

- ✓ Add elements that tell a story of the people you serve, and that donors can support.



This can be a quick snippet about a recipient from your org, or pictures that show that.

DON'T

- ✓ Add TOO much text; people won't read it all

EXAMPLES



Support a growing autism community

Help our students by donating today! All donations go directly to making a difference in our classrooms and the lives of our students and their families.



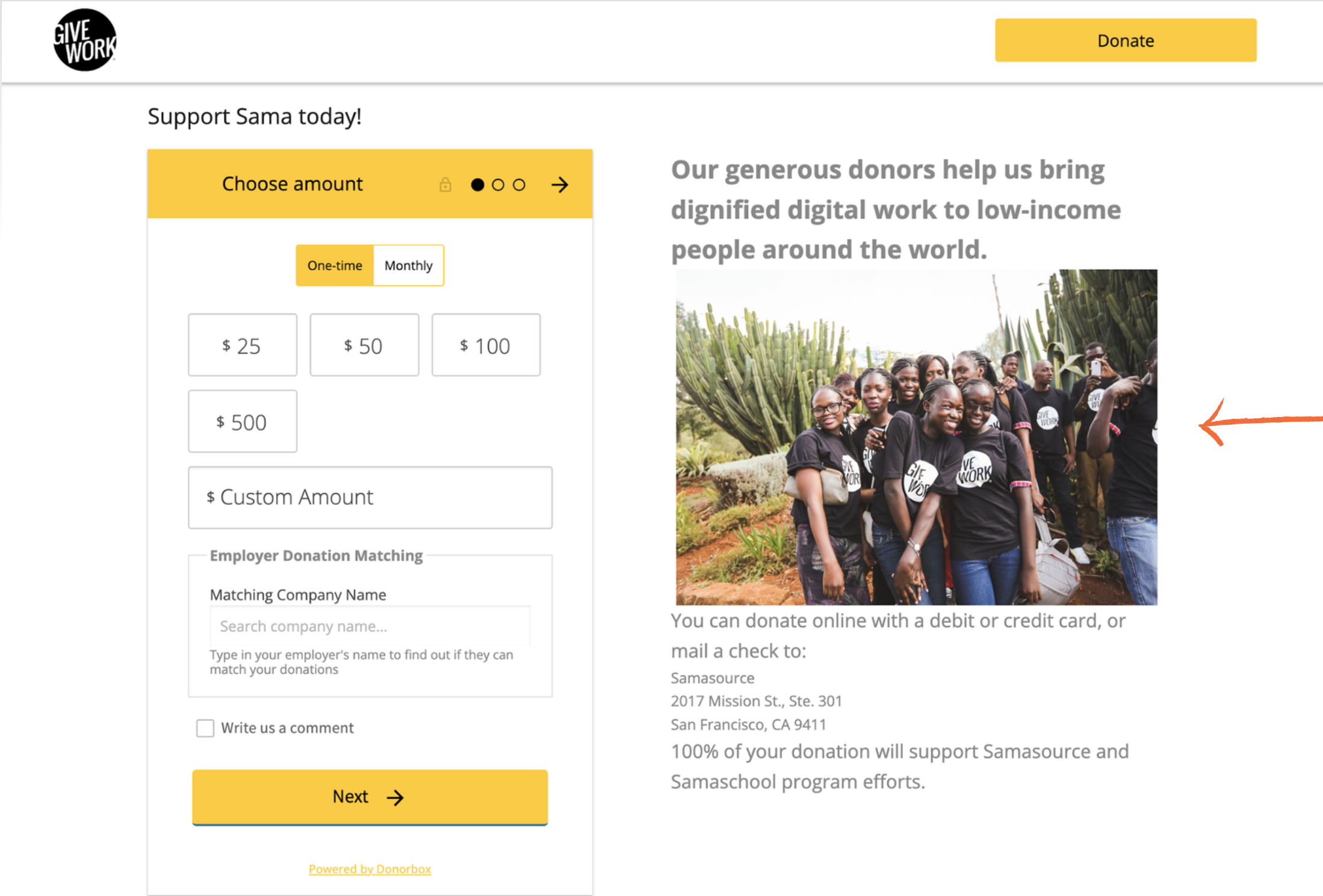
How much would you like to donate today?

All donations directly impact our organization and help us further our mission.

