Donation Page Checklist

Design

- ☐ Responsive in its design (mobile-friendly)
- ☐ Branded to match your nonprofit and the campaign
- ☐ Minimal fields
- ☐ Limited Navigation (no distracting links)

Content

- ☐ Features a compelling headline
- ☐ Compelling message about impact and the urgency of gift
- ☐ Compelling, emotional images
- ☐ A call-to-action button (use words such as "Donate Now" rather than "Submit")
- ☐ Monthly giving option
- ☐ Tribute giving option
- ☐ Suggested giving levels (with one highlighted)
- ☐ Option to designate gift for a specific purpose
- ☐ Email Newsletter opt-in

Technical

- ☐ Secure (SSL certificate)
- ☐ Trust logos to demonstrate the site's security

For donors

- ☐ One-step process
- ☐ Phone and email listed for donors that have questions or need help
- ☐ Remember donors when they return
- ☐ Alternate payment methods such as e-checks or "invoice me"
- ☐ Option for donors to help you cover the transaction fees

Saying "thank you"

- ☐ Feature a branded, customized, printer-friendly thank you screen after donation
- ☐ Social media sharing opportunities on the thank you screen
- ☐ Matching gift opportunities on the thank you screen
- ☐ Customized, automatic thank you email to donor from your director

Bonus administrative checklist for your nonprofit staff

- ☐ Automated email alerts to communicate new donations to staff
- ☐ Easy donation page creation process available for non-technical staff
- ☐ Simple reporting with easy exports
- ☐ Integration with web analytics (such as Google Analytics)
- ☐ Integration with other apps you use every day, such as email marketing software