

The easier you make it for donors to give online, the more money you'll raise. By creating clear, simple donation pages with stand-out headers and lots of white space, you're providing a positive user experience for your donors and making their online giving experience a seamless process. Follow our checklist below to make the most out of your next donation landing page.

## Design

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- Imagery.** Include your logo and branded colors. If appropriate, provide an additional image of someone or a group participating in your services.
- Minimize distractions.** Create a standalone page without other navigation elements that would be found elsewhere on your site. You want donors to concentrate on making the donation and not navigating somewhere else on your site.
- Make it mobile-friendly.** No matter where your donors come in from—smart phone, tablet, laptop—they should have a positive user experience and complete the donation.

## Content

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- Your appeal.** This is the why. What are you asking for and why should donors give? We also call this your point-of-sale content.
- Calls to action.** Tell your donors exactly what you want them to do. Use words and phrases such as “donate now” or “give today” rather than “submit” to create urgency.
- Suggested giving levels.** Provide dollar amounts pre-listed. Set up both one-time giving and recurring gift options. Provide options for gift sentiments, restricted gifts, designations or a gift in memory of someone.

## Donor experience

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- Your contact information.** Let donors know who they can call or email if they have questions or need to get in touch as they are making the donation.
- Option to cover processing fees.** Provide an option for donors to cover any transaction or processing fees by checking a box on the donation page. Make sure the funds go directly to your nonprofit (not to the donation page provider or host).
- Social media sharing opportunities.** Add this feature on the automated thank you screen that appears after donors have submitted their gifts. Give them the opportunity to share their actions with friends and family.
- Customized thank you email.** Set up automated emails to go to your donor immediately after the donation is made. These should include their name and can even be a custom message from your president, executive director, etc.

## Bonus features

Set up a seamless system on your donation page that works for your team too! Set your page to send **automated email alerts** to communicate new donations to staff and integrate your page with **analytics** (i.e. Google Analytics) to gain insight on how donors land there. Show your site is secure by displaying your **SSL certificate** and trust logos on the page.

*Connect with us online!*



**4aGoodCause.com**

**About 4aGoodCause** is an effective and easy-to-use fundraising platform for small nonprofits. Boost your revenue with our simple, mobile-friendly pages that donors love. Unlimited campaigns for online donations, event registration, membership, crowdfunding and peer-to-peer fundraising. Integrates with 2000+ third-party apps.