Tells a story, shows the community they serves, is engaging, and not time-consuming to view



EXAMPLES



The screenshot shows a donation interface for 'GIVE WORK'. At the top left is the 'GIVE WORK' logo, and at the top right is a yellow 'Donate' button. Below the logo, the text 'Support Sama today!' is displayed. The main donation form is titled 'Choose amount' and includes a lock icon and a right-pointing arrow. It features two tabs: 'One-time' (selected) and 'Monthly'. There are four buttons for preset amounts: '\$ 25', '\$ 50', '\$ 100', and '\$ 500'. Below these is a text input field for '\$ Custom Amount'. An 'Employer Donation Matching' section contains a 'Matching Company Name' label and a search input field with the placeholder 'Search company name...'. Below the search field is the instruction 'Type in your employer's name to find out if they can match your donations'. There is a checkbox labeled 'Write us a comment'. At the bottom of the form is a large yellow 'Next →' button. A small link 'Powered by Donorbox' is located at the very bottom of the form area.

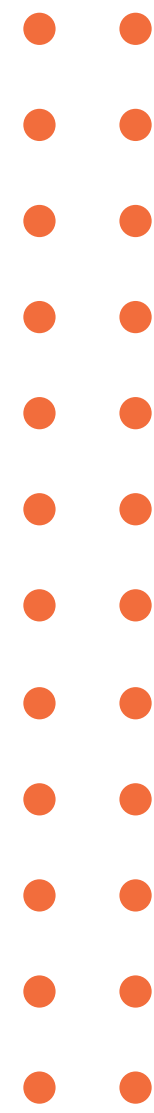
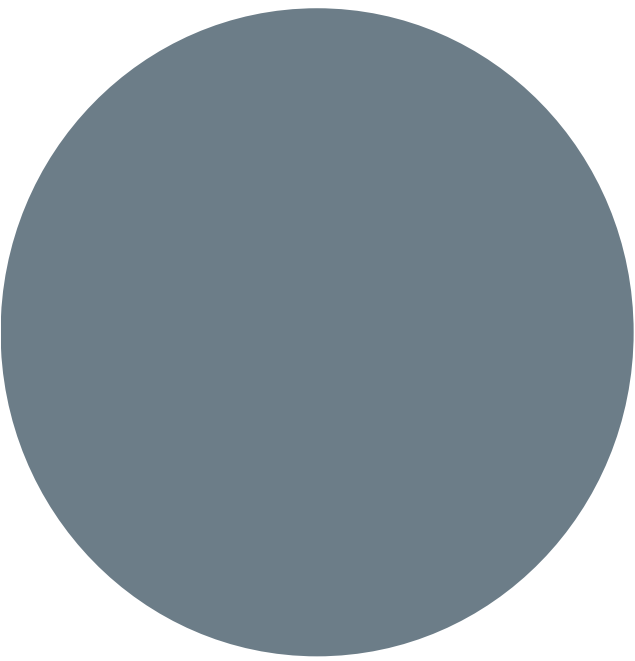
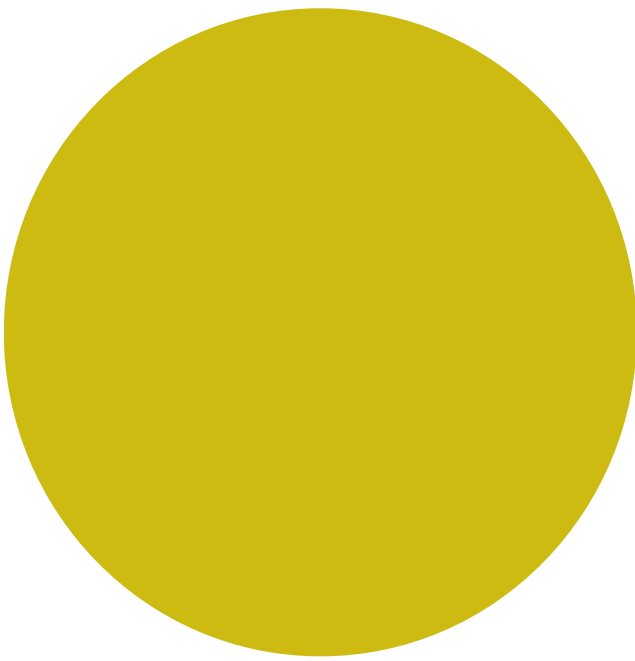
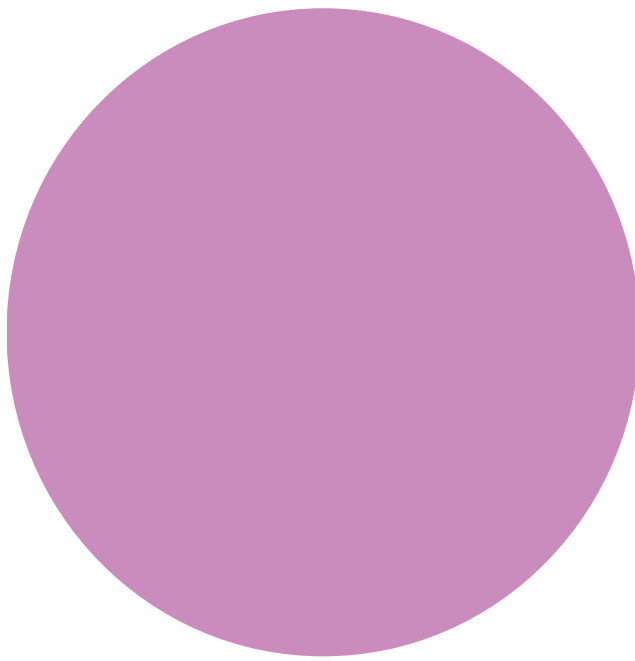
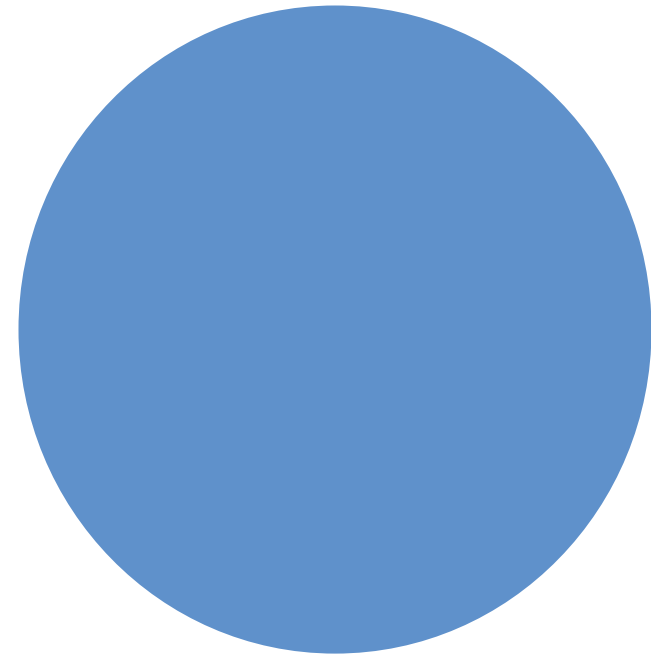
Our generous donors help us bring dignified digital work to low-income people around the world.



