

Create a Donation Page that Rocks

Are you making it easy for people to donate money on your Web site? Be sure you're following these top 10 rules for a killer donation page.

By Gail Perry

Here's a shocking statistic: A recent survey found that 47% of people who visit nonprofit donation pages don't complete the process and make a gift.

Can you imagine? Here you've got donors on your Web site. They make it to your donation page. They're ready to give. But they look at the page and think, "This looks too complicated. I'm in a hurry. Not now—maybe later." And later never comes.

What's a smart nonprofit to do in this situation? Make your donation page irresistible! Here are some ways to add some sizzle to that page:

1. Try it out yourself. Go onto your own site and make a \$5 donation and see what happens. Even better, ask a friend to visit your site to make a gift, and then ask for feedback. Is it easy to give? Do visitors feel welcome? Is the process cumbersome or simple? Smooth out any problems you discover.

2. Change the title of the page. Does your donation page have the title "Donation Page"? Too many do. There's nothing warm or appealing about that!

Make the title something like: "Yes, I want to help feed hungry children! Here's my gift!"

3. Put a heart-touching picture on the page. Again, too many pages look like serious, drab business. It's enough to give people cold feet when they're reaching for their wallets. Be sure you have a photo that captures the essence of your work.

4. Have a large donation button. People respond better to a button than the words "Click Here." Make the button big, and use large font for the text next to it. Make it impossible to miss.

5. Tweak your monthly donation button. Add the words, "Yes, repeat this gift every month" next to the button for monthly donations. Again, make the font large, bold, and highly readable.

6. Create special donation landing pages. For each appeal you send out, create a separate donation page. Be sure to echo the original appeal's design and message. One organization saw a 22% increase in donations to these types of pages vs. generic donation pages.


7. Suggest dollar amounts for specific projects. This same organization found that when they placed descriptors next to suggested dollar amounts, gifts went up. Donors were able to see what their donation would help support.

8. Don't offer too many choices. Don't confuse your donors or make it too hard to choose.


“Go onto your own site and make a \$5 donation and see what happens.”

9. Don't add links to other pages. You've worked so hard to get your donors there! Don't add *any* encouragement to get them to leave this page!

10. Go all out to thank your online donors. Many online donors get left out of the systematic thank-you processes you've worked so hard to put in place. Create a special thank-you effort for your online donors—so you can keep them giving.

It's not too late. Your donation page just may be the most important page on your site. It's not too late to tweak it a bit to make it far, far more inviting—and compelling—to your donor! 

Gail Perry, MBA, CFRE, is the best-selling author of Fired-Up Fundraising: Turn Board Passion into Action. This article is adapted from her blog at gailperry.com



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If you have any questions, contact Jason Chmura at jchmura@NonprofitWorld.org.

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