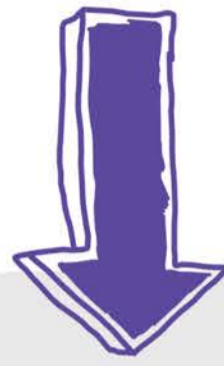# 1

THE BUILDING BLOCKS
OF A GREAT DONATION PAGE

BUILD YOUR BRAND

Use your donation page to reinforce your brand!
Your name and your logo are your primary brand elements. Even if your donation page is hosted somewhere other than your website, be sure to have a vanity URL pointing to the donation site and prominently display your logo at the top of your donation page.

BUILD A BOND

Build a connection to your donor!
Display a prominent visual that conveys your mission and forms a connection with your donors. Remind donors of the impact that their donation will make with some short, direct, and compelling copy. You need to convey a grateful and urgent voice when asking for donations.

BUILD TRUST

Establish trust with your donors!
Show that your donation form is verified and secure. Make sure to have a valid SSL certificate on your site. Further establish confidence by displaying GuideStar, Charity Navigator, BBB, and other badges.

At the very bottom of this donation page, you'll find a small pie chart outlining how the organization's revenue is spent. Being transparent about how the money is spent makes the organization accountable and trustworthy in the eyes of donors and leaves no room for guesswork about how their support is used.

BUILD SMART

Make the donation process easy!
Suggested Amounts – By giving a few donation amounts with a middle option pre-selected, you are increasing the chances of receiving a higher gift amount.

Monthly & One-Time – Give people the option to give a reoccuring gift, but don't force it. Having the option there also increases your chances of gaining partners.

Credit Card & PayPal – Did you know that approximately 30% of donations come in through PayPal? Always include that option on your donation form, in case a donor doesn't have their credit card out but does know their PayPal login.

Transaction Fees – Provide an option for donors to cover the credit card transaction fees as an opportunity to fully support your case.

Donate Button – Design a bright, beautiful submit button to grab attention and display a clear call to action!
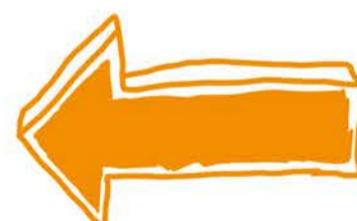
BUILD FRIENDLY

Build your donation page to work beautifully, everywhere!
Optimize your donation page for mobile, tablet, and computer users. On your mobile display, you have much less room to work with. Make sure to remove any images that take up important real estate on the mobile view. Shorten the text to allow for the donation form to be seen without scrolling.