You can donate online with a debit or credit card, or mail a check to:
Samasource
2017 Mission St., Ste. 301
San Francisco, CA 9411
100% of your donation will support Samasource and Samaschool program efforts.

← Opportunity for more story telling

<https://donorbox.org/>





Page Design



Page Design

DO

- ✓ Have a clean, engaging landing page design

DON'T

- ✓ Have a design that is too simple; or alternatively, too busy

EXAMPLES

Subscribe

LONELY WHALE

DONATE

SUPPORT A FUTURE WITH CLEAN SEAS

Whether we are amplifying the voices of young people who are taking action for a healthy planet, or engaging innovators to develop alternative solutions to problematic plastics, our work would not be possible but for you. Since our launch in 2015, every single dollar has made impact possible.

Choose amount

One-time Monthly Annually

You can log in to edit your recurring donation any time

USD\$ 15 USD\$ 25 USD\$ 52

USD\$ 100 USD\$ 250 USD\$ 500

USD\$ Custom Amount

Dedicate my donation in honor or in memory of someone

Write us a comment

Next →

Powered by Donorbox

Design is engaging, above the fold, and speaks to organization's mission

<https://donorbox.org/>

EXAMPLES

Donations

Name *

First Name Last Name

Address *

Street Address

Street Address Line 2

City State / Province

Postal / Zip Code

Phone Number *

-
Area Code Phone Number

Email *

example@example.com

One time donation OR Monthly donation? *

One Time Donation (single charge)
 Monthly Donation (recurring on the same day each month)

Donation Amount *

\$5 \$10 \$20
 \$25 \$50 \$100
 \$250 Custom

I'd like to help cover the transaction fees for my donation *







Yes No

Payment

0 USD
Donation Amount

Credit Card Details

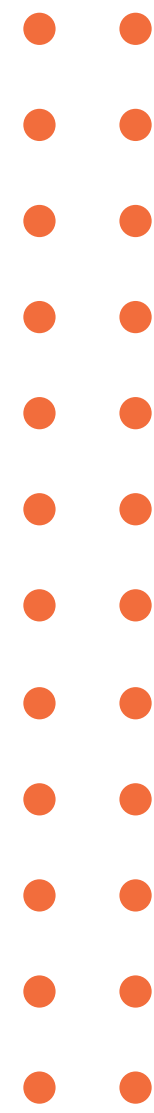
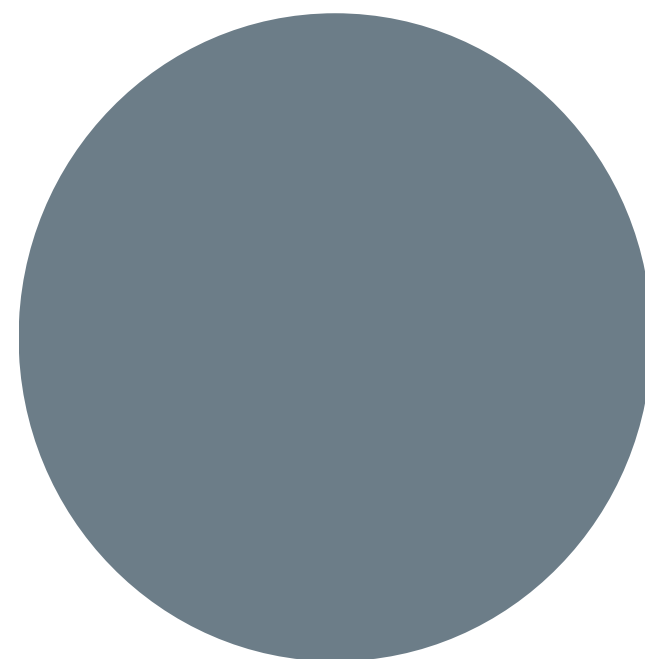
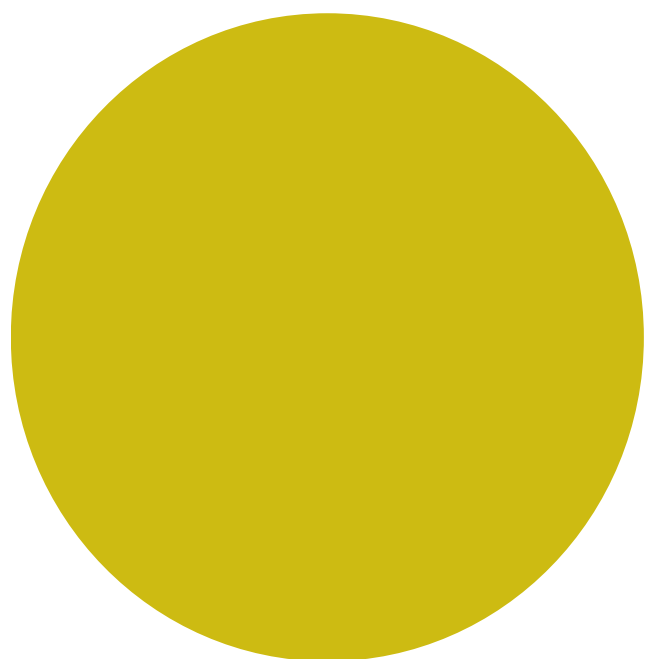
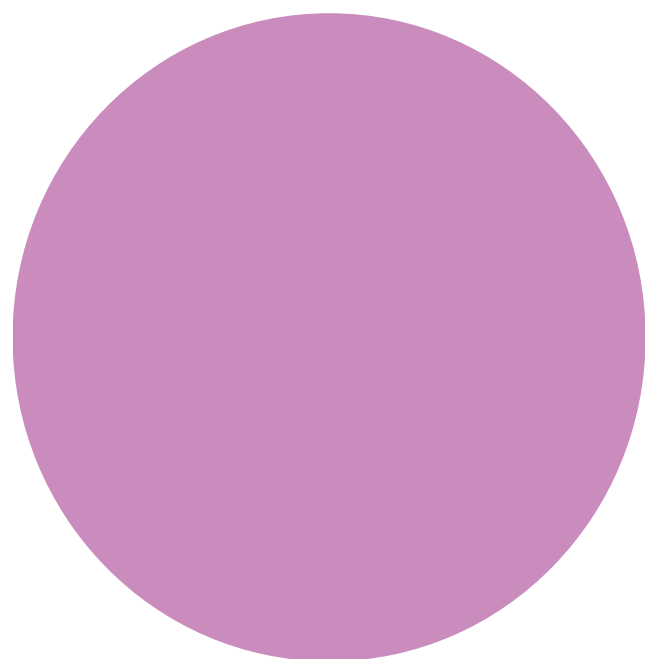
First Name Last Name

1234 1234 1234 1234      MM / YY CVC 

United States 12345



No special touch that speaks to the organization's mission or the community they support





Mission Descriptions

4

Mission Descriptions

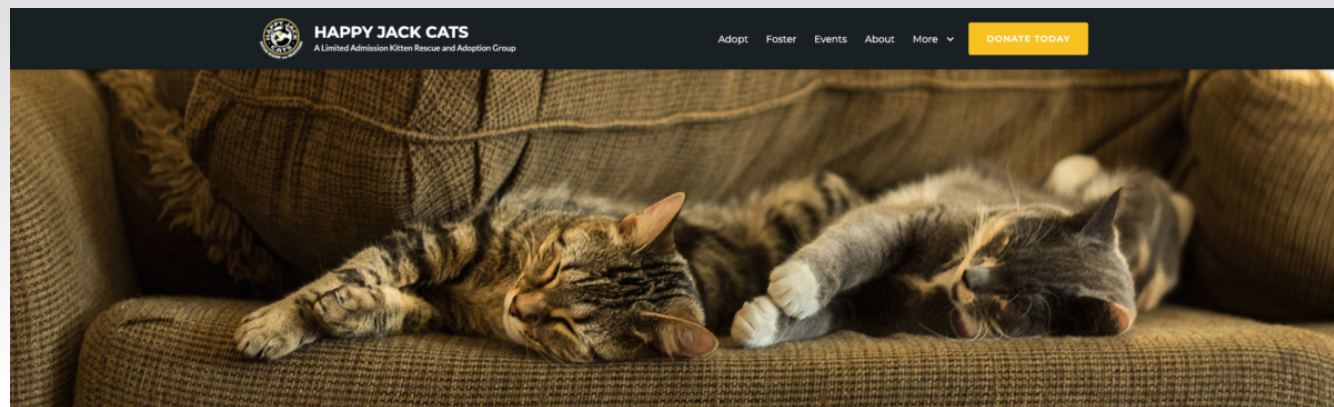
DO

- ✓ Remind donors about your mission on your landing page

DON'T

- ✓ Take too much room to state this.

EXAMPLES



DONATE AND HELP SAVE LIVES

Gift Information

Donate To:
Where it is needed most

Donation Amount:
 \$50 \$100
 \$200 \$500

Donation Frequency:
 One-time Monthly

Next

How Your Donations Help Save Kittens

We would love to make such an impact on the feral cat population that we are no longer needed. Maybe someday that will be the case, but for right now the kittens just keep coming.

Today our biggest challenge is to find the funds needed for spaying and neutering. In order to decrease the need for euthanasia, we never release an animal to an adopter until it has been sterilized. It is our hope that someday, no perfectly healthy animal will be euthanized simply because it has no home.

Your donation will be used first for spay and neuter. After that, it will be used for veterinary care, testing for feline leukemia virus (FeLV) and feline immunodeficiency virus (FIV), micro-chipping, vaccinations, food, litter and supplies. Many of the kittens and cats we take in have neglected conditions that are not life-threatening but do need treatment.

As a nonprofit, we depend on the support of owners and donors to reach our mission. Your generous donation means the difference between life and death for many kittens. We are tremendously grateful for your gift. Thank you so much for donating.

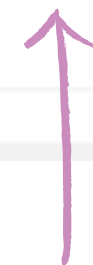
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The mission is restated here, prior to specific explanation of how the donation helps support the organization


<https://www.keela.co>

ABOUT HAPPY JACK CATS
Happy Jack Cats, Inc.
PO Box 433
Meridian, Idaho, 83680
Happy Jack Cats, Inc. is an exempt organization as described in Section 501(c)(3) of the Internal Revenue Code.
EIN #47-545905
Legal

USEFUL LINKS
Our Story
Adopt a Kitten
Be a Foster Parent
Events
Contact


WAYS YOU CAN HELP
Make a donation
Amazon Wish List: Food
Amazon Wish List: Supplies
Shop with Chewy.com
Foster Kitten Starter Box

SOCIAL
Facebook
Instagram
Google
Twitter
Pinterest


Copyright Happy Jack Cats, Inc. 2011



EXAMPLES

Choose amount  ● ○ ○ →


One-time Monthly

You can log in to edit your recurring donation any time [?](#)

\$ 15 \$ 50 \$ 100

\$ Custom Amount

Dedicate my donation in honor or in memory of someone

Where would you like to direct your gift?
Please select one 

Next →

[Powered by Donorbox](#)



Are you, or is someone you know, 70.5 or older? Consider an end of year roll-over gift from your IRA (up to \$100,000 per person). To learn more or make a tax-free donation from your IRA account, please contact Karl Hutterer at klhutterer@gmail.com.

Make a secure gift online

Use any major credit card, PayPal or Google Pay.

Send your check by mail

Checks should be made out to *Community Environmental Council*.

Development Office
PO Box 90660
Santa Barbara, CA 93190-0660

Over the phone

Give us a call at [\(805\) 963-0583](tel:8059630583), and our staff will be happy to assist you.

Interested in making a **Legacy or Estate Gift**? [Click here.](#)

To learn more about corporate giving, please email Nicole Eads at nicole.eads@cecmail.org

← Lots of text that could be swapped out for a restated mission.



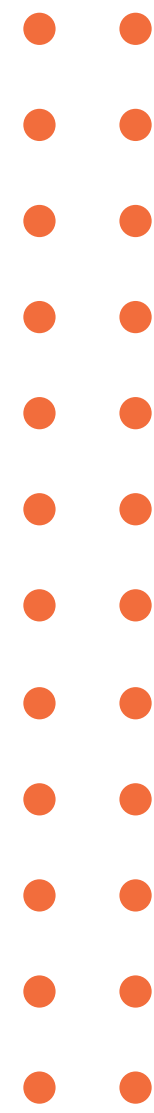
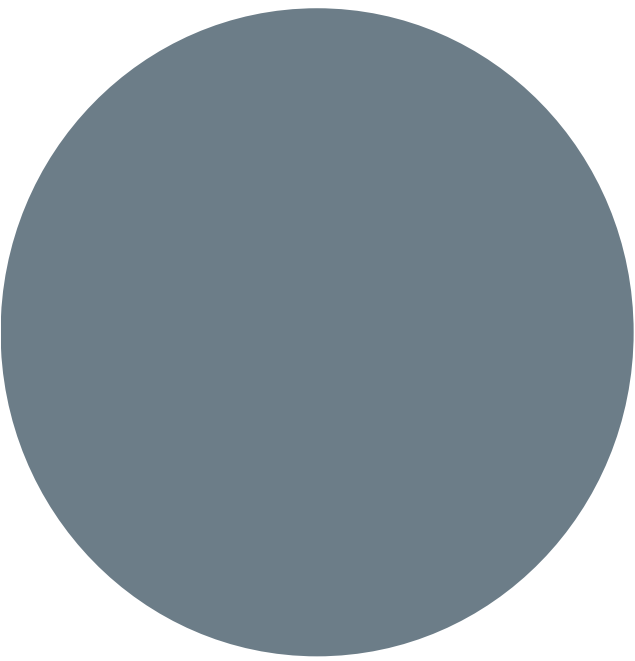
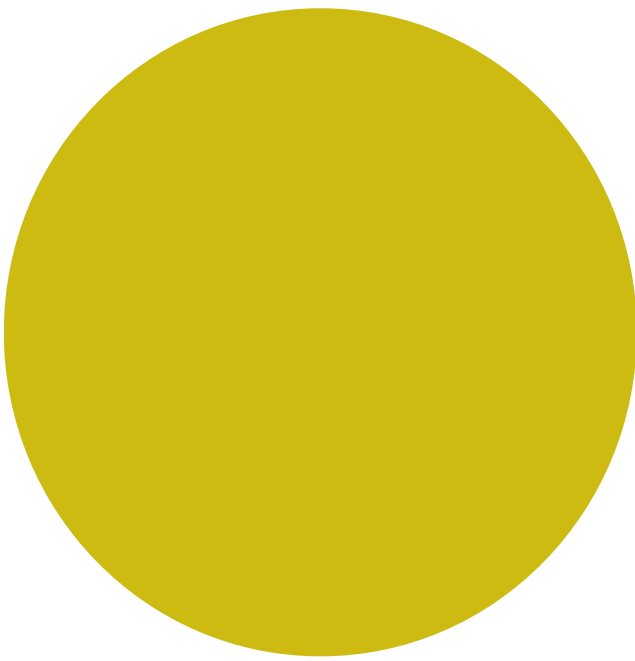
1

2

3

4

5





Form Layout



Form Layout

DO

- ✓ Be creative in the layout of your donation form


DON'T

- ✓ Add unnecessary fields in your form

EXAMPLES

Support DuPage County

Help NAMI DuPage by donating today! All donations go directly to mental health resources and programming for DuPage county residents.



[Donate Today >](#)

DONATE
CRYPTOCURRENCY
HONNOLD FOUNDATION

Choose amount ●○○○ →

One-time Monthly Annually
You can log in to edit your recurring donation any time ⓘ

US Dollars (USD) ▾

\$ 25 \$ 50 \$ 100
\$ 250 \$ 500

\$ Custom Amount

Employer Donation Matching

Matching Company Name
Search company name...
Type in your employer's name to find out if they can match your donations

Dedicate my donation in honor or in memory of someone
 Write us a comment

[Next →](#)

Powered by Donorbox



These forms are clean, but still intentionally designed based on the organization's branding

<https://donorbox.org/>

EXAMPLES

Donation Form

Full Name *

First Name Last Name

E-mail *

example@example.com

Phone Number *

Type of Donation *



Love Offering
 Building Expansion
 One Time Donation

Comments *

Donation Amount *

USD
Please enter your donation amount

Payment Methods

 Debit or Credit Card
  PayPal



While this is a clean look, the amount of fields and lack of design makes this unappealing to fill out

<https://hubspot.com/>



1

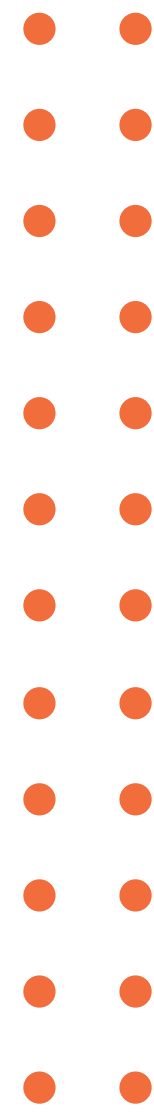
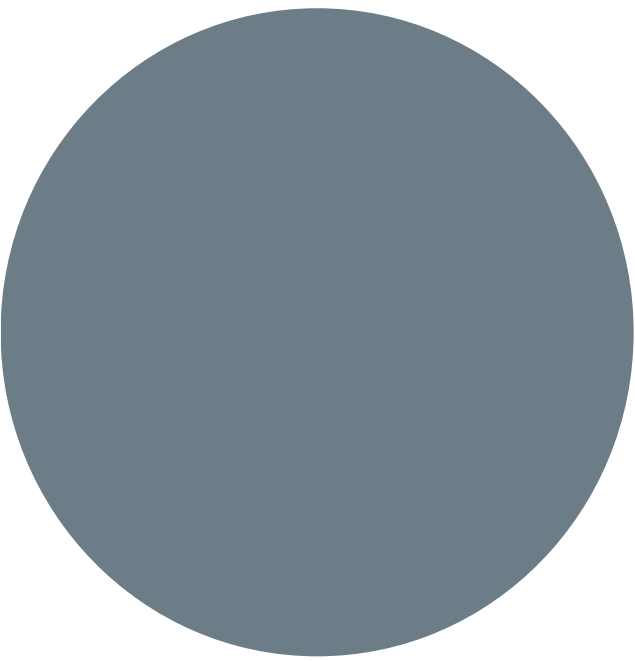
2

3

4

5

6





Donation Levels



Donation Levels

DO

- ✓ Include different donation levels to help donors visualize the impact of their donation

EXAMPLES



Choose Amount

How much would you like to donate? As a contributor to KidsMatter we make sure your donation goes directly to supporting our cause. Thank you for your generosity!

\$ 250

\$ 25 \$ 68 \$ 100

\$ 250 \$ 500 \$ 1,000

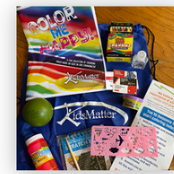
Custom Amount

I'd like to help cover the transaction fees of \$8.84 for my donation.

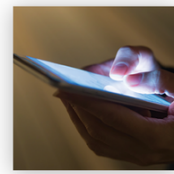
Make this donation monthly for 12 months

Continue >

Secure Donation



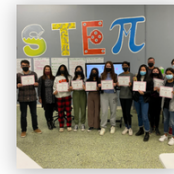
\$25
Helps buy supplies for the Stress Relief Care Bags which are distributed to our schools.



\$68
Fund the Crisis Text Line for one day so that help is just a text away for anyone in need



\$100
Help keep our Mental Health Forums free to so that anyone can attend



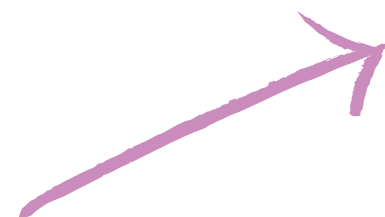
\$250
Provides 5 young people the opportunity to be certified in teen Mental Health First Aid



\$500
Help support initiatives planned by the Senior High Board



\$1,000
Assist in funding Career Experiences, such as Your Brand Matters



The donation levels each have an associated image and match what is on the form

 <p>\$25 Helps buy supplies for the Stress Relief Care Bags which are distributed to our schools.</p>	 <p>\$68 Fund the Crisis Text Line for one day so that help is just a text away for anyone in need</p>	 <p>\$100 Help keep our Mental Health Forums free to so that anyone can attend</p>
 <p>\$250 Provides 5 young people the opportunity to be certified in teen Mental Health First Aid</p>	 <p>\$500 Help support initiatives planned by the Senior High Board</p>	 <p>\$1,000 Assist in funding Career Experiences, such as Your Brand Matters</p>





1

2

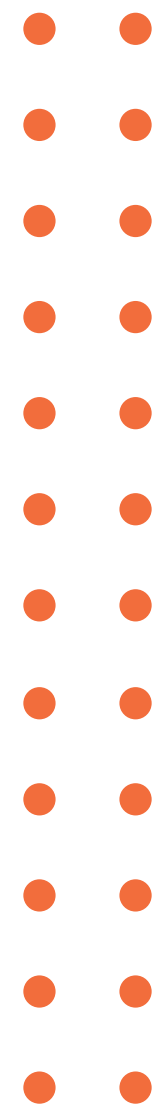
3

4

5

6

7





Recognition



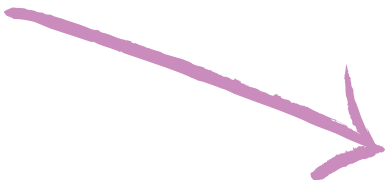
Recognition

DO


- ✓ Include badges of credibility and recognition of your organization

EXAMPLES

Whether it be in the footer or on the page, these badges add credibility for your organization



Client Success Stories



"Bridge Communities prepared me for a better life"
Beatrice
Before Beatrice and her five children entered the Bridge program, they were living in a homeless shelter after escaping a traumatic life of domestic abuse. When Beatrice felt most like giving up, some friends referred her to Bridge Communities. [Read More](#)



Alford-Axelson Award
Bridge Communities was awarded the Alford-Axelson Award for Nonprofit Managerial Excellence.



Candid Platinum Seal of Transparency
Bridge Communities has earned Candid's Platinum Seal of Transparency, the highest level awarded to nonprofits.



Charity Navigator 4-Star Charity
In multiple years, Bridge Communities earned the distinction of a 4-Star charity by industry leading Charity Navigator.

Bridge Communities provides free transitional housing to more than 100 DuPage County families experiencing homelessness each year.

[Access Services](#) [Ways to Give](#)

EXAMPLES

FRESH ROOTS ABOUT WHAT WE DO EDUCATION GET INVOLVED FOOD BLOG SHOP DONATE

DONATE

Donate

Your gift empowers youth to plant, grow, cook, and share healthy food.

IF WE ALL DO A LITTLE, WE CAN ALL DO A LOT!

Donate Now!

- Everyone should have access to healthy food – especially youth. Your support ensures that when school support systems are in recess, vulnerable youth have access to healthy food.
- The number one way to help youth eat healthy food is to help youth become familiar with those foods. Your contribution supports on-school farms where kale, bok choy, and broccoli are the main event—not french fries.
- Adolescent youth can eat up to 7 times a day or more! Every act of eating is an act of health and also impacts the environment. Food is a primary way youth engage with the environment. Help youth see how healthy food requires a healthy environment.
- Good Food is fun! Help youth learn the value of hard work and giving back to their community.
- Address food security in our community through hands-on learning and healthy food.

Please join the Veggie Brigade, our team of monthly donors that help ensure Good Food for All! We are a charitable organization and are happy to issue you a tax receipt for your donation of more than \$10. Our charitable number is 844249680RR0001. Should you have any questions, please do not hesitate to get in touch at 778-764-0344 or ed@freshroots.ca.

Imagine the impact your donation could have:

Donation Details

Donate To:
Where it is needed most

Donation Amount:

\$10	\$10/month allows 60 kids to create and eat their own salads!
\$25	\$25/month ensures a kid from a low-income family can attend farm camp!
\$50	\$50/month allows one youth to join our SOYL youth-empowerment program!
\$100	\$100/month hires a past SOYL youth participant to return as a mentor!
\$ Other	

Donation Frequency:
One-time Monthly

Dedication

I'd like to cover the processing fee (2.2% + \$0.30) so all of my donation goes to Fresh Roots Urban Farm Society.

Next

Address food security in our community through hands-on learning and healthy food.

Please join the Veggie Brigade, our team of monthly donors that help ensure Good Food for All! We are a charitable organization and are happy to issue you a tax receipt for your donation of more than \$10. Our charitable number is 844249680RR0001. Should you have any questions, please do not hesitate to get in touch at 778-764-0344 or ed@freshroots.ca.

Imagine the impact your donation could have:

Donation Details

<https://www.keela.co>

This organization added their charity number to their page, which helps gain the trust of the donor

SAY HELLO, GET IN TOUCH!
Click here to send us an email
Phone: 778-764-0344 (p3344)
5050 Wales St
Vancouver, BC V5R 3M6
Donate Now!

FRIENDS OF FRESH ROOTS
David Thomson Secondary School
Edible Garden Project
Illwaco Cultural Centre
Brenshaw Collingwood Food Security Institute
Growing Chef!
Stacey Ode
Think & Eat Green at School
Vancouver School Food Network
VanTech Secondary School
Vancouver Urban Farming Society
YSSL Green Bread
Young Agrarians

NEWSLETTER SIGNUP
Newsletter Sign Up!
First Name *
Last Name *
Email *

Growing Food.
Growing communities.



In conclusion...



Key Takeaways

- ✓ Display your CTA clearly at the top of your page
- ✓ Add elements that tell a story of the people you serve, and that donors can support.
- ✓ Have a clean, engaging landing page design
- ✓ Remind donors about your mission
- ✓ Be creative in the layout of your donation form
- ✓ Include different donation levels to help donors visualize the impact of their donation
- ✓ Include badges of credibility and recognition of your organization



THANK YOU

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